



# BEST IN CLASS



# Over 20 years strong



Blue Fitness was established in 2002 and quickly became the 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 a full 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. Purchasing it is by no means a one-off transaction; it is the beginning of a long-term partnership spanning many years. You and 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. 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 when you partner with us you become part of that team.

## Service and Support

All equipment sold by Blue Fitness meets the highest commercial standards and comes with a full manufacturers' warranty, with the option of an 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.

	Preventative Service	Response Time	Warranty <sup>1</sup>	Parts Discount
Blue Star	Monthly	24 hours or less	3 years free labour	25%
Blue Chip	Quarterly	Within 48 hours	3 years free labour	20%
Blue Print		Within 48 hours	2 years free labour	10%

<sup>1</sup>Labour applicable on new equipment only



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.

Whilst 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 as 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.





# Our social purpose

At Blue Fitness we pride ourselves in going the extra mile by actively engaging in charity work within the community as part of our commitment to social purpose. The company recognises that its impact extends beyond the fitness industry and into the lives of those in need.

In June 2023, Blue Fitness became a gold sponsor to help Team NZBLUE race 5000km across America raising over \$45k for children and youth charities in NZ. Blue Fitness regularly participates in charity events & initiatives including Movember and actively sponsors fitness clubs including the Hibiscus Coast girls Football Club.

By dedicating resources to these charitable endeavours, Blue Fitness demonstrates its dedication to creating a positive social impact, emphasising the importance of giving back, and fostering a sense of interconnectedness with the community.



# Precor Cardio

'Founded in 1980, Precor launched their first product – a rower – in 1981. In 1983 they became recognised in the industry as a company that created products that think. Precor's 40-year legacy of innovation is rooted in the exercisers we move, and the operators who trust in Precor to deliver reliable, thoughtful, steadfast products'.

## 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.

## EXPERIENCE SERIES 600 LINE

The 600 Line strikes the optimal balance between durability, reliability, and innovation for lower usage facilities. It is ideal for fitness facilities located in multi-family housing complexes, corporations and many hospitality venues. The 600 Line includes a treadmill, elliptical, recumbent and upright bikes.



TRM 885  
Storm Grey



600 LINE

**PRECOR**®



EFX



RBK



TRM



UBK



AMT



## Precor Cardio

### ELLIPTICAL FITNESS CROSSTRAINERS™

Give your members the ability to get more out of every workout while you enjoy exceptional reliability and performance. Precors next-generation Elliptical Fitness Crosstrainers (EFX®) with Converging CrossRamp® provide a perfectly natural, low impact stride, so exercisers can work out longer and harder.

- **Converging CrossRamp\*\*** - Users can isolate or crosstrain specific lower body muscle groups simply by adjusting the angle of the ramp from 10 to 35 degrees, making it easier for them to focus on their individual fitness goals.
- **Easy to Maintain\*\*** - Carrying on the tradition of Precor reliability and service, the EFX is easy to clean and maintain with a covered ramp and rear drive housing.
- **Active Status Light™** - To increase uptime, an external status light lets you and your staff know at a glance the operating condition of your elliptical and when to perform life-extending maintenance.

### STAIRCLIMBER

The Precor SCL® 835 far exceeds the status quo and invites you to step up to an experience that will delight. Made from durable, high-performance parts and tested beyond industry standards, the StairClimber is built for reliability. The thoughtful design prevents sweat, dirt, and fluid ingress to deliver an ultra-smooth operation and effective cleaning in a single pass. It invites exercisers to step on and off with ease, exercise with confidence, and stay motivated with engaging content.



EFX 885  
Black Pearl

StairClimber

## Precor Consoles

Introducing the P84 and P94 touchscreen consoles - the best blend of performance, fitness and entertainment that your exercisers will ever experience.

Innovation without compromise - The sleek, unique modular console carries forward the reliability and durability you expect from Precor, while introducing innovations that reduce downtime and simplify ownership - allowing you to concentrate on your business instead of the cardio floor.

Give exercisers what they want - wireless casting allows exercisers to stream their phone's content on the big screen and provides immediate access to thousands of third-party workout and media apps.

With rotating, customizable images on the Precor Screensaver Reel, you can brand your gym experience and keep exercisers informed about new features.

- Large, HD widescreens
  - P94-22" screen
  - P84-16" screen
- Lightning-fast technology that keeps pace with exercisers
- Innovative modular design
- Best-in-class user experience
- Meet exercisers where they are with workouts and media

Wireless streaming  
from exercisers  
phone's

# PRECOR®

## INTRODUCING THE PRECOR STAIRCLIMBER



### DYNAMIC STEP CONTROL™

Consistent step rate,  
whether slow or fast,  
for exercisers of  
all sizes



Withstood over  
**30 DIFFERENT TESTS,**  
**OVER 10K HOURS**  
in the lab and field

Panels can be removed in  
**UNDER ONE  
MINUTE**



**LOST ITEM SLIDE**  
**DECREASES DOWNTIME**  
as dropped items won't  
get trapped



RESOLUTE



STRENGTH



Precor takes STRENGTH to the next level

  
**200 CUSTOMERS & INDUSTRY LEADERS**  
participated in our extensive research study

  
**FIVE PIECES**  
feature converging or diverging handles for more natural movement

*"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®**

# Precor Strength

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

## 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.

## RESOLUTE™ MULTI-STATIONS

Resolute Multi-Stations are the first to provide a dedicated spot to securely position a phone for optimal viewing of fitness apps while training. With an integrated 5-lb add-on weight and ample storage options, exercisers stay focused on their workout and not searching for accessories.



Resolute™ Multi-Stations



Discovery™  
Series

## 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.

# PRECOR®



Vitality™ Series



Discovery Series -  
Plate Loaded



Vitality Series -  
Chest Press



Icarian Strength -  
Functional  
Selectorized



## 10-SERIES FREERUNNER™

The newest machine from Star Trac, the 10-TRx FreeRunner, creates a revolutionary feel for runners and walkers due to new HexDeck technology, a patent pending aluminum running deck supported by a proprietary, hexagonal polymer suspension system. The result is a treadmill with unprecedented cushion and responsiveness - lightweight walkers, heavyweight runners and everyone in between will experience initial cushion/flex at foot strike, along with an immediate response, returning support and energy for the push off.



