

Interview with Wolfgang Jaksch CEO of SBS



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After 2 decades of hard work, unprecedented passion and overcoming many obstacles, Swiss Bionic Solutions branded itself and PEMF into a very successful, global movement.

Wolfgang Jaksch, Founder and CEO of SBS and creator of the iMRS and Omnium1 Systems is one of the leading global pioneers in the holistic application of Pulsed Electromagnetic Fields for human beings, animals and even plants!!!!



Wolfgang, thanks a lot for inviting us to your head office. We came here with a load of questions and we can't wait to get the answers straight from the horse's mouth. For more than 2 decades you are in the PEMF business and if you reflect back to the beginning of it all, how did you start your business and how did it evolve into what it is today?

Wolfgang: It's actually a long story, I try to summarize as short as possible (laughing). It was in the late 90's when PEMF attracted the attention of direct selling companies. I may mention, that based on the history of PEMF and due to vast basic research – even at that time -, PEMF was already established in the 80's in Europe (East and West) as a medically acknowledged therapy for certain conditions. In Germany the application was in fact paid by health insurance for selected conditions. However, the actual engine of making PEMF popular for home use was the interest of certain direct selling companies, who started to promote the few available products at that time, mainly out of Austria, Germany and Switzerland. As with any unknown product with a higher price tag, the challenge to successfully market it, is based on a business model, where the user becomes an "Ambassador by Compensation" in order to spread the word and create a momentum.

Therefore Multi Level Marketing served as the suitable vehicle to gain interest. Me personally I became aware of PEMF due to my cancer journey (I was diagnosed with a non-Hodgkin's lymphoma at the age of 26). Searching for solutions to protect myself from another cancer relapse I got introduced to PEMF during a lecture I visited by invitation. The information was so intriguing, that I decided to order one of these systems at that time. Long story short, I experienced almost sensational effects while using it, even if it took me 4 weeks of 3 daily applications to subjectively feel the difference. Better sleep, gaining energy and supporting my detox routine were the main discoveries during this time frame.



Due to this positive development I literally became obsessed with learning about the background, the research and the therapeutic power of PEMF. As fate willed I joined one of the leading direct selling PEMF companies at that time as a board member and was able to shape and lead the further success story of PEMF. Between 1997 and 2001 we sold nearly 100.000 Systems, mainly in Germany, Austria and Switzerland and created the first real hype with PEMF. Beside the selling aspect, our main focus was always based on high level of education for our reps, not only in terms of the product itself but also in terms of medical education. In the year 2004 I was offered the opportunity to take over an established product from a well-known manufacturer and I decided to create my own company, at that time MediConsult, later renamed to Swiss Bionic Solutions. As PEMF was being banned by the medical authorities, by the way, solely due to illegal and misleading practices of several direct selling companies, I took over the good old and successful concept of establishing ongoing education as the key factor for a reliable and sustainable business model. Our growth factor was astonishing and in 2006 we decided to expand our business model to North America. In 2013 we opened our first office in Hong Kong, Asia and until today we attracted around 8500 representatives supporting our global mission in establishing PEMF as an indispensable application to improve people`s lives. This information is just a short and rather incomplete version of what happened during the last 20 years. Maybe one day, when I will have the time, I will publish a book with all the exciting and also less pleasant details of my personal PEMF story!



How would you describe the development of the business in terms of the concept and distribution model then and now?

Wolfgang: The core and primary asset of any direct selling business are the people, who dedicate themselves to the product and the mission. PEMF is a pretty demanding field as the technology is based on physics, science, medical related terms and in need of explanation, support and training. We may also not forget, that we deal eventually with ill people. This requires a high degree of responsibility and honesty. With the invention of the Internet and establishing "Google" as the main source of information, the mindset of people radically changed. Nowadays we literally "Google" everything and we rely on the search results, presented by "Aunty Google". In general a cool thing, in particular a pretty dangerous development, as none of the information on Google is verified. With the programming tools available any kind of information (good or bad, right or wrong, legal or illegal) can be intentionally placed on the web and is available for everybody in seconds.



