

PRODUCT INNOVATION

Lauren Heath-Jones rounds up the latest health and fitness products and services

Rafael Martos introduces Trainingym's TG Loyalty programme

Spanish software provider and app developer Trainingym has expanded its health club software offering with the launch of its new programme, TG Loyalty.

TG Loyalty is a rewards scheme, accessible via the Trainingym app, which is designed to improve member experience and customer retention.

Health clubs using the programme can reward members for their daily physical activity levels inside and outside of the club. As well as tracking member activity, TG Loyalty also measures the customer experience, including the quality of the service received.

Operators will also have access to a dashboard with key information including



Rafael Martos

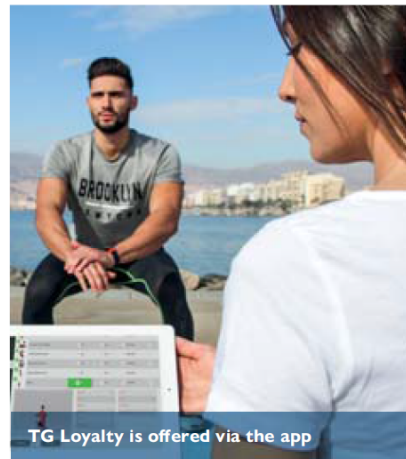
membership duration, average attendance, new membership conversions and positive mentions of staff.

David Menéndez, owner of Centro Atenas in Madrid – one of Trainingym's first clients to implement TG Loyalty – says: "When a member rates the staff, it allows trainers to adapt to their needs."

That forges a bond between the staff and the members that immediately strengthens member loyalty."

Rafael Martos, CEO at Trainingym, says: "Through TG Loyalty, Trainingym is able to provide an integral service to manage the member lifecycle."

fitness-kit.net KEYWORD
TRAININGYM



TG Loyalty is offered via the app

Paul Venner introduces Hydrovest by Ultimate Instability

Dutch fitness company Ultimate Instability has released the Hydrovest, an innovative weighted vest that harnesses the power of water training.

According to the company, the presence of water in the vest creates body instability, which in turn maximises training by improving dynamic stability, optimising movement patterns, increasing motor skills and enabling users to carry out more controlled actions.

The Hydrovest is made from durable plastic and can hold up to 20 litres of water. The weight can be adapted to suit the user's needs and training level, and it



Paul Venner

features patented technology that is designed to ensure the vest fits all users comfortably.

Venner, founder of Ultimate Instability and creator of the Hydrovest, says that the design was influenced by the unpredictability of everyday life.

He adds: "The Hydrovest adds a new dimension

to functional training and creates new possibilities to train dynamic stability."

The Hydrovest made its European debut at FIBO back in March and won a Sportinnovator award in 2015.

fitness-kit.net KEYWORD
ULTIMATE INSTABILITY

The vest can hold 20 litres of water



The ladder is set at an angle of 40 degrees to relieve back strain

Victor Kumala announces launch of the Champions Ladder in Europe

American company Champions Ladder has launched its namesake treadmill into the European market.

The Champions Ladder, which was first unveiled at FIBO in March, is an innovative climbing treadmill, designed to build aerobic and anaerobic endurance.

It features a 10.1inch Samsung touch screen that displays the user's time, speed in rungs/metres, distance in rungs/metres, calories burned and pulse rate.



Victor Kumala

It is designed so that the user is always in complete control of their workout: the faster the user climbs, the faster the ladder's rungs move.

The ladder is set at an angle of 40 degrees to relieve the strain on the lower back and joints, a feat which Champions Ladder claims cannot be achieved on any

other cardio device. Victor Kumala, vice president of Champions Ladder, says: "The Champions Ladder is an innovative product for an innovative time."



Gionata D'Alesio on the Reax Lift barbell launch

Italian fitness equipment manufacturer Reaxing has launched the Reax Lift, a barbell designed to enhance training performance by deliberately destabilising its user.

Reaxing claims the Reax Lift is the first barbell in the world to use instability to create 'groundbreaking' neuromuscular training.

The barbell features cast-iron disks or Reax Water-Disks that oscillate, rotate and bounce while the barbell is in use. Inertia, dynamics, progressive resistance and centrifugal force are unpredictably activated, providing a unique training experience to the user as they exercise.

The Reax Water-Disks come in a variety of different weights and feature soft-shock technology to prevent damage.

Reaxing CEO Gionata D'Alesio says: "Reax Lift turns the very concept of weight training upside down. It is completely unique and allows the user to perform endless training solutions."

fitness-kit.net KEYWORD
REAXING



Gionata D'Alesio

The Water-Disks enhance training by creating instability

