



going the
extra mile.



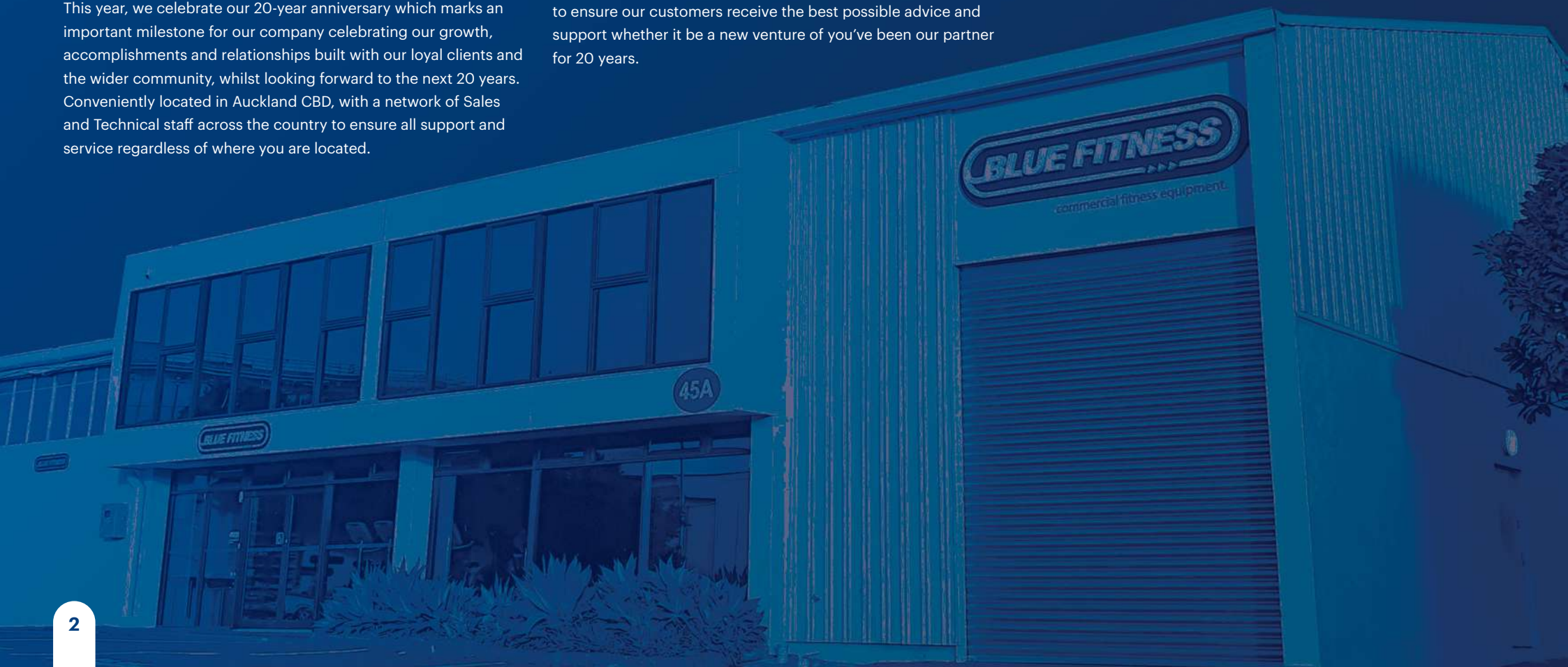
Blue Fitness Equipment service & support

Blue Fitness was established in 2002 and quickly became a premium supplier and exclusive distributor of over 20 of the world's best fitness Brands.

This year, we celebrate our 20-year anniversary which marks an important milestone for our company celebrating our growth, accomplishments and relationships built with our loyal clients and the wider community, whilst looking forward to the next 20 years. Conveniently located in Auckland CBD, with a network of Sales and Technical staff across the country to ensure all support and service regardless of where you are located.

Actively involved in the business are the three owners, each with responsibility in Sales, Service and Finance. This team approach means direct contact and relationships with the three owners of Blue Fitness through your entire partnership. We are 100% committed to our company values, of TRUE BLUE, BLUE CREW, BLUE PRINT being OUT of the BLUE and we go the extra mile to ensure our customers receive the best possible advice and support whether it be a new venture of you've been our partner for 20 years.