10-TRx  
Freerunner

## 8 SERIES WITH OPEN HUB

Star Trac's dedication to innovation has led them to search for new ways to offer the best user experience possible, and nowhere is the effort more evident than in their 8 series cardio. With four decades of experience and a history of innovation behind the 8 Series, it is sure to give you the quality and performance you expect from a high end machine with an all new level of functionality.



8-UB

## STAR TRAC S-SERIES

Designed specifically for those looking for solid, commercial-quality operation at an exceptional value, our S Series doesn't cut corners. Featuring all of Star Trac's popular user-focused features like adjustable personal fans, easy-up and wrap-around seat adjusts and dual-platform pedals, the S Series gives you many of the features you'd never expect to find for the price. And then it goes beyond with components like our large LED display with oversized buttons and text, providing the easiest and most intuitive operation available.

## 4 SERIES

The 4-Series cardio line from Star Trac® is the perfect solution for the hospitality and multi-housing markets. With premium full color flat panel displays, quick select adjustment keys, and optional personal viewing screen, the 4 series provides smaller facilities with the look and performance of a full commercial product.



4-TR  
Treadclimber®



4-CT  
Cross Trainer



4-UB  
Upright Bike

# Hyperice

Since 2022, Blue Fitness has been the exclusive distributor of Hyperice in New Zealand. The Hyperice suite of products help to relieve tension, unlock sore muscles, and prime the body and mind to be at their best.

From elite athletes to individuals simply looking for solutions to combat the impact of daily life after a gym workout, the suite of innovative Hyperice products provide solutions to recover faster.

As an industry leader in recovery technology, Hyperice also offers health professionals the ability to incorporate rehabilitation solutions to elevate their patient's experience. These products combine science and physiology to support and advance the human condition.

## VYPER 3

The Vyper 3 energises your muscles and gets you prepped for action. Massage away tension, loosen up, and feel better with 3 speeds of high-intensity vibration. Accelerate your clients warm up & recovery time to keep them moving better.

## HYPERVOLT GO

The ultimate portable and mini massage gun. Lightweight, versatile, and sleekly designed, it offers relief on-the-go – massaging away stress and tension, loosening muscle knots, and targeting fatigue.

## HYPERVOLT 2

Lighter & more powerful, with three speeds of powerful percussion and with a newly designed ergonomic handle.

## HYPERVOLT HEATED APPLICATOR HEAD

**Heat meets Hypervolt** - The ultimate addition to your percussion massage experience. Compatible with all Hypervolt models, the Heated Head Attachment helps to relax tight muscles and maintain your full range of motion, providing an even more effective massage.

The Heated Head attachment has 3 levels of heat to select via a single button control & comes with a USB-C charger and provides up to 75 minutes of heated bliss per charge.



Vyper 3



Hypervolt Go



Heated Applicator Head

Hypervolt Go 2



## HYPERICE NORMATEC GO

The incredible dynamic air compression technology that changed how athletes relieve leg pain is now available on the Go. Normatec Go is made specifically for the calf muscles to flush out and rejuvenate your entire lower body. The calf muscle is often considered the second heart as it plays an important role within the circulatory system of the body.





# Hyperice



## HYPERSPHERE GO

With three speeds of vibration, this massage ball works your clients muscles that need loosening up. Ease tension everywhere. When full-body workouts have you struggling to get up a flight of stairs, the Hypersphere shape and rubber coating make it perfect for pinpointing targeted areas that desperately need it. The high-powered vibrating Hypersphere can be used for trigger point release on your tightest muscles so you can recover faster and move better.



*scan me to view the full range*



## NORMATEC 3 LEG SYSTEM

Previously only used by the world's top athletes, Normatec's dynamic air compression technology utilizes over a decade of science-backed research to provide you with a restorative massage using 7 levels of pressure and ZoneBoost™ biomimicry designed to relieve pain and revive muscles.

**Robust recovery** - Simultaneously increase circulation in your legs while reducing inevitable delayed onset muscle soreness from an ardent training session.

**Intuitively designed** - The brand-new system design features an all-new easier to use interface and a reduced weight for easy traveling.

**Improved mobility through science** - Developed by doctors and backed by years of research, Normatec is your personal on-call massage therapist that's designed to maintain and boost mobility.

**Customised for your body** - Unlock next-level features and customized dynamic air compression sessions through the Bluetooth® connected Hyperice App.



## HYPERVOLT 2 PRO

Get the same powerful percussion massage therapy that the world's best athletes have—right in the palm of your hand. The most powerful device ever, now with five variable speeds and a new digital dial, the Hypervolt 2 Pro is the strongest percussion device from Hyperice, offering deep-penetrating relief to stiff muscles helps clients recover faster so they can get back to doing more of what they love.



# Body Bike

Body Bike International is a leading manufacturer of indoor bikes. With a 20-year track record of creating the best indoor bike, we stock 3 models fit for your commercial facility.

## BODY BIKE SMART+

BODY BIKE SMART®+ sets new standards for indoor cycles. It combines state-of-the-art technology with functional design providing both the cyclist, the service team and the club owner with a superior indoor bike.

It features a revolutionary innovation: SMART Charge. With every pedal stroke you create power. And the harder you pedal the more power you produce. Power to recharge your mind, power to recharge your body, and power to charge your phone.

## BODY BIKE SUPREME

BODY BIKE Supreme - the ultimate indoor bike. All vital parts are in stainless steel, completely eliminating problems such as rust and deterioration. The Supreme comes in a wide variety of colours. In black and grey it elegantly and discreetly fits into any environment without disturbing the eye. In one of the many other colours, it becomes an eye-catching sculpture with a strong personality. Impossible to ignore.

## BODY BIKE ELEMENT

A strong wish to create the ultimate indoor cycle combined with years of hard work lie behind BODY BIKE Element. The elegance, high quality and durability of BODY BIKE Element are unquestioned and unparalleled. This model has a powder coated steel frame which makes it the perfect choice for fitness centres with a demanding schedule or for the home user on a budget still wanting that commercial quality. The Body Bike ELEMENT is only available in BLACK.



Body Bike Smart+



Body Bike Supreme



Body Bike Element





# TOGETHER WE CAN TURN THE TIDE



“Body Bike would like to congratulate Blue Fitness on the success built and history established in the first 20 years of their journey and are proud to have Body Bike indoor cycles supported so passionately and professionally in New Zealand by the BF team.”

