

TruCryo Ltd Press Release – Sept 2026

For immediate release

More Than the Machine: What Should Happen After You Invest in Cryotherapy?

For professional treatment equipment, delivery day should mark the start of the relationship with the supplier, not the end.

That is particularly true with cryotherapy. A clinic may be buying a piece of technology, but what it really needs is the confidence to use it safely, appropriately, and often enough to justify the investment.

The first requirement is training. Operators need to understand how the equipment works, how treatments are controlled and how different attachments or protocols should be used. Just as importantly, training should be available when teams change or when a business wants to broaden the treatments it offers.

Then comes integration. A new machine does not create demand by itself. Staff need to explain localised cryotherapy in clear, credible language and understand where it fits alongside services they already provide. This is one reason TruCryo includes treatment guidance and commercial support in the proposition rather than as optional extras.

Technical support matters as well. Equipment used in a professional treatment environment needs a clear route back to knowledgeable people when questions arise. Consumables, accessories, servicing and replacement parts all become much more important after the purchase than they appeared in the original brochure.

TruCryo has built this thinking into the Kaasen offering. Training is included for new users, online materials support continued learning, and the company provides ongoing after-sales and technical support. The intention is simple: help customers make the equipment part of their day-to-day practice rather than leave them with a machine and an instruction manual.

TruCryo Ltd Press Release – Sept 2026

For immediate release

That approach also reflects a wider truth about capital equipment. The real value is not in owning it. The value comes from using it well. For anyone comparing cryotherapy systems, it's worth looking beyond the hardware. Ask what happens in week one, month six and year three. The answer may tell you more about the investment than the machine itself.

Ends: 322 words

Editor's note: If you want to ensure you keep up to date with press material, opinion focused blog content and case studies from TruCryo, you can visit their website: www.trucryo.com

For further information or Press Enquiries contact:

TruCryo, unit 51-53 The Rural Enterprise Centre, Stafford Drive, Shrewsbury, SY1 3FE, England

Telephone: +44 (0)1743 213080

email: sales@trucryo.co.uk

www: <http://www.trucryo.com>

About TruCryo: TruCryo is a Shropshire-based developer and supplier of localised cryotherapy equipment for physiotherapy, sports treatment and equine applications. Using a controlled stream of cold CO₂, TruCryo systems provide practitioners with a targeted method of applying cold therapy to specific areas. TruCryo combines professional equipment with training, treatment guidance and ongoing technical support, helping practitioners integrate localised cryotherapy safely and practically into their existing services.