

A SPECIAL AWARD FOR YOUR SPECIALIST SHOP!



- ▶ Stand out from the competition!
- ▶ Show off your consulting expertise!
- ▶ Create a unique selling point!

Get certified as an AGR-certified specialist shop now!

How to use your certification as an AGR specialist retailer!

Design your personal custom page at www.agr-ev.de



Once you are certified, we automatically include you in the online specialist retailer search (www.agr-ev.de/fachgeschaeft).

Each specialist shop is presented with its own page. You can help design and customise this page to clearly set yourself apart from the competition. Your potential customers who are looking for an AGR-certified specialist shop will therefore find custom information about your shop when they visit our website.

Show off your specific expertise as soon as you pass the examination!



The **certificate** will be sent to you automatically once you have passed the exam. This indicates your specific consulting expertise to your customers.



Showcase your expertise with the **door sign** (5.8 x 8.3 in) right at your entrance. You will receive two door signs free of charge as part of your certification. Please contact us if you need any more.

Helpful downloads!



Use the 'Certified specialist shop' logo for your website, in adverts or press releases, or on letterheads.

We support you in your **PR work** with already-prepared texts and image material. Our **presentation set** supports you in consultations or in creating presentations on back health, back-friendly products and back-friendly environments.

Draw attention to yourself and your certified specialist shop!



Design 1 Woman:
'Back pain? Find the solution here!'

Design 2 Kids:
'Back health for children!'

With our free **posters** (23.4 x 33.1 in) for your pavement sign, you will immediately draw local customers' attention to your special qualification: If required, you can order a pavement sign here, for example: www.indisplay.com.



Clearly showcase your AGR-certified products with our free **seal of approval poster** (8.3 x 11.7 in). You can order the matching poster stand here, for example: www.indisplay.com.

This elegant **table display** with two advertising sides makes a professional impression on shelves, tables and counters. Two designs available. You will receive two displays (5.8 x 8.3 in) for free. Each additional display is available at a cost price of €18.

Build trust and demonstrate your special qualification!



The high-quality **roll-ups** are ideal for use in your company's entrance area or at trade fairs. The simple setup means that the printed roll-up can be transformed into a professional presentation system in seconds. Different versions available.

Custom printing of your company logo for a professional appearance is available for free.

Cost price: €110 (complete system incl. printing and bag; size: 33.5 x 78.7 in; print material: PVC banner, 510 g/m²)



Whether on the sales floor or in the pedestrian zone, the **beach flag** printed on both sides (size: 25 x 85 in) is ready for use absolutely anywhere.

Custom printing of your company logo for a professional appearance is available for free.

Cost price: €185 (with floor mount for indoor use). Alternative base solutions and other sizes tall on request!

Online seminars on a variety of topics!



For a healthy back –
healthy working screening (HWS)



Pain – the anatomical chain from the
foot and hip to the spine



Sleep health and
recovery management



Occupational health
management (OHM)



Fitness for work as a success fac-
tor – maintenance and promotion



The ergonomic industrial worksta-
tion system



Resilience: a key skill



Improve your back health with fascia
physiotherapy at home



Achieving goals – successfully chang-
ing habits

How you benefit as a certified specialist shop:
Up to two employees can attend each AGR online seminar* for free.
* Excluding advanced training courses organised by external providers.

For further information and current dates for the online seminars, visit:
www.agr-ev.de/online-seminare

The seminars are currently only offered in German.



Aktion Gesunder Rücken (AGR) e. V. – Working together to help you live a back-healthy life!

Aktion Gesunder Rücken e. V. is an independent association that aims to promote back health. To this end, AGR has developed the 'Tested & Recommended' seal of approval as a tool to help consumers in their decision-making processes. This seal is exclusively awarded



to products that are categorised as 'back-friendly'. For this assessment, an independent testing committee made up of doctors and therapists from a variety of specialist fields comes together and subjects an extremely wide range of products to stringent testing criteria.

- Over 30 years of association work
- More than 120 subject areas
- Over 1,000 tested products
- More than 1,100 trained experts in ergonomics and back health
- Over 400 certified specialist shops

Recognition of the best specialist shops

Expert advice from local specialist retailers is helpful when choosing products if you're looking to live a back-healthy life. In an AGR-certified specialist shop, customers will find particularly knowledgeable, trained sales staff and a selection of products that have been awarded the AGR seal of approval.

The prerequisites for certification as a specialist retailer include employing sales staff who have successfully completed the AGR specialist retailer training course, stocking products with the AGR seal of approval in your specialist shop and having good knowledge of the various products. During initial certification, one or more members of your sales staff attend the specialist retailer course (online training). Attendees of the specialist retailer course are taught the anatomical fundamentals in relation to spinal functions, the tasks and structure of the muscles, etc. They also

receive comprehensive information about how to live a 'back-friendly everyday life'. In the years that follow, it is possible, but not essential, to attend the specialist retailer course again.

As a certified specialist shop, your special consulting expertise is made clearly visible to consumers. Thousands of doctors and therapists from the AGR network recommend that their patients seek advice from certified specialist shops. This builds trust and brings new customers to your specialist shop. Apply now for certification as an AGR specialist retailer.

Learn more here:

www.agr-ev.de/en/experts/certification-of-specialist-shops

We won't leave you all on your own!

We are also happy to meet with you on Zoom to provide an overview of our marketing tools and tips on how to best use the certification. This meeting is also free to attend, and you will receive helpful tips.

Contact us now!

Certification as an AGR specialist retailer is an important unique selling point that can help your company to remain in a good position for the future and stand out from the competition. If you have any further questions, simply contact us and we will be happy to help you. We are also happy to meet with you on Zoom on request!

Contact: Marian Schmidt

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You will find all the tools clearly and currently presented, plus an online form, here:

www.agr-ev.de/en/tools