



Premium Hospitality  
Fitness Solutions

*LifeFitness* / **HAMMER  
STRENGTH**

**Inspiring the world to work out for over five decades.**

For more than 55 years, Life Fitness / Hammer Strength has helped exercisers achieve their fitness goals with groundbreaking fitness equipment.

From the first Lifecycle exercise bike in 1968 to our current catalogue of cardio and strength training, we transform workouts into memorable experiences.





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Crafting unique fitness  
journeys with heritage,  
insight and global expertise /



**We provide a complete suite of products and services that satisfy the specific requirements for your guests.**

We distinguish ourselves through a combination of historical heritage, consultative proficiency, and worldwide capabilities.

Our extensive and diverse product portfolio equips us to not only meet but surpass the most stringent brand standards and guest expectations in the realm of fitness.

By adopting a consultative approach, our hospitality specialists guarantee that each meticulously crafted and personalized fitness experience, regardless of facility type, aligns seamlessly with your guests, your brand, and our commitment to the planet.



*LifeFitness* / **HAMMER  
STRENGTH**

Every day, millions of exercisers around the world, from elite athletes to those just starting a workout routine, take a step to improving their lives by using equipment from the world's largest supplier, Life Fitness /

Hammer Strength. We're trusted in the best hotels, health clubs and athletic facilities in the world because of our combination of innovation, thoughtful design, superior biomechanics and durability.

# Our Partnerships



## Our consultative approach

**Let's design gyms for guests who will use them.**

We take pride in creating fitness spaces that resonate with your unique vision and the needs of your guests. Our consultative approach ensures that every aspect of the design is crafted with your guests in mind, making the fitness space not just a facility but an experience tailored to their preferences.

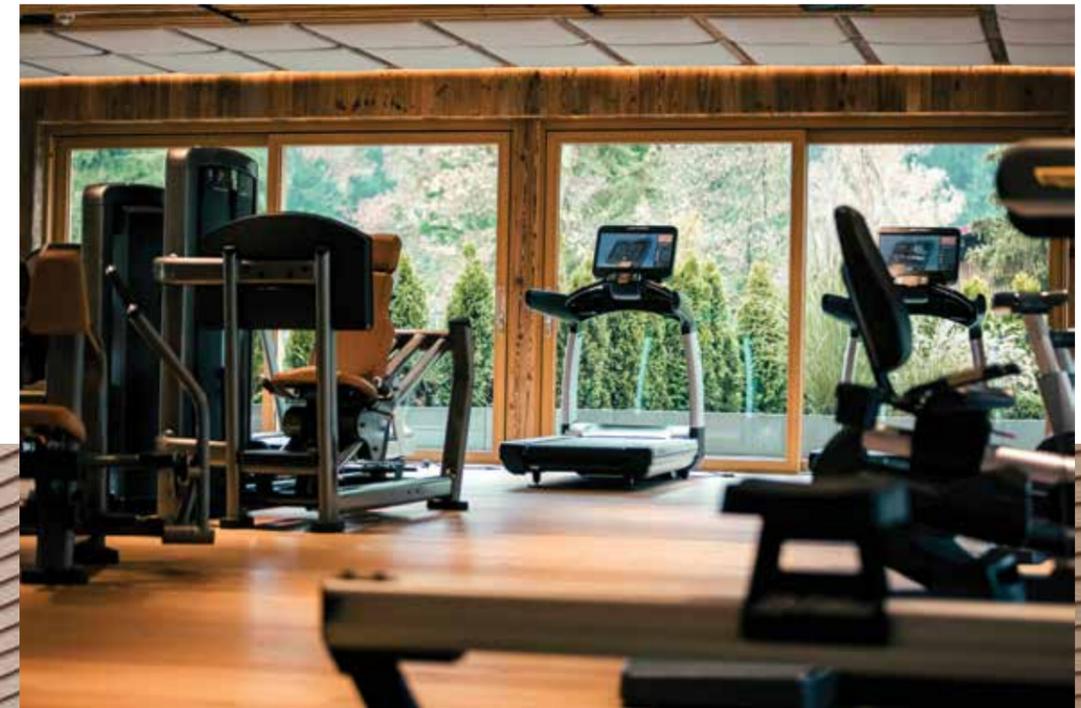
expectations, fostering a sense of ownership and engagement.