Lee Smith – Director – Body Bike Australia

## OUR NEW BIKE ISN'T JUST A BIKE

BODY BIKE® has announced a world-first: an indoor cycling bike that's built using recycled plastic from commercial fishing nets.

The new bike, Ocean IX, is a BODY BIKE® Smart+. It comes with all the usual Smart+ functionality and comes in just one distinctive colour: Ocean Blue.



Made in Denmark

## THE FIRST NAME IN STRENGTH.

Nautilus® invented the entire modern strength training category more than 40 years ago, and we've been reinventing it ever since. And we never innovate for the sake of fads, bells or whistles, but to provide a fitness experience that naturally fits human movements. We wouldn't settle for anything less, and neither should you.



### MULTI-STATIONS

Nautilus Multi-Stations can be such a great option when you're still looking for the total workout experience and commercial feel while needing to maximise space. Each of our multi-stations have the smallest footprint possible while combining the most essential and core elements from our strength lines.



### HUMANSPORT®

HumanSport® is so simple, intuitive and natural that it feels as if it were custom-built for each and every user. Seven cable based machines with dual weight stacks provide a complete range of workouts for total body training. When paired with the provided programming designed by our Master Instructors, HumanSport® makes a powerful addition to any facility.



### BENCHES & RACKS

The sturdy and versatile Nautilus Racks are built to accommodate a wide range of exercises, movements and users from beginner to professional athlete. The open-front design lets users move freely and allows for the use of a variety of benches. The optional SVA Platform and band pegs make it perfect for athletic training and Olympic style lifting, while the shorter 97" tower means it can fit into facilities with lower ceilings.



### NAUTILUS GLUTE DRIVE

Inspired by the increasing trend of glute exercises seen in various and dangerous executions in the gyms today, the Nautilus Glute Drive piece safely and smartly isolates your glutes, building power through a strong hip bridge motion, creating strong glutes, improved hip and core stability. These benefits are universally desirable, important for a wide variety of sports and exercises, and are arguably the most important muscles for total athleticism. The Glute Drive gives you the full benefits of the hip thrust exercise, simply, safely, and with good form.





## INSTINCT®

When it comes to a complete workout, it's all business. Whether you're an experienced athlete or a beginner, everyone wants the ability to get a quick, easy and complete workout. And that's exactly what Instinct® Strength is all about. Each piece welcomes users of all levels with quick and easy adjustments for efficient workouts. Perfectly suited to be a basic strength line or circuit system, Instinct effectively complements more specialised lines.



## IMPACT®

The Impact® Strength line brings many subtle innovations to the power of your next weight training workout. It is the evolution of the proven biomechanics and user features that have made the strength line a solid, competitive product. This line retains all the unique, proven, individual design features that customers have stated are ideal such as pre-stretch, start assist, range of motion selection and graduated & standard heavy weight stacks.



## INSPIRATION®

The Nautilus Inspiration Strength® line delivers a series of must have updates to an outstanding strength circuit. Redesigned with beautiful, modern aesthetics and uniform towers, Nautilus Inspiration makes a powerful first impression. Each machine captures the essence of natural human movement.



## PLATE LOADED®

Working out with plates is one of the most effective ways to train, which is why plate loaded machines are a staple for facilities. Whether you are looking to build a full strength circuit or round out your offering with specific pieces, Nautilus Plate Loaded offers the best machines for plate workouts.



## LEVERAGE®

The Nautilus Leverage line offers a one-of-a-kind plate-loaded experience with features that outshine the competition. Leverage features stainless steel knurled grips, assisted seat adjustments and user defined pre-stretch settings. Using multiple levers and cams, Leverage creates a unique lifting profile for each movement that maximises the mechanics of the human body.

## A CYCLE OF EXCELLENCE

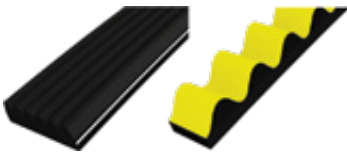
20 years ago, Schwinn launched a phenomenon with the first production bike designed specifically for indoor cycling. The bike set the standard for an entire industry – a standard that we’ve raised with each Schwinn innovation. Today, Schwinn bikes remain in a class by themselves. Our latest product line is a reflection of our renewed energy and continued commitment to intelligent design, quality manufacturing and authentic riding experiences. So take a look and see why the most demanding fitness enthusiasts in the world ride Schwinn.



### X BIKE

The X Bikes offer a tech-free experience ideal for music-focused group cycling studios as well as Multi-unit housing and hospitality fitness centers that do not offer guided classes. With optional 4iiii powermeter, members and guests can bring their phone or personal fitness device to track and store their personal data.

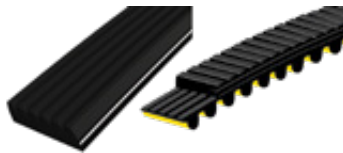
#### BELT FEEL



### Z BIKE

Powered by personalised zones, accountability and an instructor who will push riders to be their best, the Z Bikes were designed for studios that focus on unifying their members with color. The configurable console allows for your instructor to design the class around FTP, Heart Rate, or Cadence for an experience that is never the same twice.

#### BELT FEEL



## CUSTOMISATION

We know what it takes to build an authentic, meaningful brand experience. Our customisation program is the perfect way to leverage all that hard work into creating an amazing group cycle experience. Whether your goal is creating a tranquil place to unwind or a high-energy disco ball clad club scene, our consultative approach will get you there.



### AC POWER



### AC PERFORMANCE



### AC SPORT™



### IC CLASSIC







## COMMERCIAL SUSPENSION TRAINER

Gym tested and trusted. We only use the most premium, long-lasting materials and designs for our Commercial Suspension Trainer™ for high-traffic gyms like yours. All the same strength and cardio abilities as our other straps, but made for multiple users over multiple years. Premium webbing withstands high-volume use. Durable rubber handles with anti-slip grip. Adjustable anti-slip foot cradles customize to fit any size. Locking carabiner keeps members safe and your investment secure. Tested up to 600kgs

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.



### LOCKING CARABINER

Corrosion resistant, pin lock security that's lightweight and designed to support over 600kg.

### DUPONT® KEVLAR® EQUALIZER LOOP

Ultra durable for extended wear and self-leveling feature that provides a proprietary locking feature that increases safety.