The entire PEMF market is suffering from this development as more and more illegal distributors and manufacturers of questionable and non-certified devices appear on the web for online distribution and those companies try to generate leads and sales by simply fishing contacts, all of it without any education, any support and mostly without a physical presence for the customers. Most of these companies are even using senseless and misleading "comparison sheets" without having any clue about the defining properties of an effective PEMF device. I can see new products with so called "GMO-signals" without any scientific substance, I discover high-intensity devices without any safety label or certification and at the end we have to deal with defending ourselves against those illegal and questionable copycats on a daily basis.

The true danger however comes from the so-called "sharks", direct marketers who are joining PEMF direct selling companies, spreading lies, making illegal claims and intentionally talk competitors down – of

course solely anonymous over the web and without a qualm. The only intention of those people is to immediately gain wealth. I cannot see here any form of integrity, honesty and mostly important, responsibility. History and personal experience show, that such practices usually last only a few months up to maximum of three years until these people (and the companies they represent) disappear again or are being banned by the authorities. I am not afraid of the people, however, I am quiet concerned about the negative impact they leave on the entire PEMF market and how they violate the reputation of this incredible, fascinating and future-oriented technology. In order to protect the application and our business we may not seek here immediate confrontation. It furthermore requires well-considered strategies with sustainable and lasting effects. We constantly work on all considerable channels to keep our business transparent and honest. The responsibility for our reps in terms of guidance and protection is hereby the most important factor. Last but not least, the Internet is indeed a very effective platform for the PEMF market, when it comes to general information, but the real business in our sector is still a people`s business and will ever be.



What is your opinion on the topic "Studies on PEMF" and how do you evaluate the particular situation within the PEMF market place?

Wolfgang: Our reps are all well aware of the fact, that there is a lot of basic PEMF research done and published. I personally stopped counting the amount of scientific papers about PEMF as almost every day new facts, trials and clinical data appear. Several companies in our field are picking every little positive effect and try to create a direct connection with their products in order to make a claim. Honestly, if you take a deeper look at the studies about PEMF, there are two deciding factors, which should be mentioned:

1. Almost all published scientific papers about PEMF are not related to any brand or particular device, as the efficiency of PEMF is not depending on the brand or product but solely on the properties of the applied electro-magnetic field. Frequency, Intensity, Wave Form and Resonance Properties are hereby the four major factors.
2. An acknowledged, product-specific, clinical, double-blind, placebo-controlled study using an extremely low-pulsed electromagnetic field device within the standard and design of the classical medical field and a certain amount of patients involved, is, according to my present knowledge, extremely rare and negligible - with the exception of rTMS, which means repetitive Transcranial Magnetic Stimulation for depression and the well-known studies from Bassett for non-union fractures. Both conditions are hereby FDA-approved.



Our iMRS and Omnium1 systems are solely developed and manufactured utilizing existing basic science based on the resonating effects of the applied properties. No competitor at this time has ever published a reliable and awarded study according to the necessary standard and study design in order to achieve a particular regulation for a defined condition. It would even make no sense to take this route, as the application range of PEMF is not limited to any particular disease.

We as SBS dissociate ourselves from claims of studies with particular conditions as our intent of use for the iMRS and Omnium1 is clearly defined in our owner`s manuals and in full compliance with the valid medical laws in the respective countries we supply. Any particular claim, which cannot be supported by a clinical study, with a mandatory study design is to date illegal and will jeopardize the business. By the way, conducting such a study will cost a fortune and take years until publication. Beside the fact, that it would not make sense at all due to the limited utilization, I do not have one company in mind, which would have the financial and organizational resources to take this road.



So, what is your master plan and which actions are you implementing in order to further lead, protect and develop the global PEMF marketplace?

