



HF Industries Pty Ltd [ABN 16642637896]

PRESS RELEASE

FOR IMMEDIATE RELEASE

March 2009

HF Industries Adds Fitness Anywhere's TRX Suspension Training System to Their Product Range!

HF Industries is adding a yet another product to the already long list of international brands they represent – the Fitness Anywhere range of TRX® Suspension Trainers®.

Already a recognised and respected training modality, both in Australia and overseas, HF Industries is pleased to now be associated with such an innovative and dynamic range of products.

The TRX® Suspension Trainer® is the original bodyweight-based portable training tool that builds strength, balance, flexibility and core stability for people of all fitness levels. Used by everyone from professional athletes to defense forces, elite level coaches to physiotherapists, the TRX® Suspension Trainer® is a highly versatile product.

Benefits:

Make Your Body Your Machine

TRX® Suspension Training® harnesses your own bodyweight to create resistance as you train. That's all you need – the TRX and your own body. No additional weights required.

Unlimited Versatility

We're all unique. Not only is each individual's body built a little differently, but we each fill our lives with a mix of physical activities that can require specific training. TRX® Suspension Training® allows you to instantly adjust not only the level of difficulty for each exercise, but you can easily customize any workout on the fly.

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Maximise Your Training Time

You can easily switch from exercise to exercise in less than 15 seconds. This allows you to maximize your training time and enables circuit style workouts.

Build Core Strength

Killer abs are great, but more importantly, having a strong core will prevent injuries, improve posture and increase overall strength. This is because all of our movements are powered by the torso – the abs and back work together to support the spine during everyday activities and exercise. Suspension Training builds core strength with every exercise by creating an element of instability that calls on your core to provide balance and coordination.

Life doesn't happen sitting down

In real life, our bodies move to the side, backwards, forwards and diagonally. Shouldn't we train the same way? Unlike traditional weight training that tends to be linear and follow one plane of movement (sagittal), Suspension Training encourages multiplanar training (frontal, sagittal, transverse) which integrates all your motions and mimics real life movement. This will bring a muscular balance to your body, increasing performance and preventing injuries.

Contact the HF Sales Department on 1800 633 009 for more information!

About HF Industries:

HF Industries is a family owned and operated business that has been prominent in the Australian Fitness Industry for more than 30 years. We represent US based equipment brands such as StarTrac, FreeMotion, Balanced Body Pilates, Ab Coaster, Marpo Kinetics, and Power Block.

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