

DAME KELLY HOLMES

Pulse Fitness creates the perfect home gym for **Double Gold Olympic Champion Dame Kelly Holmes DBE MBE**

"Working with Pulse as an ambassador has been fantastic. They not only deliver on quality and style, but I love the fact that I'm supporting a British company and British made equipment. I really admire the work they are doing within the industry to create fitter and healthier communities and look forward to what the future holds."

Dame Kelly Holmes
Ambassador
Pulse Fitness



Double Olympic Champion Dame Kelly Holmes was first introduced to Pulse Fitness in late 2015. She was immediately impressed by the quality of British-designed fitness equipment and Pulse's work with the armed forces.

Soon after, in early 2016, Dame Kelly became the ambassador for Pulse Fitness. Her personal brand as an Olympic champion perfectly aligned with Pulse's own commitment to make the world a healthier place, setting the stage for a highly successful partnership.

When Dame Kelly decided to completely overhaul her home gym, she turned to Pulse Fitness for help. Prior to this Dame Kelly had a make-shift workout space in a renovated barn. She wanted to create a space that would allow her to train to a higher level whilst at home.

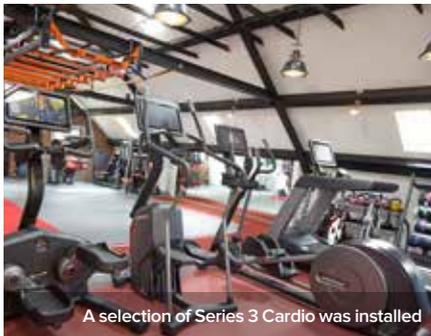
 Kelly becomes Pulse's Brand Ambassador

 Pulse appointed to design and equip home gym

 Only the best equipment for Olympic champion

 Pulse and Kelly partnership continues to flourish

Pulse was set a brief to maximise the available space within the confines of the former 96 sqm barn, as well as ensuring Dame Kelly had variety within her training.



A selection of Series 3 Cardio was installed



A selection of Pulse Strength was installed

The space has now been completely upgraded thanks to the design knowledge of Pulse Fitness. The team worked closely with Dame Kelly, carrying out a full site visit to select a range of equipment that would ensure she could create her perfect training space

Together with Pulse Fitness, Dame Kelly selected a treadmill, a variable strider, an r-cycle and a step machine from their Series 3 Cardio range and an assisted chin and dip machine, leg extension, seated leg curl and a seated leg press from their latest H-range strength line. All the Series 3 equipment was also fitted with groundbreaking virtual E-scape Technology which provides videos of iconic scenery whilst working out. The equipment was also customised to Dame Kelly's specification in a stunning midnight grey with red upholstery to complement the flooring. To ensure variety within Dame Kelly's training, Pulse Fitness created and installed a bespoke functional training rig, with monkey bars in the centre, which were suspended from the barns ceiling beams to maximise space.



Included in the flooring design was a replica running track

The team had to take a variety of factors into consideration when selecting the equipment, working within the constraints of the barn and the rafters as well as ensuring that all equipment could have internet access in this unconventional space.

In keeping with her running heritage, a running track was also carefully selected and installed by the team, whilst her Olympic certificates hang in pride of place whilst she is working out.

Dame Kelly is delighted with her gym and trains in there almost daily.

Since becoming an ambassador

Dame Kelly has been supporting the organisation at events both in the UK and internationally and together they have been striving towards a healthier and more sustainable future through innovative, British designed fitness equipment.



Don't take our word for it

"Training as hard as I did when I was an international athlete has made me very discerning when it comes to choosing the best kit. Even though I've now retired from competing, leading a fit and healthy lifestyle is something which is really important to me. I love as much variety in my training as possible and working with Pulse to create the perfect home gym has been a great experience. I love that they have been able to deliver a great solution all under one roof and I haven't had to deal with lots of different organisations."

Dame Kelly Holmes
Ambassador
at Pulse Fitness



Double Gold Olympic Champion Certification is proudly on display in the home gym