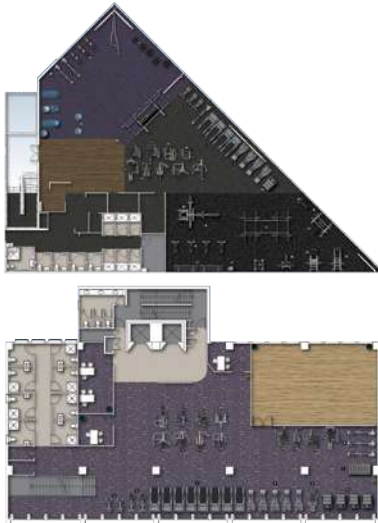
The brands we choose to distribute meet the highest commercial standards and come with our Blue Print service guarantee as standard. A lot of our supplier relationships also span 20 years, and a snapshot of each brand follows. Blue Fitness is more than just the world's best brands.



Sales

As business owners ourselves, our unique team approach means you will have direct contact and relationships with the three owners of Blue Fitness through your entire partnership. We are 100% committed to our company values, and we go the extra mile to ensure our customers receive the best possible advice and support from the very start of your Anytime Fitness journey.

To begin, we take your vision, create a concept, help you select the right equipment for your club and advise on the best finance solution. On top of this we design optimal floor plans and 3D images for your pre-sales and marketing as well as facilitate installation to the highest standards to bring your dream to life.



When choosing your preferred vendor, it is by no means a one-off transaction; it is the beginning of a long-term partnership spanning many years. Your club will require ongoing advice, support, and service once your business opens, so it's imperative that you are comfortable with the team you are partnering with.

At Blue Fitness, we are truly passionate about our industry and what we do daily. We work hard and have fun as a team. This is a big part of our business and who we are and we hope that you will jump on board with us to create your perfect gym.

Service and Support

Our Service Department is conveniently located in Auckland CBD, with a network of technicians across the country to ensure wrap around service and support regardless of where you are located.

All equipment sold by Blue Fitness meets the highest commercial standards and comes with a full manufacturers' warranty, in addition our Anytime Fitness customers enjoy extended warranty terms on many items.

Whether you choose to purchase, finance or an operational lease we will recommend and customise a service programme that will extend the working life, maximise return on investment, reduce downtime and minimise servicing overheads of your most valuable assets.

Choose from an Asset Management immediate alert to a weekly summary to keep in touch with your Precor cardio equipment. A documented service report with a summary of all work completed including any key issues and recommendations is presented after each service to keep you fully informed.

We truly believe that service is key to success in our business, and we prioritise investment to ensure continuous development and improvements to our service levels. We never get tired of hearing from our customers that our service is the best in the industry.



Finance

Blue Finance Ltd is our equipment leasing company supporting Blue Fitness Ltd.

Whist a separate entity, Blue Finance has mutual shareholders and works closely in partnership with Blue Fitness along with other leasing companies.

BlueFin can customise a package to suit your club which will often include integrating an extended warranty and 'Operational lease' of up to 5 years for Cardio, and 'Lease to own' for Strength.

Cardio equipment continues to develop, specifically in user interface along with phone technology, data speeds, data information, Aps, and online content. Cardio as a component is primarily the highest section of the equipment order. It requires the most preventative maintenance due to the usage and built-in technology, such an OPEX lease, off balance sheet and with a fixed monthly cost, this has proven to be the preferred option for a number of years now.

Strength Equipment in general has a longer lifespan and is less susceptible to technology changes so often a 'lease to own' option is best in this space.

As a general rule Blue Finance will hold a security interest over the equipment only, and not a GSA with regards the business or any other personal assets.



Experience™ Series 800 Line

The 800 Line is the most well-appointed cardio equipment that Precor offers, with features that support the Precor reputation for reliable performance, ease of care, and service. In addition to patented designs that deliver our iconic smooth feel, the treadmill and elliptical include the Active Status Light™ for at-a-glance monitoring of equipment status. This line also includes our unique Adaptive Motion Trainer® with Open Stride™, recumbent and upright bikes.



