



pulsebeat

All the latest news and headline-grabbing stories from Pulse Fitness Worldwide



The Pulse Group Receives Private Investment

The Pulse Group is pleased to mark a milestone in the company's history – the welcoming of a significant investment into the business from M Investment Group. M Investment Group is owned by business entrepreneur, Mo Chaudry, and as such, will bring a wealth of business acumen to The Pulse Group.

This investment will enable The Pulse Group to diversify and grow their leisure offer, whilst continuing to meet the needs of the leisure industry.

Read the story in full at
www.thepulsegrou.com/category/news

"I am extremely pleased that a respected, long-term oriented local business partner, like Mo, shares our view and philosophy for The Pulse Group and we warmly welcome him and his committed investment to the Pulse family."

Chris Johnson
Managing Director



40% growth in global Fitness equipment sales

Pulse Fitness attending FIBO 2018 find out more

New exciting products added to the Pulse Fitness portfolio

All the news on the latest Pulse Fitness installs



What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294610.

Global growth in emerging and new markets

We are incredibly proud of our global business growth over the last year. With a growing number of dealers right across the globe, we've enjoyed a 40% increase in global sales year on year. With the new year well underway, we are dedicated to maintaining this momentum in 2018.

We have had great success in China, Germany and Sweden making them our top countries in terms of global expansion. Going forward, we have our sights set on Japan. With the overall fitness market in Japan growing rapidly, we are

seizing this opportunity. Similarly, we're focused on growth and expansion in the US, coinciding with our presence at IHRSA this year.

The global growth of the business is a real testament to the strength of the Pulse Fitness brand. With a heritage of international export, we're truly entering a new phase where we will offer more products and more support to a greater number of distributors worldwide. With new dealers coming on board, it's an exciting time for the business.



Phill Griffin is the International Sales Manager for Pulse Fitness. He manages all existing distributors and is exploring new opportunities to continually grow the Pulse presence worldwide.

What was your favourite install in 2017 and why?

PG: We installed a fantastic gym into central Shanghai and this club was fitted out with the full Pulse Fitness equipment portfolio and PulseMove. The reason why it is my favourite, is because I find it incredible that through business/networking you can see our product in a city on the other side of the planet in a country that our products have never been sold into before. This gives me great job satisfaction!

Jimmy Andrew is Global Sales Director and is responsible for everything from product education and client support to driving global awareness of the Pulse brand.

What was your favourite install in 2017 and why?

JA: My favourite install in 2017 was Update Fitness in Switzerland. The finish of the club is amazing, and they are some of the best clubs I have ever seen.

Where to find Pulse in 2018?



San Diego, USA
21 – 24 March



Cologne, Germany
12 – 15 April



Manchester, UK
20 – 23 June.

If you will be attending any of these shows, please stop by the Pulse Fitness stand to see some of our latest products and innovations. We look forward to seeing you there.

What to expect from Pulse Fitness at FIBO (Hall 7 stand C48)

At FIBO 2018, Pulse Fitness will be showcasing products from all product ranges including cardio, strength, freeweights, functional, plateloaded and exergaming. Plus, they will be demonstrating PulseMove their connectivity fitness tracking software solution. New product launches will include;

Dual Strength machines

The new dual strength line features 10 products. Each machine easily adjusts to accommodate two different exercises, gym owners, operators and users can save space while purchasing fewer pieces of equipment.

Exergaming Fitness

With virtual reality becoming ever prevalent within the Fitness Industry, Pulse Fitness will be showcasing their VR Treadmill, the Trixter VR and iWall.

VR Treadmill - With the VR Treadmill users can explore 126 different virtual gaming programmes and environments such as coastal, countryside and city-based locations. The software gives users a unique 360° real life experience.

