



# CARDIO, STRENGTH AND PILATES FROM OUR GLOBAL LEADING BRANDS.



## About us

**Leisure Concepts represent a number of globally leading Pilates, Strength and Cardio brands in Australia and New Zealand.**

One of our key points of difference is that we focus exclusively on premium products that provide the best biomechanical solutions for our clients. With a strong focus on providing a complete end to end service we will work with you on all stages of your project – from the initial design concept, through to assisting you with optimal product selection, facility layout and ongoing preventative maintenance – ensuring that your investment in premium equipment delivers a long term return on investment . We believe that your success is our success and by working closely with you through all stages of the project we can collectively deliver the very best solution for you and for your clients.

Established in 2008, Leisure Concepts has extensive industry experience. With a team of industry professionals we understand what is relevant, what are the latest trends, what works and what does not. By drawing on our experience our aim is to assist you in achieving the very best result for your business.

**Leisure Concepts is the preferred supplier to many of the world's most recognised brands – fitness chains, elite sporting facilities, pilates studios, schools, sports medicine centres, physios and PT's. Each year we deliver over 3000 projects across Australia, New Zealand and South East Asia.**



## Channels we service

- Gym and Fitness Facilities
- Pilates Studios
- Sports Performance Centres
- Strength and Conditioning Facilities
- Hotel and Resort Gym Facilities
- School and University Gym Facilities
- Government and Defence Facilities
- Rehabilitation
- Home Fitness

## Some of our partners



We are proud to be the preferred supplier to many well-known institutions including:



## From screen to reality

Leisure Concepts will work with you to take your ideas, concepts and vision and turn these into reality. By using the latest facility design software we can accurately lay out your premises in 3D and can bring your studio, gym or facility to life.

By rendering your equipment in 3D on the actual layout of your facility you can view how your floor space would look from different camera angles, ensuring that your equipment is laid out optimally and that you are making the best use of the available floor space. We can also assist you with 3D flythroughs if this is something that you need to show other parties, such as financiers or business partners.



# TRUE<sup>®</sup>

## CARDIO EQUIPMENT

True's treadmills, ellipticals, bikes, and climbers have unique features that keep your facility running and exercisers motivated.



TRUE builds equipment and relationships with integrity.

That integrity applies to the high-quality, long lasting materials they use to build their equipment, but it also extends to the dedication to their customers and their needs.

TRUE's experienced team provides end-to-end service from facility planning to maintenance to equipping your machines with the newest technology.

As your dedicated partner, TRUE does whatever it takes to keep your facility going strong. You can count on TRUE for the best service in the industry.



 TRUE<sup>®</sup>

## STRENGTH EQUIPMENT

A vision into the future,  
premium craftsmanship meets  
advanced biomechanics in  
TRUE's Palladium Series.



Since 1981, TRUE has been dedicated to building commercial fitness equipment that is dependable, innovative, and easy to use.

Today, TRUE is a global leader in premium fitness solutions, with unparalleled service that provides you and your customers peace of mind at every step. Give your facility performance it can rely on every single day.

When you partner with TRUE, you can depend on us to provide a premium product with lasting durability, reliable performance, and dedicated support.