### ADJUSTER PULL TABS

For easy up/down adjustments.

### BARREL LOCK ADJUSTERS

Low profile steel slide mechanisms for improved comfort and easy adjustment.

### COMMERCIAL-GRADE RUBBER HANDLES

Ergonomic and easy to clean.

### PADDED, ADJUSTABLE FOOT CRADLES

For comfort and fit.



PUSH



PULL



PLANK



ROTATE



HINGE



LUNGE



SQUAT

A man with extensive tattoos on his arms is performing a TRX suspension training exercise. He is lying horizontally, supported by two straps attached to a ceiling anchor. He is wearing a dark t-shirt and has a focused expression. The background is a dimly lit gym with blurred lights. A bright yellow vertical bar is on the left side of the image.

# GET FIT IN ONLY 15 MINUTES A DAY

*"Our mission is to get the world moving. We're an all-in-one fitness experience that powers you to get strong, confident, and ready to move for whatever life throws your way."*

**TRX<sup>®</sup>**



**TORQUE** USA

# STEALTH AIR BIKE

**THE WORLD DOESN'T  
NEED ANOTHER AIR BIKE...  
IT NEEDS A BETTER ONE**

With this edict in mind, Torque Fitness set out to design an Air Bike that would stand up to the punishment of club use, yet provide a velvet smooth, whisper quiet, user experience.

Introducing the **Stealth Air Bike** by Torque Fitness, a bike built to be nearly indestructible.

We guarantee you won't break the bike, but we can't guarantee the bike won't break you.

Don't Quit. Ever.



Happy 20th anniversary to Blue Fitness! We are proud to be partners in innovating the fitness industry for years to come.



sales@torquefitness.com



(763) 754-7533



torquefitness.com

# 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-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 customisation.



### CUSTOM BORDERING RACKS

A 'bordering' X-Rack is the perfect solution for any 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.



# TORQUE USA



### 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.



Anytime Fitness,  
Five Crossroads





## X-RACK

X-RACK is a feature packed rack system designed from the ground up to offer customisation to meet the needs of modern training facilities. Custom heights, lengths, depths, colours and accessories offer an almost limitless number of options for your training space.



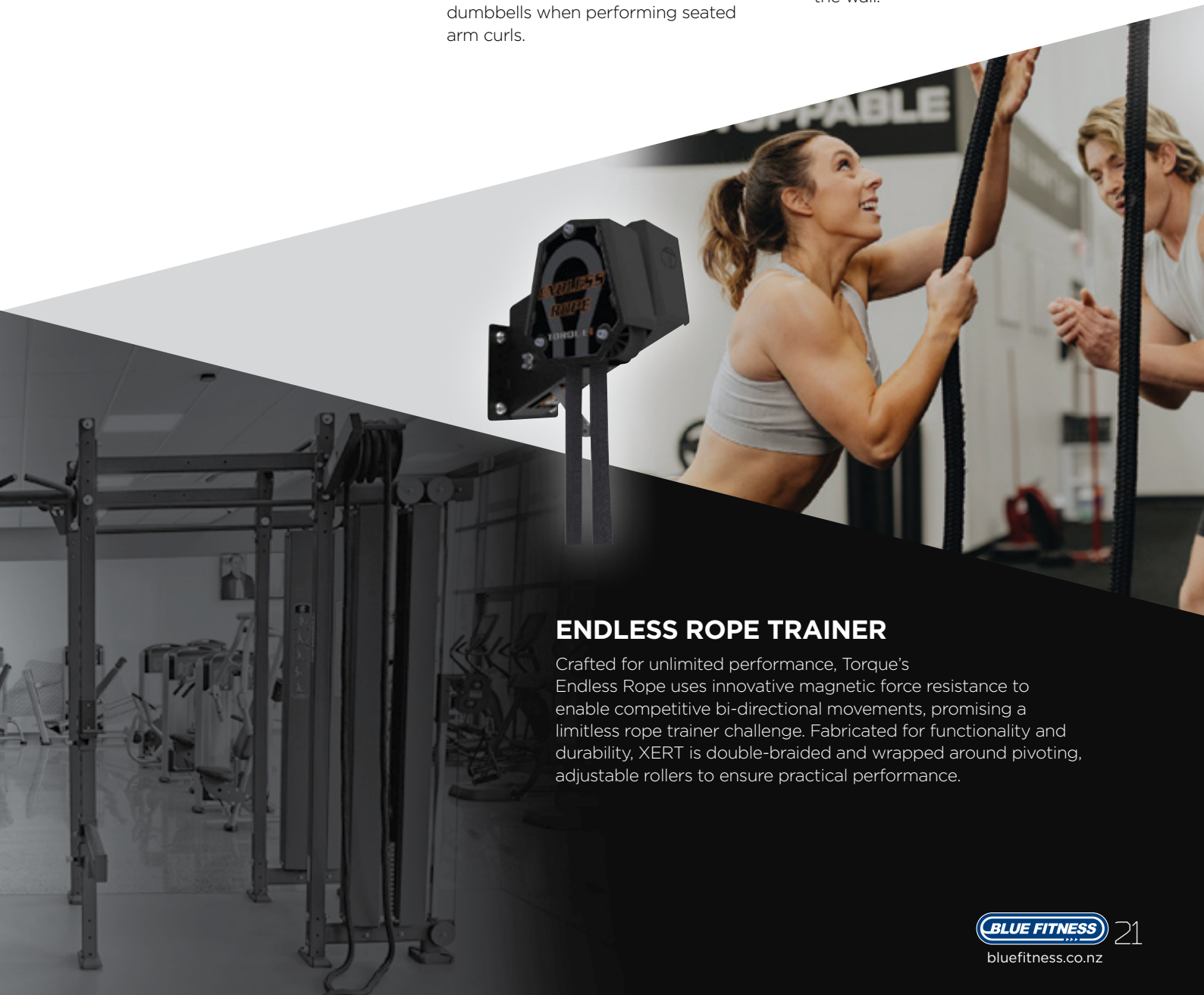
## FLAT INCLINE BENCH

The XFIB Flat to Incline Bench is a heavy-duty adjustable weight bench built for repeated use in any facility, from fitness centers to garage gyms. Double-stitched moulded pads have tapered edges that make for a more comfortable bench pad and seat as well as providing clearance for dumbbells when performing seated arm curls.



