

What if you could enable users to see and improve their posture?

Me and my sales proposal

My name is Peter Fischer. I am the inventor and manufacturer of the ZEGRA®PostureTrainer.

I have continuously perfected the ZEGRA®PostureTrainer via unrelenting R&D since the year 2000, which won me the PhysioAward of my state Baden-Württemberg, Germany.

I feel the R&D is now complete, because the goal of creating a reliable and sturdy consumer product with good outcome, usability and no returns has been met.

With completion of R&D, my job and competence end and it is time for a marketing pro to take over.

My Goal is to sell all aspects of the ZEGRA®PostureTrainer: IP, hardware, Software, know how, data, promotional literature, homepages, ideas for future development, Prototypes, and the registered Trademark "ZEGRA". to the highest bidder by August 1st, 2022

Read on for:

ZEGRA®PostureTrainer description

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Make moms happy



English homepage



German homepage

ZEGRA®PostureTrainer description

The ZEGRA®PostureTrainer is an electronic posture feedback device. It is worn on a belt around the chest. Whenever users slump too far, its vibration alarm will remind them to straighten up. The feedback threshold is adjustable. A study of the Sports Medicine Department of the University of Tuebingen, Germany, amongst 50 computer users showed, that a ZEGRA® posture training 2x3hours per week for 6 weeks, improved spinal strength, flexibility, activity and wellbeing significantly.

English posture-trainer-homepage: www.posture-trainer.com

German posture-trainer-homepage: <https://haltungstrainer.de>

English short video: <https://www.youtube.com/watch?v=xEUGaLqwLEA>

German short video: https://www.youtube.com/watch?v=Fav_Pq4Qa88



Beat absenteeism

The ZEGRA®PostureTrainer can be worn during regular office work to cure and prevent back problems during office work – no extra training time required. Thus, the ZEGRA®PostureTrainer turns computer use from a health hazard into a healthy workout and helps individuals, companies, and health insurers to cut down on back pain and associated costs.

USPs

It The ZEGRA®PostureTrainer is the only posture wearable with published data on clinical key issues:

1. gender specific normal posture
2. ideal posture
3. the reliability, validity and effectiveness of its feedback on spinal posture and spinal fitness.
4. Unlike cheap unreliable cheap posture trainers which measure inclination, the ZEGRA® - Posture Trainer is the world's only posture wearable that measures and improves what matters most during prolonged sitting: spinal curvature. In other words, it measures how upright or slumped you are, rather than how far you lean back or forth.

Patents, FDA-approval, Medical Product

The ZEGRA®PostureTrainer is FDA approved (K081540)

US-Patent 8157752

European Patent 2343011 (maintained for Germany and Great Britain)

Medical product registration number Germany:DE/CA40/FIP-TU-1-E

Sales channels

The ZEGRA®PostureTrainer sellswith no advertisement other than via Homepage, Amazon, Physiotherapists, Trainers and 2 dealers for Physio supplies (one in Germany (Zimmer Medizinsysteme GmbH) and the other one in the Netherlands (Fysiosupplies).

Financial and clinical plus for trainers / therapists

Whether you treat individual patients, instruct classes, improve spinal fitness at the workplace, or let your clients use it while exercisingwith or without exercise machines: The posture trainer will noticeably boost both the fitness of your clients and the image of your business.

The ZEGRA®PostureTrainer can be worn on top of a user's clothing and can therefore be shared by numerous users. Renting the posture Trainer to your patients and clients for 50 Euros per week, turns it into a direct source of income.

Make moms happy

Quite often family relations will also improve, if it is the ZEGRA®PostureTrainer, rather than their parents that remind kids of good posture whenever they slump during meals, homework or in front of their computer.

Interested?

If so, feel free to contact me.

contact

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Check out my new back fit app: "Ruecken-Fit-Navi"

Available for download in Google Play Store and Apple App-Store