

A-1 Engineering USA Helps Salon and Spa Owner Bridge the Gap between Technology and Tranquility With the Help of Programmable Switches from NKK Switches

When people step into a spa or salon, they envisage relaxation and pampering. To fulfill this expectation, the spa owner strives to create a soothing multisensory experience for its patrons. From calming aromas of eucalyptus and citrus-infused waters to lulling ocean sounds and gentle minimalist lighting, every detail is designed to foster rest and restore balance.

While these environments deliver the tranquility that spa-goers seek, they can also present challenges for the technicians using some of today's more advanced devices for treatments.

Challenges

A-1 Engineering USA, a medical device designer and manufacturer based in Irvine, California, understands the conundrum that salon and spa businesses face incorporating the latest treatment technologies into their serene spaces. The company's flagship product line, the NeurotriS SX series of medical-grade microcurrent systems for facial rejuvenation and body contouring is used in salons, spas and homes across the globe.

The NeurotriS SX series offer a safe, pain-free and non-invasive alternative to cosmetic surgery. The devices leverage the company's InSight WaveForm technology to increase lymphatic drainage, detoxification, muscle building and body toning.

"Many of our devices are found in spas and salons where low lighting is used by design to create a relaxing atmosphere," said Tony Picciano, A-1's CEO. "The challenge is that while creating a soothing experience for salon patrons, this makes it more difficult for technicians to accurately adjust the settings of the machines. It's important that the user interface is simple, easy to use and the functions of each switch are clear to the operator."

Solution

A-1 concluded that utilizing illuminated switches would be one of the keys to overcoming the challenges of low-lighting in salon and spa environment. However, they also realized that not just any illuminated switch would work.



"Some illuminated switches simply have screen printed legends on their caps," Picciano noted. "However, the writing can still be hard to see unless you are at just the right angle. We realized this wouldn't work because the operators of our machines, especially in salon and spa settings, are not always right in front of the devices."

Instead, A-1 implemented programmable SmartSwitch pushbuttons with LCD displays and illuminated pushbuttons with bicolor red/green alternating legends from NKK Switches. With NKK's programmable devices, A-1 doesn't just get the benefit of an illuminated switch, but they are also able to display the function of each switch in clear digital text on the actuator itself.

By their very nature, programmable switches are dynamic and can display different text depending on input. This helped A-1 simplify their control panels. In addition to each switch's function, corresponding values such as percentages and frequencies can also be displayed directly on the switches' LCD screens. The result is an extremely simple, yet effective means for users to know how the device's settings are configured without cluttering the machine with dials and indicators that could lead to confusion.



With the implementation of programmable switches from NKK, A-1 is able to achieve greater aesthetic appeal with its Neurotris SX series machines.

"Aside from their functional benefits, we really like the look of the NKK SmartSwitch products," Picciano concluded. "They give our devices that 'ahh' factor. It's a good selling point for us because most of our competitors just use toggle switches."

A-1 has been using NKK programmable switches since 2005 and Picciano says they will continue using them.

"At the end of the day, the functional and aesthetic characteristics of NKK's programmable switches give us a big competitive advantage with our salon and spa customers, which is why we went with them and haven't looked back," he concluded.

About A-1 Engineering USA

A-1 Engineering USA is a California Department of Public Health approved and licensed medical device manufacturer. A-1 manufactures the Neurotris SX series of microcurrent facial rejuvenation and body contouring machines, the only microcurrent machines manufactured by an FDA licensed and approved medical device manufacturer CDPH License # 55467. For more information, visit: www.neurotris.com.

About NKK Switches

NKK Switches designs, produces and sells the industry's most extensive selection of electro-mechanical switches setting the standard for quality, stability, and reliability in switch solutions. NKK provides a full suite of customizable solutions that includes design, programming, and value added support by combining flexibility, expertise, and a commitment to our partners' success.

NKK's switches turn on millions of products around the world every day by offering more than 3.5 million different toggle, rocker, pushbutton, slide, rotary and keylock switches to illuminated, process sealed, miniature, specialty, surface mount and programmable switch devices. For more information, visit: www.nkkswitches.com.