## CABLE COMPONENT STATION

The dual pulley adjustable cable column allows for full-body training in a compact exercise system. Individual or multiples can be added to X-LAB, X-RACK, and X-SIEGE systems and the cable station can also be mounted to the wall.



## ENDLESS ROPE TRAINER

Crafted for unlimited performance, Torque's Endless Rope uses innovative magnetic force resistance to enable competitive bi-directional movements, promising a limitless rope trainer challenge. Fabricated for functionality and durability, XERT is double-braided and wrapped around pivoting, adjustable rollers to ensure practical performance.

**BLUE FITNESS**

**StairMaster** **SCHWINN** **NAUTILUS** **STARTRAC** **THROWDOWN**

**CORE**

**HEALTH & FITNESS**



**RESPECT THE WORKOUT**

Core Health & Fitness, home of iconic brands StairMaster, Schwinn, Nautilus, Star Trac and Throwdown, is proud to celebrate our 20 year partnership with Blue Fitness.



[COREHEALTHANDFITNESS.COM](https://www.CoreHealthandFitness.com)

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# Hoist® Strength

## SINCE 1977

HOIST® Fitness is a San Diego, California, USA based company producing premium strength training products and LeMond series exercise bikes for commercial and home markets. The company's commercial products can be found all over the world in: health clubs, colleges & universities, professional sports gyms, YMCAs, community centers, hotels, multi-family homes, personal training facilities, corporate fitness centers, government facilities and military installations.



### ROC-IT SELECTORIZED

The ROC-IT line embodies a unique training experience that achieves the unrestricted joint movement and core activating benefits of functional training coupled with the stabilizing benefits of machine-based equipment.



### ROC-IT PLATE LOADED

ROC-IT plate loaded line embodies a unique training experience that achieves the unrestricted joint movement and core activating benefits of functional training coupled with the stabilising benefits of machine-based equipment.



### CLUB LINE

The new CLUB LINE from HOIST Fitness offers a smaller, quieter option to club owners looking for more space in their facility with the premium equipment that only HOIST can offer. With no guide rods or selector pins, the Club Line's Slide Select System has fewer friction points and a smooth, quiet function.



## MOTIONCAGE

The MotionCage is a series of functional training system exercise stations that can be configured in several ways to best suit any facility's layout and needs. Configurations can include a Squat Rack, a Renegade Station, Dual Hi-Lo Pulleys, a Boxing Station, a Rebounder Station, a Wall Target Station, and more — all with integrated accessory hooks for bands and resistance straps storage, and shelving for kettle bells and medicine balls.



## HD DUAL SERIES

The HOIST® HD-3000 Dual Pulley Functional Trainer integrates innovative design with increased flexibility for a unique functional trainer perfect for any commercial or light commercial fitness facility. A space- efficient corner design allows for optimum placement to maximise space.

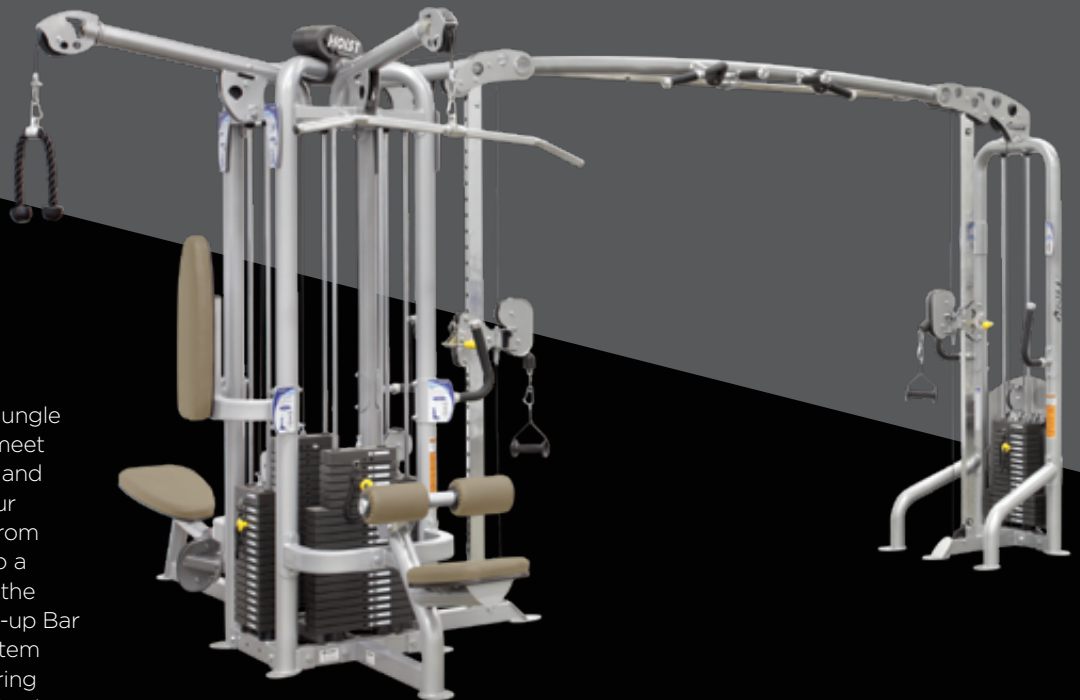


## COMMERCIAL FREEWEIGHTS

With the sleek lines of European styling and durable American engineering, the CF Commercial Freeweight line blends beauty with brawn. From adjustable benches to a Dual Action Smith Machine, each piece of CF equipment is geared towards optimal user performance and outstanding results.

## MULTI-JUNGLE SYSTEMS

The HOIST Commercial Multi Jungle System can be configured to meet both the needs of your facility and the fitness requirements of your members. Expand the jungle from the standard (4) station pod to a (9) station or (14) station with the additions of the Crossover Pull-up Bar (CMJ-OPT-01). The Jungle System keeps users interested by offering the ability to work their entire body and the flexibility to define their own exercises.





## NEW INNOVATION. MORE PERSPIRATION.

Decades after pioneering the toughest workout in the gym, our machines are still the ones members choose to push themselves to the limit. Today, we add new innovations to StairMaster's portfolio that make hearts pound, lungs burn and keep members coming back to the workouts they love to hate.

