



Hyperice Announces Blue Fitness As Exclusive Distributor for New Zealand

Hyperice Continues Rapid International Growth as Leader in Global Recovery Technology

13/12/2022, Auckland, New Zealand. - [Hyperice](#), a global high-performance wellness brand, today announced the appointment of Blue Fitness Ltd as their exclusive distributor in New Zealand, as the company further expands the global reach of its award-winning suite of products in the APAC region.

“Hyperice is a huge addition to our portfolio and we are excited to represent this world-leading performance brand,” said Ben Davies, Managing Director at Blue Fitness. “Within the fitness industry, recovery is becoming an integral part of the club makeup with demand from professional athletes and regular gym users alike. We’ll work together to launch into the commercial fitness space and facilitate direct-to-consumer purchases from our website.”

Featured products will include:

- Normatec 3 Legs, the next evolution of the iconic Normatec series, which uses dynamic air compression to advance wellness, increase recovery time, improve training and maximize performance. Normatec’s patented precision pulse technology helps to increase circulation, revive muscles, and reduce swelling and has long been the choice of elite athletes and consumers throughout the globe.
- Hypervolt 2, the original Hypervolt with some serious upgrades - lighter, more powerful, and a newly designed ergonomic handle. It allows users to warm up quickly, stay loose, and accelerate recovery at home and beyond.

Hyperice CEO Jim Huether added: “The Asia-pacific region is one of our most exciting growth markets. It feels as if there are unlimited opportunities for us here, specifically within **the** retail and fitness markets. We are proud to partner with Blue Fitness, to bring our suite of innovative recovery and wellness technology products to active consumers in the greater New Zealand territory and beyond.”

Hyperice products are currently available online at [Blue Fitness](#).

About Hyperice

Hyperice is a technology-driven company with a giant mission, to help everyone on Earth move and live better. For more than a decade, Hyperice has led a global movement at the confluence of recovery and wellness, specializing in percussion (Hypervolt line), dynamic air compression (Normatec line), vibration (Vyper and Hypersphere lines), thermal technology (Venom line), mind technology (Core by Hyperice)

and contrast therapy (Hyperice X). Now, as a holistic high-performance wellness brand, Hyperice is designed for all - from the most elite athletes, leagues, and teams to consumers everywhere looking to unlock the best version of themselves to help them do what they love, more. Recognized as one of Fast Company's Most Innovative Companies, Hyperice has applied its technology and know-how to industries including fitness, hospitality, healthcare, massage, physical therapy, sports performance, and workplace wellness on a global scale. Hyperice's transformative acquisitions of Normatec, RecoverX, and Core have helped to accelerate its innovation agenda as it enters its next stage of global growth. For more information, visit the newly redesigned hyperice.com.

About Blue Fitness

Celebrating 20 years in the industry, having been first established in 2002 Blue Fitness is the premium supplier and exclusive distributor of over 20 of the world's best fitness Brands including Precor, Woodway, Star Trac, Nautilus, Les Mills and Hoist in New Zealand and the South Pacific. Based in Auckland, Blue Fitness has a national footprint of Sales and Service staff covering Commercial Fitness, Leisure and Wellness, Medical and Retail.