AMT® 885
Adaptive Motion Trainer® with
Open Stride™ (adjustable stride height)

Most versatile piece of cardio equipment. Advanced P82 touch screen console delivers a premium networked fitness experience.



EFX® 885 with Converging
CrossRamp®
Elliptical Fitness Crosstrainer™

Converging CrossRamp® is adjustable between 10 and 35 degrees. Moving handlebars for a total body workout. Advanced P82 touch screen console delivers a premium networked fitness experience.



TRM 885
Treadmill

Reliable, Efficient and Easy to Maintain. Unparalleled Feel and Quiet Operation. P82 touch screen console delivers a premium networked fitness experience.



RBK 885
Recumbent Bike

Commercial-proven design that is reliable and easy to service. Includes proprietary innovations like the Airflex seat and easy seat adjustments for superior riding comfort. Advanced touchscreen console that rivals the best personal electronics.



Anytime Fitness Lorne Street



Anytime Fitness Ormiston



Anytime Fitness Wyndham



UBK 885

Upright Bike

Ease of Assembly and Service. Includes innovations like fully padded upright handlebars and a simple seat adjustment for superior riding comfort. Advanced touchscreen console that rivals the best personal electronics.



Anytime Fitness Five Cross Roads

strength



Anytime Fitness Silverdale



Anytime Fitness Newmarket

We offer comprehensive ranges of strength equipment in a variety of color options that can complement any facility. With the same focus on ergonomics and smooth motion as our cardio equipment, our Discovery™ Series, Vitality™ Series, and Icarian® Strength lines offer something for every exerciser.



Resolute™ Line

Resolve to make your selectorized strength equipment purchase with confidence - choose the Resolute™ Strength line from Precor. It delivers on what matters most: your investment will withstand the test of time.



Discovery™ Series

The Discovery Series Benches, Racks and Plate Loaded and Selectorized Lines combine all of the functional performance elements demanded from a strength line, along with the design and attention to detail that is the hallmark of Precor premium quality. The result is an exceptional experience for the first-time user and the seasoned athlete alike.



Vitality™ Series

The Vitality Series consists of compact, space efficient selectorized units that can help you provide exercisers with the variety they crave, while working within space and budget requirements. To encourage comfortable and effective workouts, the Vitality Series incorporates a biomechanically correct and user-friendly design.



Icarian® Strength

The Icarian Strength Line includes Functional Selectorized and Multi-Station units that serve as a solid foundation to support your strength offerings, making it easy for exercisers to begin and progress in strength training.



RESOLUTE  STRENGTH

"Our business is built on decades of innovation and partnerships in the fitness industry and we are proud of our partnership with Blue Fitness. Happy 20th anniversary!"

PRECOR[®]



Anytime Fitness Newmarket

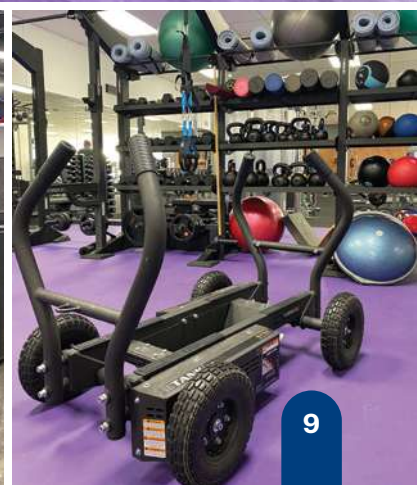
"After fully assessing the broader market and having initial discussions with Hayden & Ben at Blue Fitness, it soon became obvious to us that they stood out in terms of service, quality and price.