From the makers of the toughest workouts in the gym, comes the HIITMill & HIITMill X. Unlike a standard treadmill, these machines are self-powered speed and strength training tools designed to build explosive power when used in a High-Intensity Interval Training program. These High-Intensity machines deliver an effective resistance training platform that captures the benefits of speed and agility training, lateral training and sled training. Users can now push, drive and sprint with the resistance of a sled, safely and with a smaller footprint. These easy to use tools allow users to drive up metabolic intensity and make for a more space efficient solution to alternative training methods. Gear up for one tough and rewarding HIIT workout that members will love to hate.

### 10G

The 10G marks a revolutionary shift in stair-climbing technology. The innovative new design features the OverDrive Training Mode that simulates carrying or pushing a load up stairs, for the most intense climbing workout. The 10G's advancements all focus on delivering the best climbing experience ever created.

### 8GX

StairMaster 8GX! This powerhouse product provides a superior combination of cardio and strength training with features like a durable, rust-free polypropylene construction, ergonomic handrails to support multiple climbing positions and an all-new drive train that delivers smooth, quiet performance. Its combination of quality and innovation delivers a workout that's quite literally a step up compared to everything else in the gym.



HIIT MILL X



10G

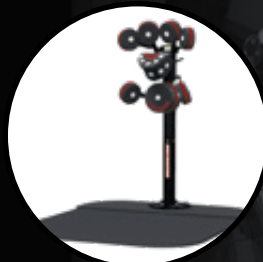
8GX



HIIT UBE



HIIT Bike



Boxmaster



HIIT Rower

# Happy 20<sup>th</sup> Anniversary Blue Fitness!



***The one piece of equipment for Every Body™***

Multi award-winning, commercial grade, multifunctional 4-in-1 fitness equipment for indoor, outdoor, studio, club, & group training.





YBell® is the Future of Fitness. The one piece of equipment for EVERY BODY™. Clubs, gyms, studios, boot camps, trainers, and more are using YBells around the world with rave reviews. The patented and patents-pending, award-winning YBell® Neo is simple to use, ultra-portable, and reduces the cost of maintaining multiple pieces of equipment.

YBell® weights are great for both one-on-one training and group exercise. Our digital and in-person Education programs allow trainers to expand their skill sets and fitness offerings

YBell® weights allow you to do kettlebell, dumbbell, double-grip med ball, and push-up stand exercises all with a single piece of equipment. The YBell® NEO has been carefully designed by experts in fitness and industrial design to make working out easy and accessible for Every Body, no matter your fitness level.

The YBell weight is a compact, portable piece of fitness equipment designed for ENDLESS WORKOUTS.

**YBell Vertical Storage Rack:** Compact Equipment Organization. Keep your workout space organized and your equipment safe and secure with our Vertical Storage Rack, specifically designed to hold up to 10 YBell weights'.

The V-Rack is easy to assemble and holds up to 10 YBell Neos of any size, making it a compact, space-saving solution for every club, studio, or home.



- Chrome plated arms and hardware with black powder coated body and base
- Holds 10 YBell Neos of any size
- Easy to assemble
- Double-handled use for YBell removal and replacement
- Assembled dimensions: 21" L x 20" W x 60" H (51cm L x 50cm W x 154cm H)



A WOODWAY® truly is the World's finest treadmill. Woodway® Treadmills are specifically requested by competitive sports teams, medical and rehabilitation facilities, and high-usage fitness facilities worldwide because of their patented design that provides a superior running surface for users and long lasting efficiency for owners and operators.

A WOODWAY® treadmill will save your facility money in the long run as they have the lowest cost of ownership on the market. The running surface is more efficient and lasts longer, with less maintenance.

- \$0 electricity costs
- Running surface lasts 240,000 kilometres without a single flip or swap.
- No Belt and Deck Maintenance
- Less Downtime.

## 4FRONT - THE ULTIMATE COMMERCIAL FITNESS TREADMILL

The 4Front is not just a treadmill; it is our commitment to providing the most innovative, longest lasting, and most comfortable treadmill solution to all of your fitness needs. The 4Front was designed to mimic the feel of running outdoors and to provide the user with a dynamic, low-impact workout every time.

It is the next generation in a long line of products that feature exceptional comfort and versatility courtesy of WOODWAY's patented Slat Belt running surface. The 4Front comes fully equipped with 3 different training modes including traditional, dynamic and resistance.



4FRONT

## WOODWAY® For The Long Run®



CURVE

## WOODWAY® CURVE & CURVE TRAINER

Woodway's patented curve technology (the exact curve of the Woodway is scientifically proven to enhance running posture, technique and efficiency), promotes correct postural alignment through the spine, hips and pelvis, making it almost impossible to run on the curve with incorrect technique. The motor-less treadmill can stop and start instantly meaning a runner can hit a top sprint speed within seconds and slow the treadmill in the same manner - much like running on the ground, making it perfect for the small group training environment.



WW Path



Curve FTG  
(Resistance)



Boost



# Concept2

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

## ROW ERG

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

## BIKE ERG

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.

## SKI ERG

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.



BIKE ERG



Folds away for storage



ROW ERG

SKI ERG  
Wall mounted  
option



SKI ERG  
Floor stand  
option



# Peak Pilates

## BEAUTY, FUNCTION AND TRADITION

Our family of equipment—from classic, handcrafted woods to innovative metal designs, is constructed with beauty, function and tradition in mind. We use only the finest materials, including traditional wood, sustainable bamboo and modern metals, to honor Joseph Pilates' original designs and deliberately include only those components that we believe will preserve the integrity of authentic Pilates exercises. Our equipment delivers unparalleled product performance, versatility and safety, and a superior Pilates experience.



Chairs

### FIT REFORMER - BEST SELLER

Want to add group reformer classes to your studio or fitness centre but don't want to compromise on that studio height? Welcome the fit™ reformer, the first reformer to incorporate vertical stackability and affordability in a studio height reformer. Things are definitely looking up!

The reformer includes a locking foot bar, a four position one-hand gear bar, alignment graphic for student and instructor, as well as an integrated side-split platform with the ability to add a jump board. And as always, the performance and quality of any Peak Pilates® reformer is never compromised with innovation.