Trixter VR - Trixter Virtual Reality is the world's first fitness gaming bike to showcase facial recognition to log user workouts and gives a unique 360° virtual cycling experience over an array of environments including medieval forests, mountain lakes and tropical islands.

iWall - iWall is a fun and versatile exergaming product that lets users become part of the game. Complete with six different games, using the iWall motion sensor, you are the game controller.

At FIBO 2018 Pulse Fitness will also be joined by their ambassador and World's Strongest Man Eddie Hall – come and say hello to team Pulse and Eddie on stand C48 in Hall 7.

New products added to Pulse Fitness portfolio

Fueling the rise in functional training, Pulse Fitness has added several new products to its growing portfolio. The products range from a new half rack, full rack and platforms to medicine ball sets and battle ropes.

Though it may still be considered a trend, functional training is here to stay. It covers a wide range of movement and strength training and therefore, Pulse Fitness is continually providing new and dynamic fitness equipment.

Items in the range include:



1. BOSU balance trainer set.
2. Half rack and full rack with additional platforms.
3. 1-10kg medicine ball set.
4. 5 - 30kg basebag set with racks.
5. New Olympic bars including a 20 kg competition bar, 20 kg training bar and 20 kg cross-fit bar.
6. Battle rope set.
7. 5-25 kg black and coloured bumper plates and 10-25 kg elite competition black and coloured bumper plates.
8. Swiss ball sets with racks.

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Inspiring designs secure deal with Christchurch and East Dorset Council



The Pulse Group was awarded a new contract with Christchurch and East Dorset Council to upgrade the fitness equipment at Queen Elizabeth Leisure Centre and Two Riversmeet. The council was thoroughly impressed by Pulse's offering and ability to bring the project to life through inspiring and personalised 2D and 3D designs, which is what ultimately clinched the contract for the supplier.

Both facilities have now been kitted out with a wide range of innovative equipment from Pulse Fitness's latest Series 3 Cardiovascular lines, complete with 18.5" touch screen console as well as IFI accredited CV equipment from

its series 2 range. Pulse Fitness also installed equipment from its H-range strength line.

Through clever design, Pulse's team maximised on space to create a large functional training area at each site. Both have been kitted out with a functional training rig, Watt Bikes and self-powered treadmills. The new additions have allowed the council to expand its offering and create brand new HIIT classes. As part of the project, Pulse's in-house marketing team has also delivered a range of marketing support services including the creation of bespoke wall art at each site.

Pulse Fitness completes install at Darlaston Swimming Pool

Pulse Fitness has recently transformed and upgraded the fitness facilities at Darlaston Swimming Pool, which is operated by Walsall Council.

In 2016, Pulse Fitness was appointed by the council as their strategic leisure equipment partner. The initial contract saw them supply new equipment to Bloxwich Leisure Centre and Oak Park Leisure Centre. The council was so impressed by Pulse that when it came to upgrading the facilities at Darlaston, they turned to Pulse once again.

This latest project has seen the team supply and install a mix of Pulse's top of the range Series 2 and Series 3 CV equipment, a titan functional training rig as well as equipment from its new H-Range strength line. As part of the contract, all equipment has come with a full five-year warranty. Pulse Fitness has also provided the council with a fully comprehensive product training package that includes REPs accredited training.

Pulse Fitness transforms high use gym facility at Harper Adams University

Demonstrating skill within the higher education sector once again, Pulse Fitness has recently completed a project at Harper Adams University. The contract, which was awarded and completed in just three weeks, saw the team upgrade the facilities at the University to create a high quality, robust health and fitness environment.

Pulse Fitness supplied 33 stations of CV equipment from its Series 2 range and a wide range of free-weights and functional training



equipment to reflect the growing interest in this method of training. All cardiovascular equipment is IFI accredited, creating an inclusive fitness environment. The Pulse Fitness team was also responsible for the removal and trade out of the old equipment. Students have access to Pulse Move, allowing them to track their progress both in and outside the gym.

In just the short time since completing the install, the gym has received over 160 new members.

