

Invention promises to bring relief to thousands suffering from back pain

AN ingenious new device which people can uniquely use to massage their own backs has been unveiled by a British inventor who had searched in vain for a solution to his own chronic back pain.

Robin Hunter, MD of Business & Domestic Products Ltd, a Surrey based family owned mail order company trading since 1985, came up with the unique Backreach Roller Ball Massager after a fruitless hunt for a product he could use to effectively massage his own back.

Back pain is one of the most common complaints resulting in a massive 4.9 million lost working days every year (HSE figure) with long periods sitting at a computer often to blame.

Mr Hunter explained: "People are increasingly suffering from back pain because of more sedentary lifestyles, but pain often also results from incorrect lifting or other activities such as gardening. I wanted to come up with a solution that could help me and thousands of others to massage their own backs to gain immediate relief and prevent muscles from seizing up.

"Massage balls have been available for many years; however they weren't much use if you didn't have someone else on hand and I quickly discovered that you really had to become some sort of contortionist to use them effectively."

Mr Hunter decided to draw upon his many years designing innovative products, including the popular 'Shirtmaster' ironing board, to come up with an ergonomic frame incorporating two sets of massage balls which he could comfortably and effectively use to relieve his own neck and shoulder pain.

The result, while relatively simple in design is hugely innovative and effective, and says Mr Hunter, "it's like having your own personal masseur!"

He explained: "Holding the handles of the lightweight Backreach in a comfortable 'driving' position at the front of your body you can pull and roll the massage balls against your back and shoulders. You can apply the required pressure at the points where you need relief from muscular discomfort, aches or pains. You're in control. You can cover a wide area right down to the lower back or target just one small spot with the spiky rotating massage balls designed to simulate fingers. It's worked for me and already many other people have said how effective it is."

The Backreach, which retails at £34.95, comes fitted with two medium hardness massage roller balls. The spacing of the balls on the roller bar can be easily adjusted to suit the user and the side control handles fold flat for easy storage. Patent applications have been filed.

For further information on the Backreach, a video demonstration can be seen at the website, www.backreach.co.uk and it can be ordered online or by calling Business & Domestic Products on 01276 504 401.