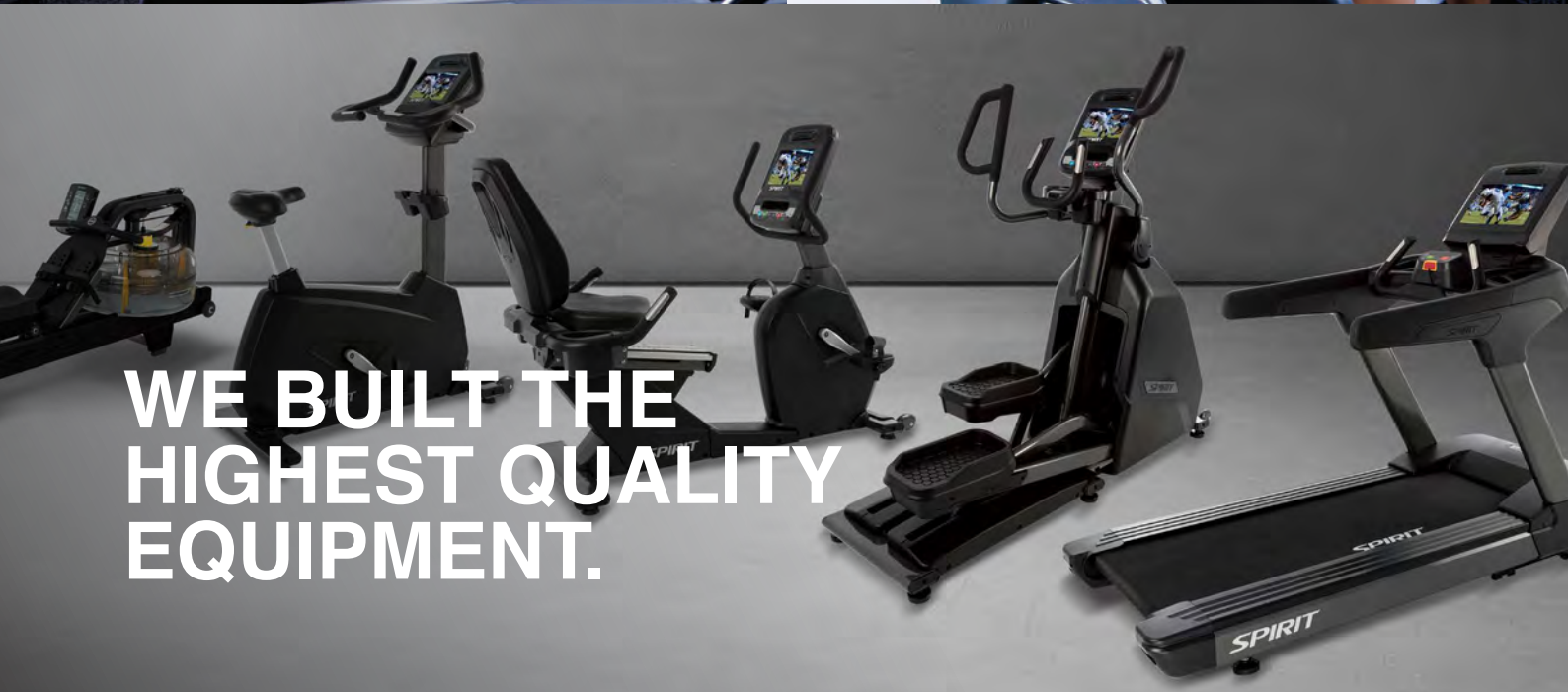
# SPiRiT

## CARDIO EQUIPMENT

**Spirit built their first fitness product in 1983, with the simple goal of giving their customers the highest quality equipment to help them achieve their fitness goals. And this purpose still continues today.**

Over the last thirty years, Spirits' focus has always been, and will continue to be - delivering a quality experience with their equipment. They understand that Spirit products are an investment and they design them to keep pace with their customers own longterm fitness goals.

Their other passion has always been on innovation that improves their customers' experience. The number one reason people stop exercising is from boredom, and Spirit know that if customers are a little more comfortable, they will work-out longer and achieve their fitness goals that much faster.



**WE BUILT THE  
HIGHEST QUALITY  
EQUIPMENT.**

# SPIRIT

## STRENGTH EQUIPMENT

Spirit Fitness commercial products feature the very best in design, engineering and quality, offering excellent performance and reliability in any commercial setting.





Over the last 25 years, Johnny has been engineering the next evolution of indoor bikes. The Johnny G bike had to be a beautiful, sleek machine with the uncompromising design of high performance sports cars and outdoor carbon racing bikes.



The Johnny G Spirit Bike is the perfect innovation – with the past molded and forged into the future.

Electronically-controlled magnetic resistance creates an opportunity to duplicate, replicate and differentiate your training sessions.

Key performance metrics are accessible at all times on the high-visibility LED display.

The cockpit-style console has been strategically crafted to transport you into an elevated state of performance through the integration of mind and body.

- Electronically controlled magnetic resistance system with multiple adjustment touch point.
- Belt drive system provides the feel of a road bike.
- Proprietary handlebar design for comfort and resistance buttons at your fingertips regardless of ride position.
- Solid steel construction and triple powder coated for durability.
- Smart, Bluetooth® and ANT+™ enabled electronics.