Wolfgang: First of all, we believe, that the paradigm shift in medicine can be only achieved by education and not by marketing, product comparison or hard selling. People need to learn and understand the necessity of using a PEMF device in their daily routines to improve their quality of life, restoring and maintaining their health and counteracting the negative effects of man-made frequencies caused by the environment. With this in mind, we will further count and rely on the people`s business. Public lectures, educational events, ongoing education for our reps worldwide and an active interaction between our clients, reps and offices will be the key factor for further growth. Of course we will not neglect the Internet and the Social Media. However and again, utilizing the www. with all it`s fascinating opportunities requires well thought out concepts and strategies. We have recently several projects running and we constantly learn from the results and challenges we are facing during the trials. Those experiences will help us to understand these tools better and integrate them step-by-step into our global business strategy. One of these mentioned projects will be introduced and documented to you later as an attachment.



SBS is known as the forerunner and trendsetter in PEMF technology. What can we expect in terms of new products in the nearest future?

Wolfgang: For a better understanding you might be aware, that creating a new product, which falls within the medical laws and guidelines in terms of product safety, compliance, norms and reliability requires at least 4-5 years of development. This said, we usually come out with a successor of our product family every 5-6 years. So, yes, we are in full swing of justifying our leading position by creating a new PEMF device. My personal claim is hereby crystal clear: With our newly developed PEMF system we shall and will reinvent PEMF and outperform any existing system on the market! Our recent project plan tells us, that we should be ready for the market launch end of 2018! So, in a little bit more than one year, the entire PEMF market will be redefined with a completely new approach of establishing and utilizing PEMF in people`s homes as well as in clinics, hospitals, gyms, wellness centers etc... I personally put all my heart, knowledge and my pretty reliable gut feeling into this project and we never worked harder and more focused than this time to come out with a true innovation in any direction. We increased the number of involved engineers and we also implemented a lot of new, valuable features based on the thousands of hints and tricks, which we received from our reps and clients over time. Overall, you can definitely be wound up to a high pitch. The new system will serve as the perfect vehicle to establish PEMF in every household and at the same time bridge between holistic and classical medicine. I intend to plan a World Tour in the fall 2018 and personally launch the new system together with our active reps in all countries. Even me, I already can`t wait anymore ...



Wow, exciting news. Beside talking business with you, we would also like to know a bit more about yourself and in particular about your passion for Racing. Can you please let us know, why you have chosen and practice such an unusual and by common sense also dangerous hobby?

Wolfgang: Well, Steve McQueen once said: Racing is my life, anything before or after is just waiting". This quote may not exactly describe why I am doing this, however, you probably can imagine, that the life of a CEO, responsible for the growth and maintenance of a global organization might be a bit stressful and demanding. Reflecting my personality, I guess I am not the character who is working for living, I definitely live my work and I obviously love it as well. Our products and our company stand for a healthy life-style, for energy, for power, for precision, for responsibility. In my opinion a great CEO distinguish himself by being as authentic as possible. Racing per se embodies all these properties and without a doubt I am a true petrol head since my childhood. It was always my dream to pilot a Formula 1 Car, even, if I never really thought, that such a dream would become real. At the tender age of 44 I finally started my racing career by learning karting under the sun of Florida. I was immediately intrigued and I bought my first kart right away. All that happened during our market development in North America, I spent most of the time in Florida and due to the brilliant weather conditions I could train whenever I had a free minute.





