

TheraPlate Distribution Expands into United Kingdom and Sponsor at Bolesworth International Horse Show



Cambridge, Cambridgeshire, UK (June 1, 2018) – Dominic and Francesca Fox in the United Kingdom, have announced a new distribution partnership with Chip Kreiling and TheraPlate Revolution, the official therapy plate of the U.S. Equestrian Federation. TheraPlate UK is at the forefront of supplying and distributing TheraPlate's top of the line therapy plate. With the UK teams extensive experience and knowledge of the equine industry which has spanned over thirty years and all over the globe, its not doubt that this partnership will thrive.

The new TheraPlate UK distribution partnership further cements TheraPlate's position as a leading choice for high performance equine athletes the world over. The partnership will include TheraPlate being named official event partners of the Bolesworth International Horse Show, June 13-17, in Tattenhall, Chester, UK, and sole sponsors of its FEI CDI*** Grand Prix and dressage classes.

“It will be an honor to have Mr. Kreiling personally attend Bolesworth and represent his brilliant product at this international horse show,” said TheraPlate UK director and veteran UK jockey, Dominic Fox. The Bolesworth sponsorship reflects the same ongoing support TheraPlate has consistently demonstrated in the US for high performance equestrian events in a large variety of disciplines including show jumping, dressage, eventing, reining, barrel racing, cutting, racing and endurance.

“We have clients absolutely blown away by TheraPlate,” Dominic Fox said. “We’ve been told about holes in tendons closing in ten days, scar tissue reduced within two weeks to the point where it no longer exists, horses suffering from laminitis that have shoes back on in ten days, and abscesses that have burst on the TheraPlate while owners and vets were still trying to diagnose what was wrong!”

Francesca Fox saw how popular TheraPlate was while living in the United States, where she met distributor Lisa Spillman and learned more about its unparalleled benefits for horses. After moving back to the UK to manage sponsorship and hospitality for Wolverhampton Racecourse, Francesca Fox reached out to Kreiling, asking if he would be interested in having a TheraPlate at the backside of the racecourse. “Chip said he was open to the idea, so I asked if he had a UK distributor. My husband has been a professional jockey for over 15 years so we had connections, and a strategy to market TheraPlate here. The rest is history. I quit my job and started our distribution company. We can make TheraPlate as big in the UK as it is in the US, and overtake every other therapy product on this market.”

Dominic Fox says TheraPlate’s UK supporters already include “daily user” Amy Murphy, trainer of 2018 Betfred Hurdle and G2 stakes winner, Kalashnikov. “TheraPlate genuinely has no competition like it here. People may misinterpret it for a ‘vibration floor’ because it looks similar (a horse stands on it), however it is truly a unique product, right down to how accurately and well the product delivers in portability, technology, and guarantees.”

“To potential customers,” Dominic Fox said, “I say that you cannot compare TheraPlate to anything else on the market. It would be unfair to the product. It’s like comparing a water treadmill to a horse walker. They are completely different in all aspects!” TheraPlate UK stands behind the same “try before you buy” and “money back guarantee” reputation that has been the TheraPlate standard in the United States, and invites those interested in learning more about TheraPlate UK to visit www.TheraPlateUK.com or call/text Dominic Fox directly, 07871747476.

TheraPlate Revolution is a leader in addressing the conditioning challenges facing today's equine athletes and offers increased circulation and pain reduction, enhanced muscle tone and overall improvement in the quality of their warm-ups and cool-downs during training. Learn more about the TheraPlate Revolution and why top riders and horse care teams choose it as part of their winning strategy at www.theraplate.com.

-30-

Photo: Amy Murphy and Kalashnikov enjoying the benefits of TheraPlate.
(Photo courtesy of TheraPlate UK).