

# History

The Power Plate was invented by Guus van der Meer, a member of the Olympic coaching team in the Netherlands and noted innovator in the field of exercise and athletic training. Seeking ways to improve conditioning and performance of elite athletes, van der Meer uncovered research on whole body vibration exercises that had been performed by scientists in Russia and Eastern Europe.

Intrigued, he investigated whole body vibratory-training equipment and evaluated its suitability for athletes under his supervision. Dissatisfied with the quality of available vibration training devices, van der Meer assembled a team of designers, engineers and manufacturers to develop a superior machine. Finding that only precisely calibrated frequencies and amplitudes could unleash the potential of their unit, and engage the body correctly, they created Advanced Vibration Technology, which is a form of scientifically calibrated Whole Body Vibration. These calibrations consist of a series of scientifically measured frequency levels that produce quantitative results.

Although originally developed to train elite athletes, it was soon discovered that Power Plate's Advanced Vibration Technology, and Advanced Body Vibration as it is also known, has nearly unlimited benefits for physical therapy, longevity and anti-aging, sports rehabilitation, beauty and wellness, alternative medicine, fighting osteoporosis and far more.

The Power Plate was introduced in the Netherlands in 1999 and today is licensed for distribution in over twenty-four countries including Italy, Spain, France, The U.K., Japan, China, Korea, Canada and the United States. It is widely used by professional sports teams, training centers, rehab/medical facilities, health clubs and private homes.



Call us now on 01384 441400 or 01384 444642 to find out more.

6a Market Street - Stourbridge - West Midlands - DY8 1AA  
[www.thefitnessfactory.info](http://www.thefitnessfactory.info)