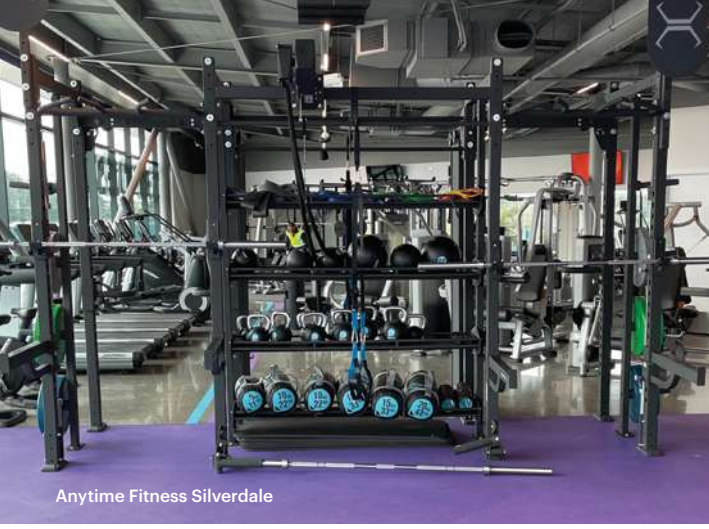
With the design assistance of Blue Fitness, we selected our equipment from a comprehensive catalogue. The equipment arrived well within our anticipated time frame which is difficult to predict in the present environment. They also had an elite installation team which had the entire club ready in 2 days. The team offered excellent advice on exact placement & functionality.

Since installation, we have continued to order additional items from Blue Fitness & always at the drop of a hat, they are on-site within 24 hours for anything we require.

We wouldn't look elsewhere in terms of an equipment supplier."

James Currie - Owner Anytime Fitness Newmarket

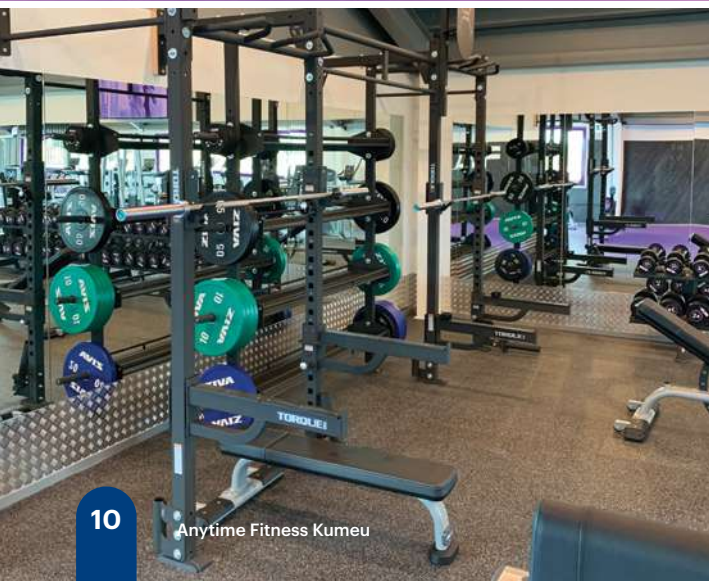




Anytime Fitness Silverdale



Anytime Fitness Te Atatu



Anytime Fitness Kumeu

Torque Fitness



A System for Every Club

The X-Create is available as a center, wall, or bridge space configuration. Whether you are looking to train up to 20 people or simply store accessories, there is an X-Create system for your club. From stability balls, kettle bells, suspension training, and more, the X-Create was made specifically to house all group functional training accessories that previously had nowhere to live in a club.



X-Rack

X-Racks can be customised and scaled up or down to meet your needs with various pull-up, training station and storage options. They can be customised to suit any space and function.



Custom Bordering Racks

A 'bordering' X-Rack is the perfect solution for any Anytime Fitness club that is looking to save space and money by merging functional and strength. One side of this X-Rack features lifting stations and weight storage, while the other features cable stations and suspension training anchors.



X-CREATE Functional Storage

The X-CREATE takes the features of a perfected storage system and merges it with endless training possibilities. Designed for floor space efficiency, optimal storage and accessibility, and infinite customization.



TANK™ M4

The TANK™ M4 continues the evolution of this unique push sled on wheels. The core technology that makes all TANK™ models unique is that unlike resistance sleds, they can be run indoors or outdoors on any surface without gouging.

Core Health and Fitness



Core Health & Fitness is a global fitness provider. With headquarters in Vancouver, Washington, they have global manufacturing, sales, and support with offices in North and South America, Europe, Asia and the Middle East. They understand the importance of a worldwide presence and recognize the benefits of well networked partnerships.