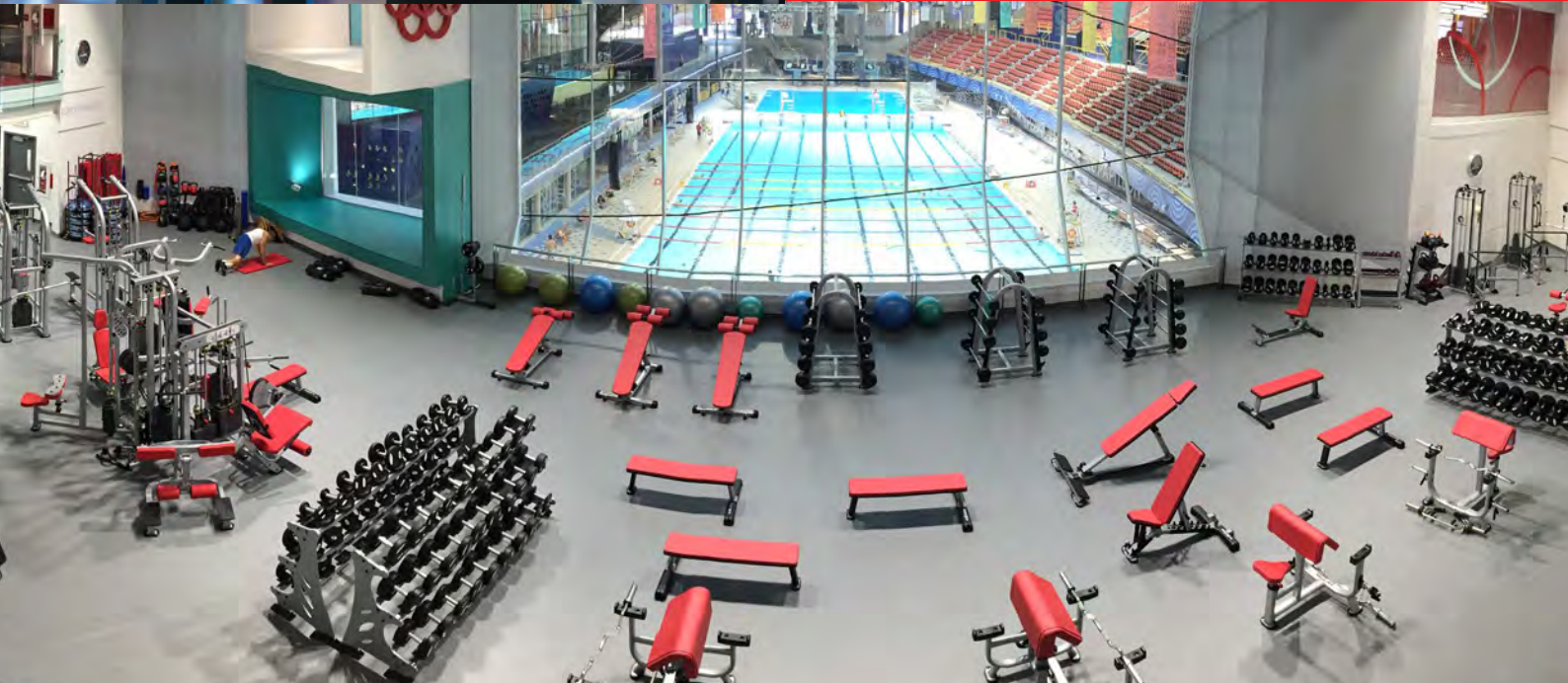


**ATLANTIS®**  
Strength Equipment

For over 25 years Atlantis has been perfecting strength equipment to deliver the optimum workout for the most diverse range of users.