Let's work together to create new fitness experiences that not only attract guests but keep them coming back for truly personalized and delightful experiences.

By actively involving you in the design process, we guarantee a space that not only meets but exceeds



Only brand approved supplier across all major brands



We co-create solutions that satisfy your guests, meet your brand standards and facilitate the approval process.

# Trusted partner in the hospitality and resort industry

**Partnership means that Life Fitness / Hammer Strength is there to guide you through your wellbeing and fitness journey.**

Our skilled hospitality team helps you envision how your property will look and feel through our consultative approach.

optimized equipment layout for your space.

Our team of design consultants work with you to create the most

We always design a space with the guest in mind. Working with you we create engaging guest-focused training environments.



and many more



Our  
Environmental  
Commitments



## Fit for the planet

Life Fitness / Hammer Stength's vision is to provide solutions that get the world moving, help people lead active and healthy lives while minimizing our environmental footprint and ensuring our commitment to sustainable business operations.



# Our Focus

Our aim is to embrace global carbon neutral strategies and to work towards a 2050 timeline for implementation. Our Sustainability Report reflects the key initiatives Life Fitness / Hammer Strength is taking to attain our 2050 plan.



ISO 9001 Quality Certification



Mindclick Leader Level - Cardio/Strength



Most Improved Safety Performance KPS-2021



## Planet

- Energy – Carbon Footprint
- Water Vulnerability
- Waste Management – Zero Landfill
- Packaging, Raw Materials, Chemicals



## Products

- Design, Content, Chemical
- End of Life Management
- Energy Consumption – Power Modes
- Eco-Friendly Designs



## People

- Community Service – Life Fitness Foundation
- Diversity, Equity & Inclusion
- Green Team
- Life Fitness / Hammer Strength Sustainability Story
- Top-of-Mind Safety-First Culture



Our  
Products



## The broadest product portfolio

**Experiences that fit your guest's needs with your brand standards.**

Life Fitness / Hammer Strength has the most comprehensive product portfolio in terms of options, colors, frames and upholstery. Our customizable solutions can be tailored to align seamlessly with your brand identity and unique proposition, ensuring tailored experiences for hotel guests that adhere to your brand standards.