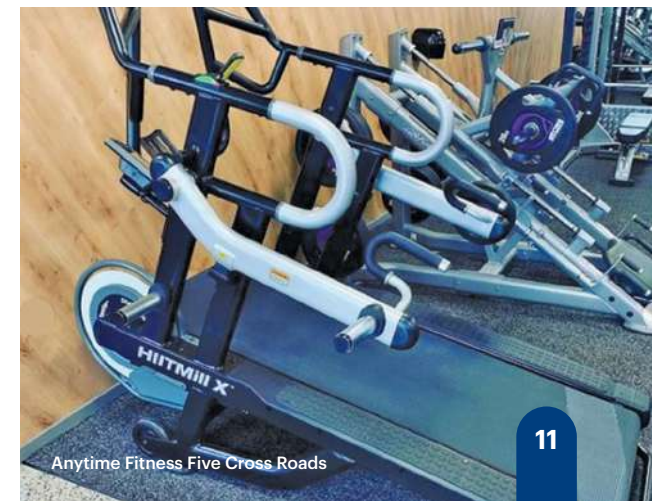
Their promise is to maximize customer delight and trust. Core Health & Fitness is more than gym equipment, they offer innovative solutions for all your facility needs.



Anytime Fitness Silverdale



Anytime Fitness Lorne St



Anytime Fitness Five Cross Roads



Stairmaster Gauntlet

8G only superior combination of cardio and strength training in our most comfortable design ever. deeper, wider step surface with durable, rust-free polypropylene construction and is now available with all three smart, affordable, flexible, OpenHub™ console options. Combining quality with innovation delivers a workout that's head and shoulders above anything else in the gym.



Stairmaster HIIT Mill X.

These machines are self-powered speed and strength training tools designed to build explosive power when used in a High-Intensity Interval Training program. Deliver an effective resistance training platform that captures the benefits of speed and agility training, lateral training and sled training. Easy to use tools allow users to drive up metabolic intensity and make for a more space efficient solution to alternative training methods.



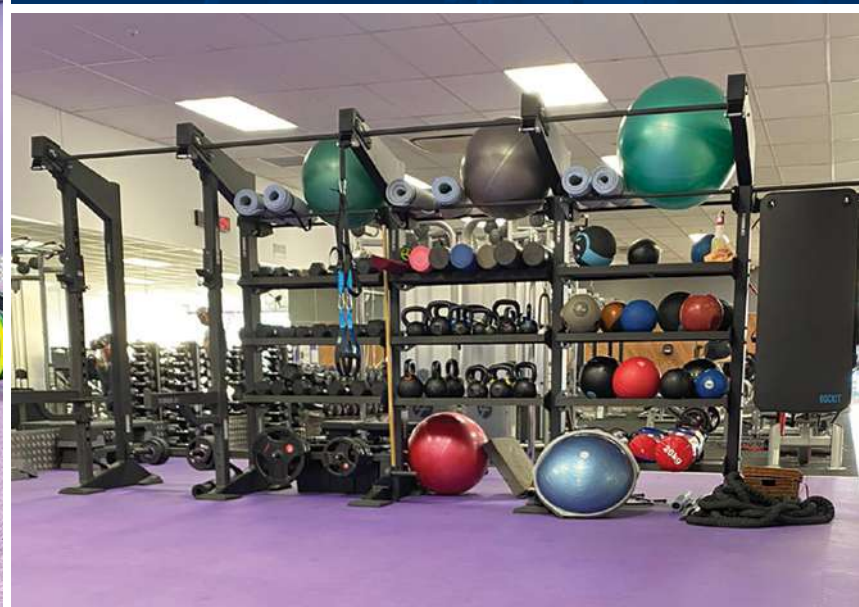
Schwinn AC Sport

Enhanced comfort with adjustable seat slides and handlebars, and durable stretch pads. Innovative system utilises magnets and an aluminium disk to generate a no contact heat free resistance. Zinc-plated, powder-coated steel frame construction – years of corrosion-resistant performance.



