

## HAWKGRIPS PARTNER NAMED CHIEF OPERATING OFFICER

CONSHOHOCKEN, Pennsylvania - August 17, 2016 - HawkGrips, leading manufacturer of IASTM instruments, officially names Sean MacNeal Vice President and Chief Operating Officer of the company. Mr. MacNeal joined HawkGrips soon after its founding, and has been instrumental in the growth seen for the brand in these early years.

“It’s an exciting time to be part of the HawkGrips team,” Says Mr. MacNeal. “While we will continue to be the leading supplier of superior quality IASTM instruments, we have big initiatives planned for 2017 and beyond, including significantly expanding our educational platform. In the coming year we will be offering the best and most complete IASTM certification in the industry while also offering a cascade of specialty courses unlike any other CEU company out there. We also have new products in the pipeline that will solidify our position as the leading brand in our space.”

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.

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