Engaging Cardio Experiences

State-of-Art Strength Experiences

Invigorating Functional Training

Immersive Digital Experiences



# Introducing

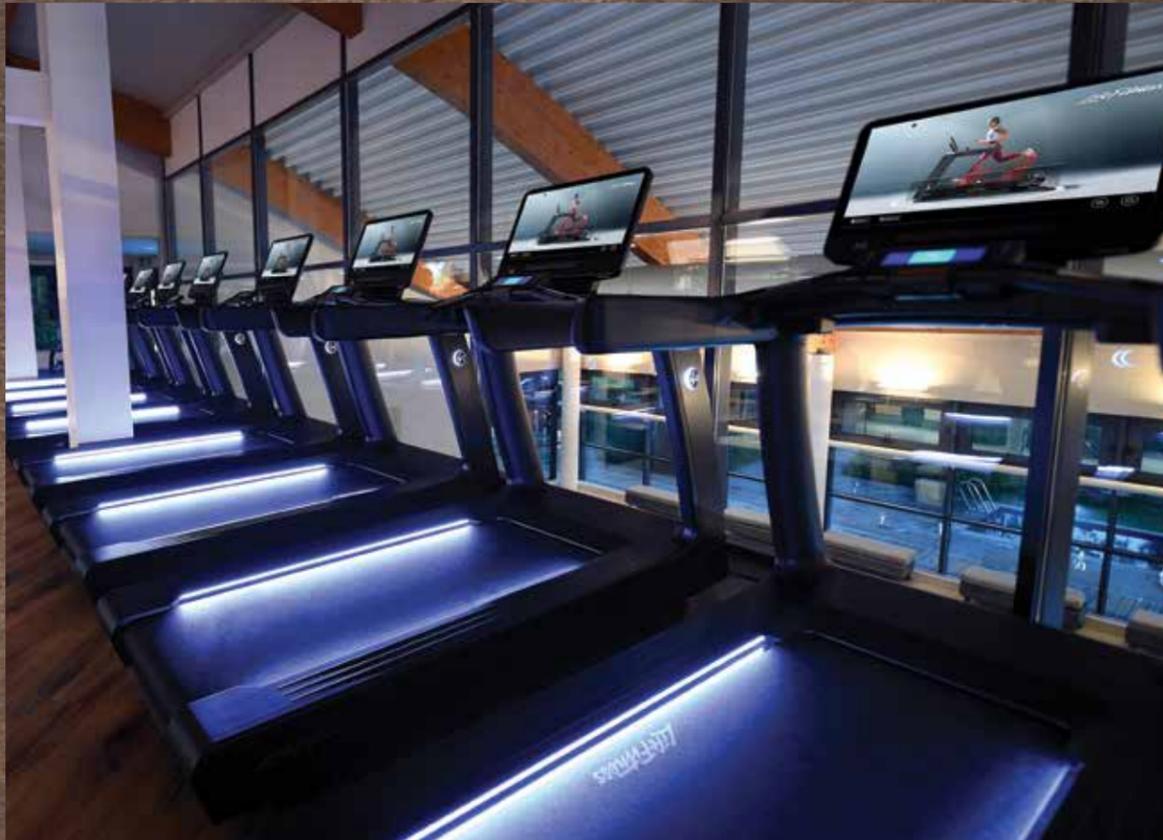
## S Y M B I O <sup>TM</sup>

The most innovative, immersive fitness equipment available, and a new benchmark in premium cardio. Body and machine together in seamless motion, with engaging personalization, advanced biomechanics and meticulous, purposeful design. The Symbio™ product series transcends the workout to deliver the ultimate sensory fitness experience.

FITNESS **REIMAGINED**

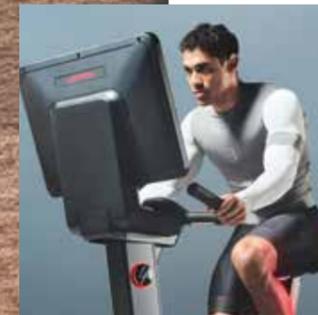


*LifeFitness*



### Personalized, Immersive Experiences

On-demand coaching, branded content and streaming entertainment create compelling, personal fitness journeys.



### Advanced Biomechanical Engineering

Cutting-edge biomechanics are the backbone of Symbio. Inspired by decades of research, the series offers unmatched ergonomics, comfort and performance.