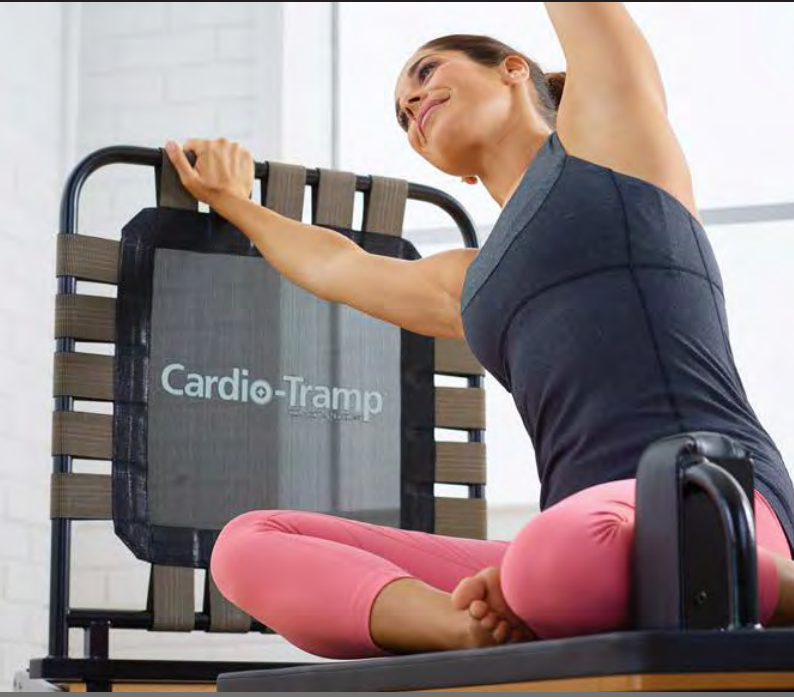


Atlantis Strength equipment is renowned for its unique feel. From beginners to respected experts like Charles Poliquin ([www.strengthsensei.com](http://www.strengthsensei.com)), people who use Atlantis equipment love the smooth, sturdy and comfortable feeling.





**Global Leader in  
Mind-Body, education  
and pilates equipment.**



MERRITHEW™ was founded in 1988 with its premier Pilates brand, STOTT PILATES®, delivering best-in-class Pilates equipment, education and media to everyone from avid exercisers, elite athletes to rehab and fitness professionals worldwide.

STOTT PILATES® is recognised as The Professional's Choice™ by studios, fitness facilities, fitness professionals and the consumer market worldwide due to its superior design, component parts, adaptability and durability.



# TORQUE<sup>USA</sup>

The TANK M1 is now portable, storable and just as challenging as our other TANK models. The TANK M1 is the perfect home gym solution to crush cardio, build muscle, and keep group training fun and engaging.



**Torque Fitness are an Experienced Team of Strength and Conditioning Equipment Specialists.**

Torque Fitness was founded in 2005 by a team of experts in the fitness equipment industry whose experience designing and manufacturing award-winning innovative strength training systems for Life Fitness, Hammer Strength, Parabody, and Sports Art stretches back to 1979.

The team recognized an opportunity to create strength training products that provide unique attributes to better meet customer needs than many of the look-alike strength products on the market.

By maintaining an efficient and agile business structure, Torque Fitness team members are able to be focused on listening to customers and reacting quickly with creative, innovative ideas that differentiate our products with meaningful functions and features.

# **HYPER** FX

POWERING POTENTIAL

**Born from determination  
and mental toughness.  
Mixed with plenty of sweat.**



Hyper FX is a full line of functional training and strength equipment that encourages people to move. Powering potential, HyperFX is designed to help people tackle challenges and push their personal boundaries. By using Hyper FX products the aim is that your clients can achieve a more active, healthy and fulfilling life.

**LIFE'S TOO  
SHORT TO  
STAND STILL.**





**A well structured finance arrangement can greatly assist in managing your cash flow, especially if you are starting a new business.**

## Finance

**Are you starting a new business or considering a large capital purchase and need assistance with finance?**

Leisure Concepts Finance is a program that we operate that has assisted many new clients in starting their business or in purchasing equipment. Depending upon your personal and business circumstances, history and the equipment that you are interested in purchasing we have a network of finance companies that we can introduce you to.

The finance companies that we deal with have extensive experience working with clients from the fitness industry and can offer you some of the most competitive rate that are available.

Please talk with your Leisure Concepts representative if you are interested in an introduction to our finance partners - a well structured finance arrangement can greatly assist with managing your cash flow, especially if you are starting a new business.



## After Sales Service

The Leisure Concepts team will work with you to ensure that your equipment is delivered and installed to your requirements. At the handover we will ensure that you are provided with a full briefing on safe equipment operation and we will provide you with a checklist so that you can ensure that your equipment is maintained optimally for your clients.

One of the best ways to ensure your equipment performs optimally is to undertake preventative maintenance. A preventative maintenance program involves a regular visit by a technician to check the operation of your equipment, ensuring that everything is functioning properly and resolving any issues that may be identified. The Leisure Concepts service team can assist you with setting up a preventative maintenance program.



**Get in touch with us today.**