Nautilus Lifting Platform

Protects floors and allows for correct performance characteristics while lifting. Textured rubber drop zone absorbs impact and a solid, sealed, bamboo wooden platform supports users during static and/or Olympic lifts.





Torque Stealth

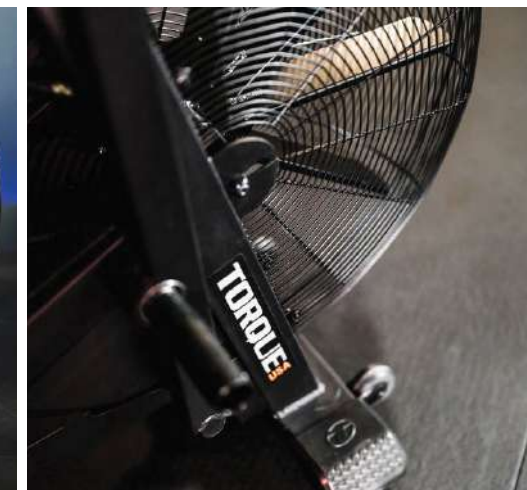
TORQUE USA

The world doesn't need another air bike. It needs a better one. Torque's Stealth air bike is just that – the best. Constructed with heavy-duty materials including an oversized tube frame, hardened alloy steel axels, a single stage Kevlar belt and more – the Stealth promises to deliver.

Whether your club is looking to lock in for the long haul or crush max sprint sets, the Stealth offers a quiet ride that cools you without drying your eyes, as the air diffuser does its job so you can focus on yours. Find your optimal ride position with the 3 axis, infinitely adjustable seat, as well as the multi grip handles.

FEATURES

- Multi-grip handles to provide flexibility and comfort. The top grip position has 17% more handle range of motion for taller users.
- A forward-shifted handle to enable the user to perform standing sprints and allow for easier entry and exit, leading to quick transitions.
- Single-stage belt drive ensures a smooth and quiet operation and doesn't require grease or intensive maintenance.
- The large, removable fan cover allows for easy cleaning and maintenance – and the large paddle wheel fan has fewer surfaces to clean than the typical spoke wheel fans.
- An air diffuser to slow and redirect air movement towards the user's body – not their eyes.
- Durable, commercial quality construction that's suited for a club or consumer that won't quit. Ever.



Concept2



For over 40 years, Concept2 has been making top-quality exercise equipment that gives you a great workout in your home or gym.

Concept 2 RowErg

The dependable performance of our RowErg has made it the best selling indoor rower in the world. Recognized by competitive rowers as the standard for indoor training, the RowErg delivers an effective cardiovascular workout that will increase your fitness level and tone your physique.



BikeErg

The Concept2 BikeErg is the latest addition to the Concept 2 family of sport-based ergometers. The BikeErg brings to cycling the strengths and features previously brought to rowing and cross-country skiing.

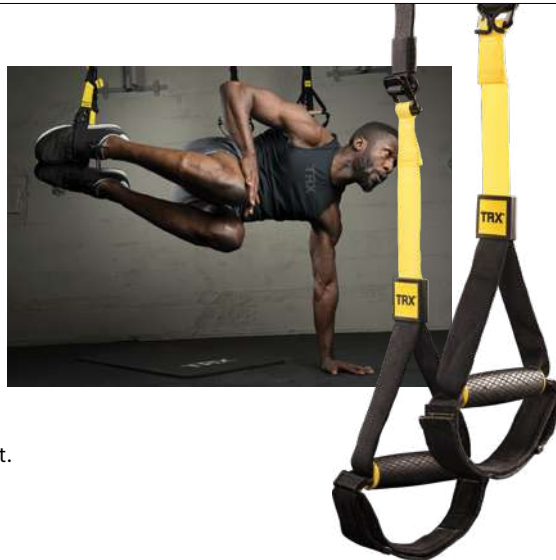
SkiErg

The Concept2 SkiErg makes the sport of Nordic skiing available to everyone. Long recognized as delivering one of the toughest workouts around, Nordic skiing develops both strength and endurance and exercises the legs as well as the arms and core. The SkiErg can be used for both double pole and classic alternating arm technique.

