



REHASENSE

Press release

Rehasense unveils latest product videos with focus on younger people

Even in 2021, mobility products still carry a certain stigma with younger people avoiding them as they think they are only used by more mature members of the community. Rehasense, a leading manufacturer and supplier of mobility solutions is determined to remove this stigma and prides itself on designing products which are aesthetically pleasing and attractive to people of all ages.

To showcase how people of any age can benefit from using their products the marketing team has recently completed the filming of several new lifestyle videos as Rebecca Graber, European Marketing & PR Manager explains: "We are continually looking to support our dealers through our marketing activity and help them generate additional business and we believe our latest video content will help them to achieve this. While people generally associate mobility products with the elderly, our dealers also work with a substantial number of younger customers, and we wanted to highlight this diverse age range in our latest videos and help encourage younger people to embrace the benefits of our products and enjoy a more independent lifestyle. To achieve this, we worked with models of various ages to show how you can still enjoy an active and fulfilling lifestyle even if you have reduced mobility as you can see from our new videos where we show people enjoying a range of activities including, walking with friends, playing golf or enjoying a drink." Therefore, Rehasense has developed and produced videos with testimonials of different ages. The videos show people in the middle of life and doing different activities that can only be experienced with the help of the mobility products. The characters experience "everyday stories" such as walking with friends, playing golf, or enjoying a drink in a café. To dealers and customers, the videos thus give an insight into the independent lifestyle that can be achieved with the Rehasense range of mobility solutions.

"I hope that by having a more diverse feel to our videos we can do our bit to help remove the stigma associated with mobility products and at the same time I hope our dealers will start to reap the benefits over the coming months of this latest investment in our dealer marketing material," says Rebecca Graber.

About Rehasense

Rehasense is a global company with Danish roots. CEO of the Rehasense Group is Roger Dutton. Rehasense specialises in innovative quality products for the rehabilitation market with focus on safety, design and functionality. The product range includes mobility aids such as rollators, wheelchairs, power add-ons as well as care beds, transfer aids and ramps. The European regional executive offices are in Denmark and Germany, with the customer services and logistics hub in Poland.

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