The next step followed one year later, I bought my first Formula Car, a Renault F 2.0 and a good friend of mine here in Switzerland said to me, that I should definitely sign up for one of these rookie races and see, if I am able to compete. A word and a blow! I found myself on the starting grid of a race in Eastern Europe with the realistic intention to survive and finish the race and not becoming last. I finished the race next to last, so mission accomplished. From this time on I started feeling more comfortable, I did a lot of testing and I raced a whole season in an official FIA series here in Europe with a valid license. After finishing the championship as third, I stepped up to the next category, sold my Formula Renault and bought a Dallara GP2. Those formula cars are pretty fast, we talk about 640hp with a weight of 1400 Pounds. I competed in the European BOSS GP series and did two consecutive seasons finishing 4th and 6th overall. Then in 2016 I got the opportunity to buy the former Honda Super Aguri Formula 1 assets as the team went bankrupt and auctioned their cars and spares. As I mentioned already, if I do something I usually do it 100%, I not only bought the assets, I also built a complete workshop in order to build, rebuilt and maintain the Formula 1 car.

Since this year I finally fulfilled my childhood dream racing a Formula 1 car with 915 HP and a weight of 1150 pounds. This year I finished 5 races, all on the podium and won my first race two weeks ago in Assen/Netherlands. On top of all this, I would like to mention, that my life partner Veronika is also racing in the same series with a Dallara GP2. She is actually the only woman in the world racing such a strong Formula Car in an official FIA series. What a blessing to share the same passion not only in work but also on the racetrack. What I love about racing is the fact, that you need to be 100% focused, you need to fade out all thoughts and believe it or not, your fitness level has to be very high in order to withstand the exceptional G forces, up to 5G, you are exposed to during a race.



We saw in several YouTube videos, that you also start to utilize your Racing as a marketing tool for your company. Can you please explain us a little bit more about this concept?

Wolfgang: Indeed, Racing radiates tremendous fascination and if you ever get the chance to experience a race live in the paddocks and on the pit wall, you will definitely be blown away. Therefore this dynamic and very exclusive sport serves as an extraordinary platform to host corporate events and to initiate corporate relationships. As mentioned a bit earlier in this interview, we are constantly seeking new ideas, how we could implement new concepts in order to develop new markets and to help and inspire our reps to develop their regional business by simply using our proven testimonies.





One month ago we initiated a new relationship with two Swiss Natural Body Builders, Patrick Reiser, World Champion and Mischa Janiec, Overall Winner Muscle Mayham Sacramento/CA. We invited them to our BOSS GP Championship Race in Assen/Netherlands to witness the fascination of pure Racing and to get to know each other closer. During the weekend we established a very close connection and we shared our visions. Patrick and Mischa are not only professional Fitness athletes, but they are also both successful entrepreneurs.

Besides their online fitness training courses they own two globally operating companies, ProBroWear, high-end fitness apparel and Profuel, vegan supplements. With their personal YouTube-Channels and Instagram accounts they count more than 500.000 followers and they actively and professionally use the Social Media tools for their business. I may note that those guys are into "Natural Body Building", no steroids, no artificial supplements, both are strict Vegans and probably the most humble and smart Body Builders I ever met. As regeneration and improving performance is one of the key factors in gaining muscles, the Omnium1 is hereby the perfect tool to support their training routine. Both athletes are using the Omnium1 for a couple weeks now on a daily basis and we already received very positive feedback. According to statista.com (2016) there are over 36000 fitness clubs in USA and more than 6000 fitness clubs in Canada. Do you see the market potential for PEMF? I can only encourage every rep of ours to start approaching their local fitness clubs and share our testimonies and possibilities with this community.



Wolfgang, we would like to thank you so much for your open and fascinating insight information.

As a service from us we would like to provide you with the following links to get an even more color- and powerful picture of Wolfgang`s deliberations. All links can be utilized for your local business activities:

Short Video about the Race Weekend in Assen/Netherlands:



Mischa Janiec

Youtube-Channel:

<https://www.youtube.com/user/mischajaniec> (english)

<https://www.youtube.com/user/mousch66> (deutsch)

Instagram:

[@mischajaniec](https://www.instagram.com/mischajaniec)



Patrick Reiser

Youtube-Channel:

<https://www.youtube.com/user/probrolifestyle>

Instagram:

[@patrick.reiser](https://www.instagram.com/patrick.reiser)