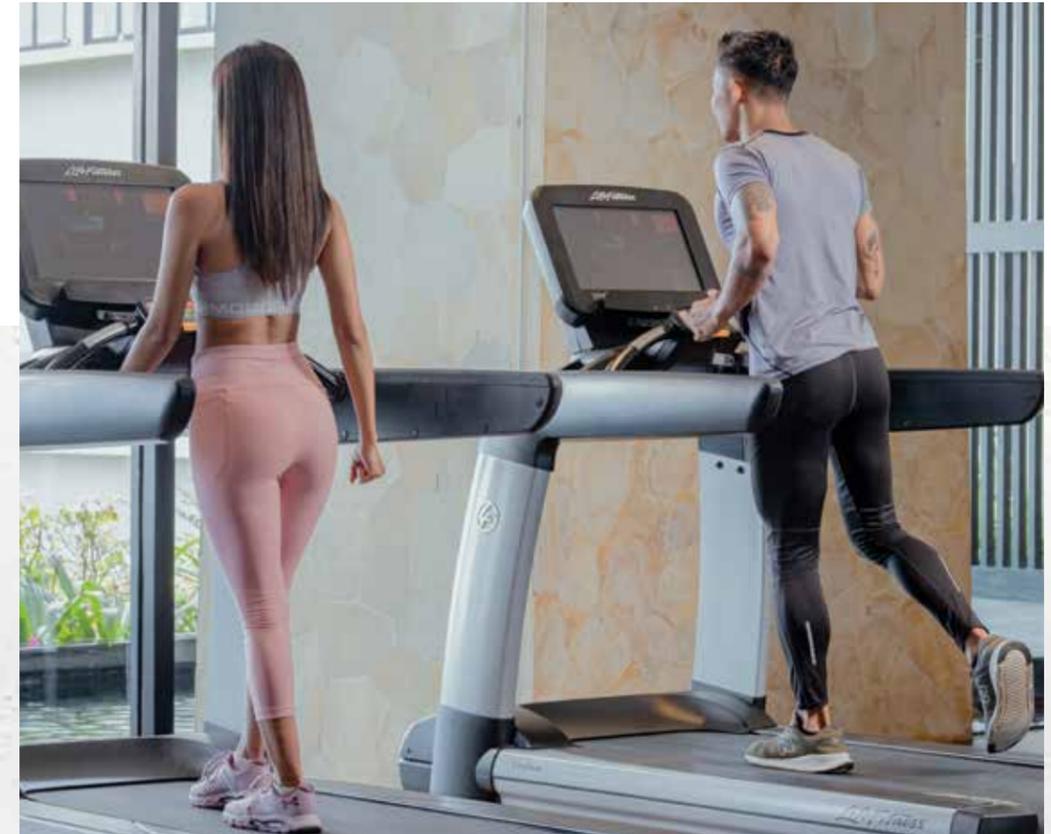
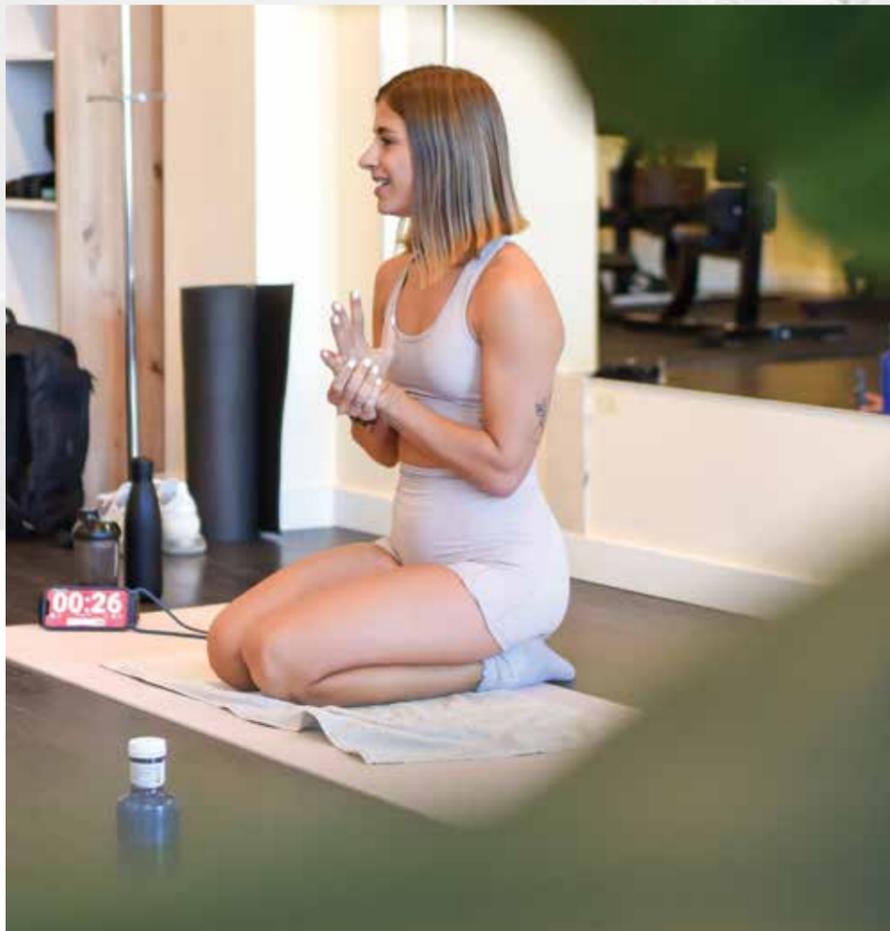
### Meticulous, Purposeful Design

Inspired performance demands inspired design. Clean forms and purposeful detailing create an elegant and timeless design that delivers both perfect form and function.



