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Fitness Brands adds another leg to its business portfolio, with an ambition to strengthen their offer to the market.

Fitness Brands Nordic, with business units in both Sweden and Norway merge with Sportsmaster. The new company adds up to the largest Nordic supplier of concepts with health and fitness. Fitness Brands have historically been a strong player within the commercial segments of the market and Sportsmaster have been successful within the consumer and e-trade.

The total market and demand with health and fitness is growing and is forecasted to continue to do so during the years to come. At the same time the market is in rapid change. New technology including services via the Cloud and apps are introduced, the key players in the market are trying to claim more specialized market positions at the same time as there is a clear trend of consolidation among the suppliers. This along with always present question of digitalisation, put new demands on us and other market players.

“To maintain and develop our total offer versus our customers, will demand investments from our side and to achieve this we need a larger base in our operation and to add new skills. With Sportsmaster we gain access to digital competence and access to an established sales channel for our consumer products that we have previously lacked, says Per Andersson partner and one of the founders of Fitness Brands.”

Both Norway and Sweden are countries that cover large areas, that demand a nationwide presence to cater for the needs of the customers for service and support. This has traditionally been important for B2B customers, but nowadays many consumers whom have invested in in-house gyms have the same high expectations regarding service and support.

“I foresee that the combined forces of our companies will be able to offer the market’s best and widest net of staff in the areas of installation, service and support of training facilities. We value this as an important competitive edge even in the future where we predict that a large share of our sales is e-trade. The mix of digital and physical presence, will remain important for our customers, says Paul Einar Borgen partner and one of two founders of Sportsmaster.”

“Early in our discussions it was clear to me that these are two businesses that match each other and have the potential to cross fertilize each other rather than to compete. We can see clearly see that many consumers train both at a gym and invest in an in-house facility. As a group we now have the potential to cater for a wider scope of customer needs than we have been able to in the past. It goes without saying that we see a large potential for the Sportsmaster concept in the Swedish market, says Satish Sen Chairman of the board for Fitness Brands Nordic.”

Fitness Brands is the exclusive distributor of Life Fitness, Hammer Strength, Escape Fitness, TRX, Fit Interiors, Mondo Flooring and Stages Cycling in Norway and Sweden. Sportsmaster is exclusive distributor of Pivot Fitness, DK City, Assault, SkiMill and Infiniti in Norway.

FACTS ABOUT THE NEW CORPORATION:

Fitness Brands Nordic AB is a corporation consisting of the operational units Sportsmaster Norway, Fitness Brands Norway and Fitness Brands Sweden. The new corporation will become the leading supplier of high-quality products to the fitness-, training- and health sectors. In addition, Fitness Brands Nordic offers interior design, floor plans, education and instructor courses. In total, the corporation has a turnover of USD 24 mill., 60 employees and offices in Oslo, Sarpsborg in Norway and in Västerås, Sweden.