PPS Deluxe



Fit Reformer



Classic Reformer



MVe Tower System



Classic Cadillac Reformer



Barrels



LES MILLS

LES MILLS  
SMART TECH

# STRONGER TOGETHER

PARTNERS FOR THE FUTURE OF FITNESS



Award winning equipment, scientifically engineered for performance. Used by 700,000 people globally per week to maximise their results.

[shop.lesmills.com](https://shop.lesmills.com)

[bluefitness.co.nz](https://bluefitness.co.nz)

# LesMills SMART TECH

Featuring the Les Mills SMARTBAR™ and the brand new Les Mills SMARTSTEP™, Les Mills' SMART TECH equipment range has been purposely designed to integrate with LES MILLS™ programs. It will help members increase muscle activation, maximise their workouts and burn calories faster. Members will enjoy better results, quicker. And as a result this helps you grow group fitness participation and build retention.

## SMARTBAR™

Plate changeovers are fast and seamless due to a head with retractable teeth (we call it the 'gator') at each end of the SMARTBAR™ that holds up to three weight plates in place. The plates simply slide on the bar and lock into place on the gator. When you need to change plates, you just pull the release lever and slide them off.

## SMARTBAND™

The LES MILLS SMARTBAND™ is a durable and functional resistance band, with full 2 year warranty. This new innovation in resistance band technology is scientifically-engineered to deliver a consistent force increase throughout the extension range. This helps to ensure correct technique is maintained throughout the exercise movement range. As a result, users can confidently execute resistance exercises and get more from their workout.



SMARTBAR™



SMARTBAR™  
RACK

# LES MILLS™ SMART TECH



## SMARTSTEP™

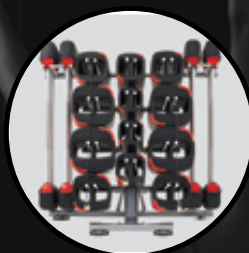
The strong, durable design is made with wear and tear in mind - it's proven to withstand at least 2.4 million step ups. The riser 'lock in' system allows for the SMARTSTEP™ to be picked up and moved as one piece. This makes transitions fast and seamless, which means users can maximise their workout and get in shape even faster.



SmartStep™



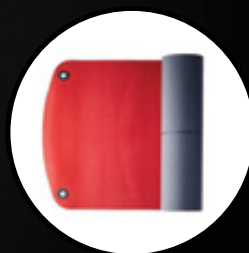
SmartBar™



SmartBar Rack



SmartBand™



MBX® Mat



# Eleiko

Eleiko deliver products that help athletes push the boundaries of human potential through their focus on precision, quality, and safety. From professional sports to the military, university athletics and campus recreation facilities, commercial gyms to corporate and residential wellness spaces — Eleiko equip them all.

Eleiko quality is achieved through carefully sourced materials, precision engineering and our Swedish materials and manufacturing. They prioritise quality and durability, delivering equipment that lasts a lifetime. It is what's best for the lifter, the operator and the planet.

Blue Fitness can quote and supply all Eleiko products on a lead time of 12-18 weeks at your request.



# ELEIKO









# ROCKIT

The ROCKIT range of Dumbbells, Plates, Barbells and Accessories is exclusive to Blue Fitness and is high end commercial grade quality whilst being great value for money.

We have a complete range of freeweight and functional training solutions with a few examples shown below.



## GROUP FITNESS

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



GROUP FITNESS WEIGHTS

# ROCKIT



Urethane Dumbbells



Urethane Kettlebells



Urethane Hand Weights



Urethane Weight Plates



Competition Kettlebells



Battle Bags



Plyo Box



Slam Balls

# ROCKIT RECORDS

SETTING THE PACE  
WITH FITNESS ACCESSORIES  
FOR **7** YEARS

Vertex

FIND US AT  
[WWW.ROCKIT-FIT.COM](http://WWW.ROCKIT-FIT.COM)



## Ecore™ Flooring

Whether you're heading to your very first yoga class or training for your Cross Fit competition, getting a workout should be fun. No one should have to worry about falling or injury from repetitive impact on a floor that's unforgiving. Ecore™ rubber fitness flooring absorbs shock, prevents falls and is easy to clean, making the gym a safer, more comfortable, and more enjoyable place to be. That's why Ecore is fit for the gym.

### SAFETY

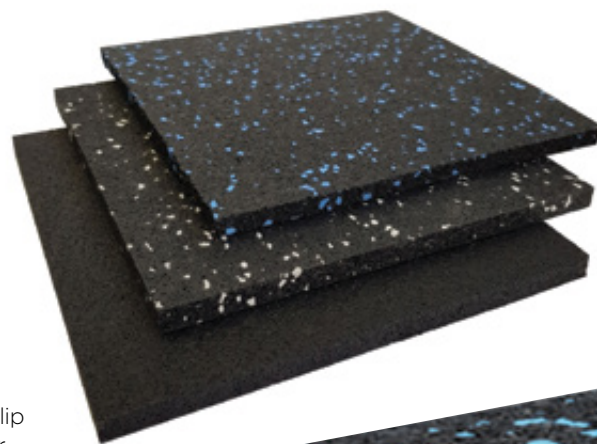
Gyms and fitness centers should cater to everyone from the first-time yogi to the trophy-winning weight-lifter. These gym-goers might have different fitness goals, but they all deserve to be safe while working out, and to not slip in the locker room or at the edge of the pool. Our commercial fitness center flooring keep joints, muscles, and bones safer during repetitive impact. If you fall, we're there to catch you. Designed to catch the impact of falling weights, too, Ecore™ floors reduce bounce-back to minimize the chance for injuries.

### ERGONOMICS

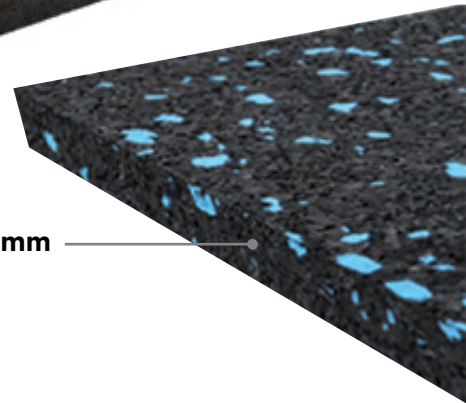
High-impact workouts don't have to mean painful joints later. Ecore™ rubber fitness flooring systems are ergonomically designed to support muscles and joints through the most repetitive workouts or the most extreme functional training, so you can keep doing what you love, for longer.