Testimonials

# Delightful wellbeing experiences for your guests



**Differentiate your Property**

**Attract Guests**

**Find Inspiration**

**Increase Satisfaction**

# DoubleTree Hilton (Germany)

“We have given this hotel a new life and thoroughly renovated it. Especially the fitness area. We received sound advice right from the get-go. Proper planning was done. Then we were recommended the right equipment. The equipment is of very high quality. Simply a very good, very professional cooperation.”

HANNES DREHER GENERAL MANAGER, HILTON DOUBLETREE BERLIN



# Westin Indianapolis (United States)



# Marriott, Maryland (United States)



# Grantley Hall (United Kingdom)

“Every supplier was really important for us. In the thought process, we had to look very carefully about who we wanted. We have an absolute obsession with perfection and took inspiration from the best places in the world. We wanted to provide things that people wouldn’t expect in any hotel and are striving to pushing the boundaries of an exciting journey – an experience that is always evolving. Life Fitness products ticked all the boxes. We didn’t just have the engineered product, we had something that was almost bespoke for what fitted into our particular gym.”

RICHARD SYKES, MANAGING DIRECTOR,  
GRANTLEY HALL



## JW Marriott, Florida (United States)



“It’s very important to us, as a brand and as a hotel, that we’ve thought about every need of our guests before they get here. In partnering with Life Fitness we’ve done so. We have created a fitness center that allows variety, accessibility and allows them to be motivated towards their fitness journey while they are staying with us.”

JENNIFER SACK, DIRECTOR OF SALES AND MARKETING, JW MARRIOTT.

## 7 Pines (Spain)



“If I had to define Life Fitness with one phrase, I would highlight the comfort and support that all the equipment gives us and, without a doubt, the professionalism, which I think is also a bit of what our clients are looking for when they come to our resort. Overall, customer satisfaction.”

LUCÍA PERIS, SPA & WELLNESS DIRECTOR, 7PINES RESORT IBIZA

# Kempinski Bali (Indonesia)

“I feel it was bringing the natural flow to a space which was open to the ocean with a fantastic view. You brought all of that to us. Now we are in a strong position with our fitness facilities in the hotel.”

VINCENT GUIRONNET, GENERAL MANAGER,  
APURVA KEMPINSKI BALI



# Stanglwirt (Austria)

“We have noticed that our guests are increasingly asking explicitly for specific equipment or training methods, by paying attention to current trends such as strength training and functional training as well as to digitalization, they ensure that every guest feels comfortable and finds something that’s right for them. What was very important to us was to really address different guest needs, from an athlete during recreation to professional football teams. We have often had the Klitschkos here as boxers, preparing for their fights. We also have individual athletes from various other sports and we really wanted to cover everything within one concept—and now we have managed it.”

BJÖRN SCHULZ, SPORTS DIRECTOR, THE STANGLWIRT.



# Hilton, Las Vegas (United States)



# Hotel Bayerwaldhof (Germany)



“With its broad portfolio, Life Fitness offers the perfect equipment for every fitness area. The quality of the products convinced us from the beginning, as well as the easy handling for our guests.”

