

GRAVITY[®] on total gym

Ed Trainor, key decision maker for 160 TSI health clubs, says people are asking for GRAVITY[®] by name. "...clients identify with the product and recognize it, [from] the whole series of Chuck Norris infomercials."



A VALUABLE TOOL

"...when a piece of equipment fits the gamut for everybody, and yet specializes at the same time—I mean there is no perfect tool—but this one does cover the full spectrum. ... And when you find a product that can actually attract people, because they ask for it, by name—that's powerful."

- Ed Trainor, Vice President of Fitness Services, Product Development, Town Sports International



Boston Sports Club's four Total Gym units at DTX have boosted personal training revenue according to Rob Wood, Regional Fitness Director.

View Ed Trainor's interview at www.efisportsmedicine.com/edtrainor

For more information call 800-541-4900 :: See GRAVITY in San Diego at IHRSA, March 10 - 13

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