### ACOUSTICS

The tranquil yoga class on the ground floor shouldn't be disrupted by weights being dropped on the floor above or the spin class next door. In locker rooms and physical therapy areas, quiet means more privacy for everyone. Ecore group fitness studio flooring is designed with quiet built in, so everyone at the gym can concentrate on their health goals, not on the disruptions around them.



8mm



ecore™ commercial flooring

## Wellness Space Brands

### BOOST RECOVERY FOR YOUR FITNESS CLUB MEMBERS WITH HYDROMASSAGE

With the recent surge in high-intensity interval training and an emphasis on recovery as a part of health and wellness, it's more important than ever to provide your members with the right tools.

Research has proven that massage can help to reduce pain and activate muscle recovery. With hands-free water massage solutions like HydroMassage, members can have the benefits of traditional massage while also enjoying privacy, accuracy and the ability to completely relax.

**By adding a HydroMassage Lounge or Bed to your fitness centre, members can enjoy:**

- Temporary relief of minor aches and pains.
- Reduced levels of stress and anxiety.
- Muscle soreness and tension relief.
- Increased circulation in local areas where massaged.
- An overall feeling of well-being through deep relaxation.



WellnessSpace®  
BRANDS

# IVANKO

Ivanko's mission since its founding in 1967 has been to introduce totally new innovations to the industry, and to perfect existing ideas and technology. Ivanko Barbell carries a large selection of Olympic and regular series weights. All newly manufactured iron incorporates a mixture of steel within the cast producing an extremely durable plate. Cold rolled steel plates are precision machined and chrome plated.

Other finishes include a hammertone non chip paint and bonded rubber encasement. All of Ivanko's rubber is developed from scratch; NO rubber is reused. Ivanko's product line includes, Freeweights, Olympic Bars, Barbells, Dumbbells and Olympic Plates.



# our values

The foundation of Blue Fitness in the way we operate is built upon these four cornerstones.



## TRUE BLUE

Integrity and honesty in everything we do.



## BLUE PRINT

Systems and processes to ensure high levels of consistency and efficiency in all aspects of our business.



## BLUE CREW

Win and lose as a team, supportive of each other, teamwork. Personable Professionals.



## OUT OF THE BLUE

Differentiation, going the extra mile, random acts of kindness, making things happen and making a difference.

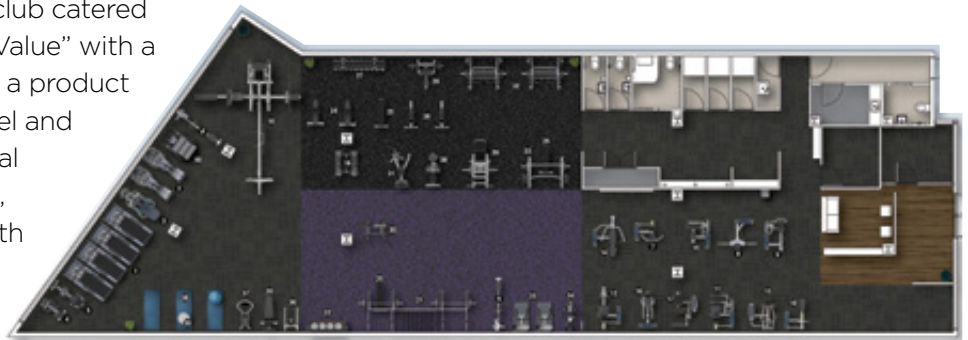




Blue Fitness has every inch of your club catered for. From “Best in Class” to “Best in Value” with a price point to suit every budget and a product range to suit every operational model and club need from High Intensity Interval Training, to bespoke Rigs and Racks, Interactive Cardio through to strength units that will last a lifetime.

## DESIGN

Blue Fitness can produce layout designs and specify equipment for Apartments through to Clubs and Five Star Hotels and from those designs 3D imagery and fly throughs are available to assist with Presales in the club.



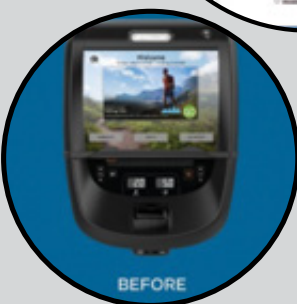
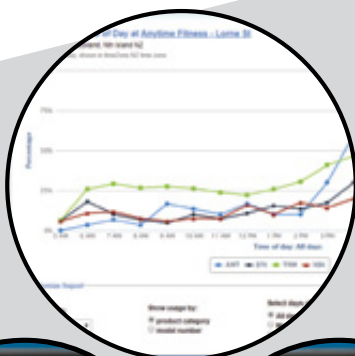
ANYTIME FITNESS TARADALE



FIJI NATIONAL UNIVERSITY



OCEAN BLUE



## ASSET MANAGEMENT

Built into every Precor unit is the ability for a network connected management system providing Service Alerts, Asset Management, Usage Reporting and with the touch screens Internal Club Marketing and user experience management.

Additionally, we can work with Eco fit and Fitness EMS to integrate all equipment together including Legacy Cardio and Strength into one simple to use management portal meaning the club or hotel can manage their assets and log requests for service and see the status of those requests in real time.

20

**years in business**

**Congratulations—Woodway is proud to be your partner,  
and we wish you many more years of success!**



**WOODWAY®**

the original. the best.



since 1975



# The 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 20 years ago and has held numerous company directorships in New Zealand and Australia across both the private and not for profit sectors. As a keen triathlete and cyclist, he has completed 5 Ironman distance Triathlons, and represented the country in the World Championships. Most recently he championed Team NZBLUE to be the first New Zealand Team to compete in Race Across America, billed as the worlds hardest cycle race at just under 5000km long.



## **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.



**GLEN FOSTER**  
Consumer Sales



**GARETH VAN STIPRIAAN**  
Sales Representative



**ALLY MCFARLANE**  
Marketing Manager



**CHITO DE LA CUEVA**  
Service Technician



**AARON CAKAU**  
Service Technician



**PETE YEOMAN**  
Service Technician

**Congratulations to**



**for 20 years in the industry!**







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AUCKLAND, NEW ZEALAND

[bluefitness.co.nz](http://bluefitness.co.nz)