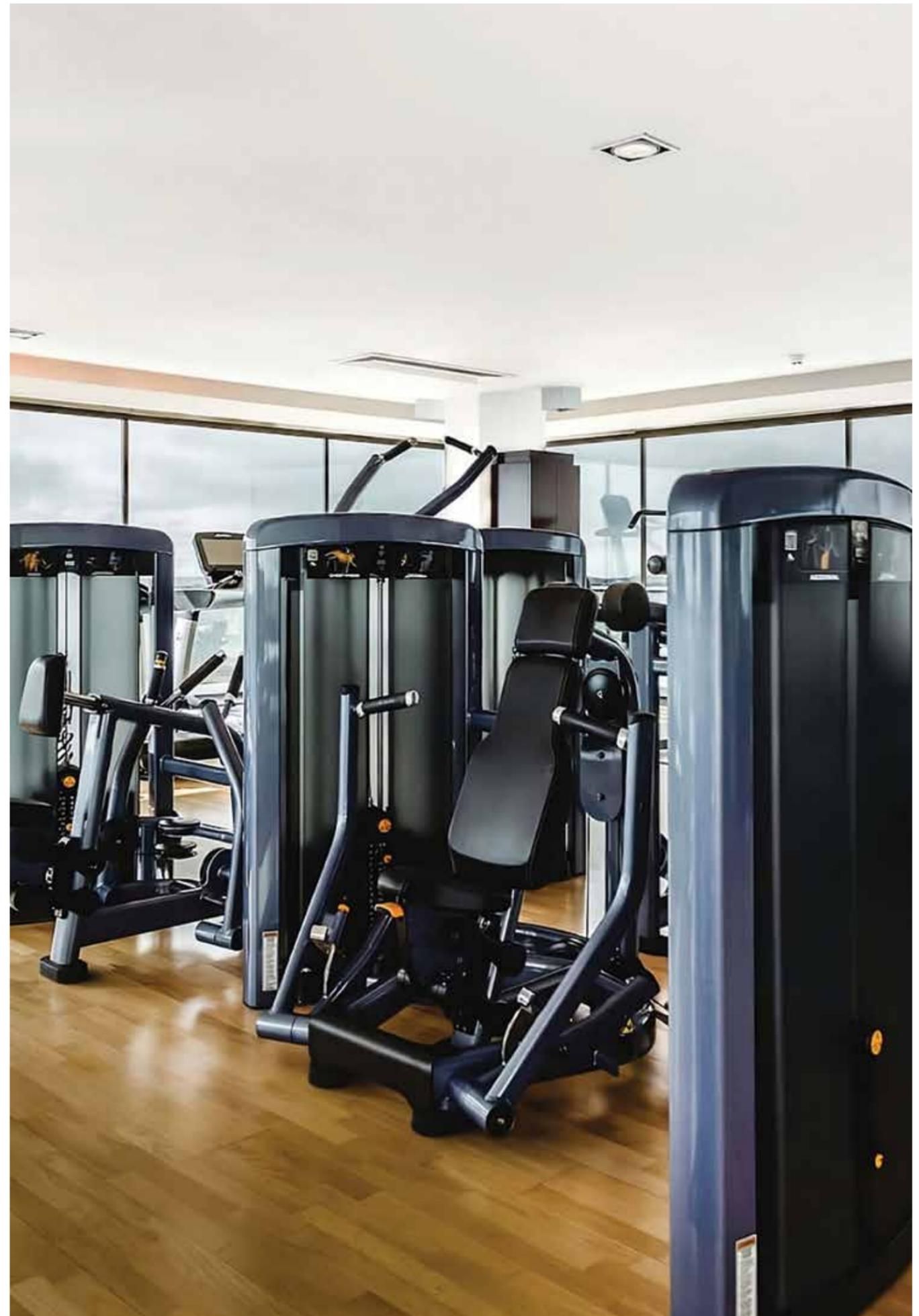
JOHANNES HOLMEIER, SPA MANAGER, HOTEL BAYERWALDHOF

# Four Seasons Hotel Ritz Lisbon (Portugal)

“Working with Life Fitness is a seamless experience, with efficient communication across all departments, from sales to technical and finance.”

Plus, Life Fitness offers the best selection of fitness equipment in the world.”

PEDRO COSTA, FITNESS MANAGER





BRITANNIA (NORWAY)



HYATT (UNITED STATES)



JEN BEIJING BY SHANGRI-LA (CHINA)



SHANGRI-LA (CHINA)

# Delightful wellbeing experiences

Let's work together to create new fitness experiences that not only attract guests but keep them coming back for truly personalized and delightful experiences.





[www.lifefitness.com](http://www.lifefitness.com)

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