

## precor light commercial range

It's not just about providing the right equipment for the end user. Providing the best solutions for the facility is also paramount.

With this in mind, Precor has launched a range of Light Commercial equipment specifically designed for facilities with low usage – namely hotels and corporate gyms.

These lower usage sites often have space and budget limitations. The new range of Light Commercial equipment from Precor meets these considerations.

All the Precor values remain. Smaller and cheaper doesn't mean less quality. These products are made to the same high Precor standards and have many of the unique Precor features found on the main Commercial range. The quality components and superior construction promote years of trouble-free use.

In addition to having comparable construction and features to the commercial range, the overall look and feel of these new pieces of equipment reflect the ergonomic and aesthetic qualities of the rest of the Precor range. This augurs well for club owners and users who can move seamlessly from one piece of Precor equipment to another.

### THE LIGHT COMMERCIAL RANGE

#### EFX 534 Self-Powered Total-Body Elliptical Fitness Crosstrainer

Designed for light commercial use, this self-powered model features sturdy construction, ergonomic handlebars, 5 programmes and 20 resistance levels.



#### EFX 524 Self-Powered Elliptical Fitness Crosstrainer

Designed for light commercial use, the 524 features sturdy construction, Precor's adjustable CrossRamp®, 5 programmes and 20 resistance levels.



#### C934 Commercial Low-Impact Treadmill

Built for light commercial use, the C934 is designed for trouble-free ownership. It features a 3hp continuous-duty motor, 0-15 incline and 6 programmes.



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## livingwell launches third club concept

LivingWell has developed a new hotel-based health club concept to complement its existing brands - LivingWell Premier and LivingWell Health Clubs. Exclusive to members of the Hilton Group, the first LivingWell Express club is being piloted in the Scandic Sydhavnen Hotel in Copenhagen and the company is planning an aggressive roll out with a further forty clubs set to open in Europe within three years. Kris Tynan reports.

The new concept was developed after LivingWell conducted research into both the needs of the business traveller and the challenges faced by city centre hotels offering health clubs. Business travellers are becoming more health conscious and LivingWell has experienced a significant increase in visits to its hotel-based health clubs. Although many hotels offer leisure facilities including a swimming pool and spa area, the company's research indicates that the archetypal business traveller actually wants a gym area where he can complete a brief but thorough workout in a hassle-free environment.

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The research also found that city centre hotel clubs generally face stiff local competition, have limited parking facilities, indirect club access and greater dependency on the local business community. In short, they are much tougher to make work and the space dedicated to



them could often be more profitably used by the hotel.

Starting at just forty square metres, the LivingWell Express concept is a space-efficient alternative that can be expanded to suit the needs of the hotel. All clubs will be air conditioned, with mounted mirrors and wooden finish flooring. In recognition of its duty of care to users, Hilton will install CCTV as standard and a panic alarm will be provided for added security.

Livingwell's Regional Operations Director for Europe, Robert van der Graaf, says, "Obviously, choosing the right equipment for a highly-focused project like this is critical. We chose Precor because they were able to provide us with a range of cardiovascular and strength machines that work all of the major muscle groups without dominating all of the available space."

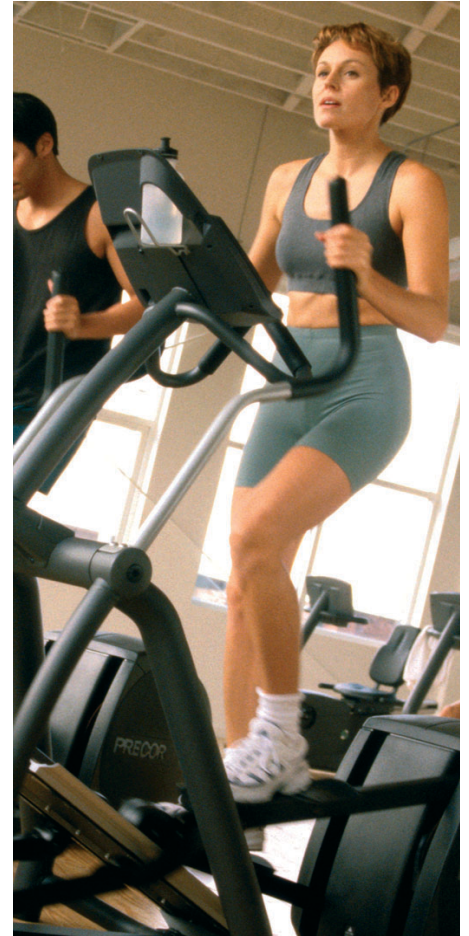
"Precor is very excited by the prospect of working with LivingWell on the Express concept," says Jez Whiting, Precor's UK Sales Director. "We have recently launched a new range of light commercial cardiovascular products,

which are designed to meet the requirements of exactly this type of lower use, high quality fitness facility. LivingWell's choice demonstrates that the products match the needs of this marketplace."

The club will be managed as a franchise at hotel level, with LivingWell providing central support and advice on operations, health and safety and maintenance, which will be audited on a regular basis to ensure they maintain brand and quality standards. Precor has been chosen as the

preferred supplier and the range of equipment has been carefully selected to ensure that the guests can achieve a fully rounded workout in thirty to forty-five minutes – which is what the time-conscious business consumer wants.

Each club will offer a minimum of four pieces of cardiovascular equipment, four choices of resistance machines, audio-visual equipment, a stretching area with mats, Swiss ball and abs curl. Experienced exercisers will be able to execute their own programmes, but those who want guidance will be able to choose from one of four pre-programmed routines: Getting Started, Staying in Shape, Burning Calories and



Increasing Strength, that will be available in two languages. In order to provide variety these programmes will be updated regularly.

LivingWell's MD, Paul Harvey, said, "Health clubs are increasingly viewed as an essential part of any hotel product. LivingWell Express not only offers a quality, hassle-free experience for the business traveller but a cost effective professional hotel health club solution. As the LivingWell portfolio and brand grows, the LivingWell Express icon will become a strong USP for both business and domestic guests who will be able to stay healthier on the move, enjoying a guaranteed high level hotel health club experience."



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