TRX

TRX

Designed to meet the demands of high-volume usage in commercial environments, the TRX® Commercial Suspension Trainer™ combines a fresh new look and updated features to be the most durable and user-friendly product yet.



Rockit Strength

ROCKIT

The ROCKIT range of Dumbbells, Plates, Barbells and Accessories are exclusive to Blue Fitness and are high end commercial grade quality whilst being great value for money. Our product lines are aimed at creating a perfect solution for your gym accessory requirements.

GROUP FITNESS

- Premium urethane coating
- One step multi-color manufacturing process
- High grade cast core (anti-cracking tested)



Urethane Dumbbells & Kettlebells



Urethane Weight Plates



Battle Bags, Ply Box and Accessories



Anytime Fitness Glendene



The Anytime Fitness Specialist Team



BEN DAVIES

Managing Director

ben.davies@bluefitness.co.nz

Ben Davies has been involved in most aspects of the Aquatic, Leisure and Fitness Industries both in New Zealand and Australia for the past 30 years. He established the first of the Blue Leisure Group of Companies over 15 years ago and has a Post Graduate Diploma in Business Administration from Massey University, a Physical Education Degree from Otago University, and Public Swimming Pool Water Treatment Certificate from CIT. Ben has held numerous company directorships in New Zealand and Australia across both the private and not for profit sectors. A keen triathlete he has completed 5 Ironman distance Triathlons, and represented the country in the World Championships. Currently he is a Master Spinning Instructor for Mad Dogg Athletics with his favourite saying being "The older I get the better I was".



HAYDEN SMITH

Sales Director

hayden.smith@bluefitness.co.nz

Hayden has worked in almost all aspects of the industry, commencing as a Service Technician 20 years ago, and then moving through roles in Customer Service and Management before finding his true passion in Sales and Account Management. Having worked in various roles and with different brands and distributors, Hayden has extensive experience and knowledge on all aspects of the commercial fitness equipment industry.

Hayden came to us in the early days when Blue Fitness was just a baby and has been a driving force behind the sales growth of the company ever since. Clocking up 1000's of kilometres, he has driven and flown his way all over the country and has visited almost every fitness facility in New Zealand at least once, and still enjoys travelling the country seeing new clubs and meeting new people.



BRETT KENNEDY

Service and Operations Director

brett.kennedy@bluefitness.co.nz

Brett started his professional life as an apprentice automotive engineer which quickly moved to workshop foreman roles then onto workshop management. Brett was brought into the Blue Fitness team in 2009 as a service manager and has thrived with his experience in customer service, operations management and mechanical knowledge.

In his time with Blue Fitness Brett has travelled throughout Australia and New Zealand installing equipment and visiting customers, to ensure that their experience with all equipment purchased through Blue Fitness is meeting the high standards we set for our product.



SAM BOS

Southern Territory Manager

sam.bos@bluefitness.co.nz

Sam has over 10 years' experience in the Fitness Industry having joined the Blue Fitness team in 2017 as Regional Manager based in Wellington. He has a Diploma in Exercise Prescription/Bachelor's Degree in Applied Management from New Zealand Institute of Sport. Sam loves helping people and working with fitness facilities all over the country, from marketing and product promotion through to delivery and installation. He applies attention to detail to ensure our customers are looked after in every aspect of the buying process. Sam sees his strength in building long term genuine relationships as his best asset.



REECE ZONDAG

Specialist Account Manager

reece.zondag@bluefitness.co.nz

Reece Zondag joined the company mid-way through 2020. Reece has an extensive Fitness Industry background of over 30 years, was the previous CEO of Les Mills New Zealand and recently through his Company NRG Fitness Equipment, the distributor of Matrix.

Reece works independently as a specialist consultant for Fitness operators though his company Gym Consultants and with Blue Fitness in Equipment Sales for key accounts and throughout Waikato and Bay of Plenty.



ALLY MCFARLANE

Marketing Manager



CHITO DE LA CUEVA

Service Technician



AARON CAKAU

Service Technician



www.bluefitness.co.nz



T : +64 9 845 0035 E: info@bluefitness.co.nz
45A Normanby Road, Mt Eden, Auckland, New Zealand

