

## HAWKGrips TO EXPAND INTERNATIONALLY

CONSHOHOCKEN, Pennsylvania - September 1, 2016 - HawkGrips, leading manufacturer of IASTM instruments, announces its official entry into the international market, naming Nicky Archer Director of International. Ms. Archer has several years of experience in this area, most recently as Co-Director of the Kinesio Taping® Association International.

Of this new expansion, Ms. Archer says, "It is time for us to broaden our horizons. A world of opportunities awaits outside the US and interest has already been growing organically. Word is spreading about HawkGrips and clinicians from all corners of the world are reaching out to us directly in search of education and tools. Now we are implementing a plan to capture and expand that interest and create a global network to support our mission beyond US borders." She states that her plan is, in short, "Connecting HawkGrips with the world and offering the same quality products, education and customer service that we pride ourselves with here in the US. With the support of the US Commercial Service and the World Trade Center of Philadelphia we are already in active discussions with distributors from multiple countries across the globe."

HawkGrips manufactures a high-quality line of medical grade stainless steel instruments that are designed for use in Instrument Assisted Soft Tissue Mobilization therapy (IASTM). The instruments are used by physical therapists, chiropractors, athletic trainers, massage therapists, and many more types of medical practitioner for treatment of a wide variety of soft tissue injuries and limitations. HawkGrips tools differ from others on the market in several ways; the most prominent being the unique crosshatch grip on each instrument, designed to prevent the tool from slipping in practitioners' hands and reducing the amount of force and strain required for proper use.

In addition to the instruments, HawkGrips offers educational courses. These courses allow individuals to increase their understanding of IASTM, practice use of the instruments, and earn continuing education credits. Courses are taught by highly experienced industry leaders, and held across the United States throughout the year. Prospective attendees may register for a course in their area, or arrange to schedule a course at their own location.

*For more information, contact HawkGrips via phone: 484-351-8050 or email: [info@hawkgrips.com](mailto:info@hawkgrips.com)*