



Precor will now be selling this Queenax functional training system. (Photo courtesy Precor.)

NEWS > VENDORS

Precor Adds Queenax Modular Functional Training to Its Portfolio after Purchase

Precor will incorporate Queenax's functional training systems into its brand after its parent company purchased Queenax.

Club Industry staff | Jul 29, 2015



Amer Sports, the parent company of Precor, Woodinville, Washington, has purchased functional training systems provider Queenax, the company

Amer Sports, Helsinki, Finland, will integrate products from Queenax into Amer Sports Fitness Division under the Precor brand.

"Functional training is one of the fastest growing segments in the commercial fitness industry," said Rob Barker, president of Precor. "The highly configurable Queenax system is the perfect complement to our robust strength and cardio offerings and reflects our commitment to helping operators delight their members with personalized, results-driven fitness experiences."

Amer Sports President and CEO Heikki Takala said in **Wednesday's quarterly earnings statement** that Queenax was acquired to "close a gap in our fitness offering versus an important consumer trend."

Amer Sports concluded acquisitions this year of Louisville Slugger for baseball acceleration and Sports Tracker for building a scalable Amer Sports online sports service.

"These acquisitions follow our strategic priorities, providing us platforms for further acceleration," Takala said.

Queenax is a compact, modular functional training system that can be configured in a variety of ways to meet the needs of operators, exercisers and personal trainers. The design allows operators to maximize valuable gym floor space without interfering with traditional gym activities, according to Precor. A variety of training equipment, including suspension training apparatuses, boxing rings and dip bars, can be added to the system, giving trainers the ability to run personalized training and small group classes based on clients' needs.

"We're proud to be part of a company that offers unique equipment that allows operators to differentiate their facilities and enhance members' fitness experiences," said Gionata D'Alesio, CEO and founder of Queenax. "As a Precor brand, we now have the ability to reach a wider range of customers with Queenax training solutions at a time when the demand for functional exercise is growing quickly."

RELATED**Precor Launches Precor Coaching Center to Educate Customers and Fitness Professionals**

JAN 26, 2015

Precor Net Sales Drop in Q1 2015

APR 30, 2015

**Precor Net Sales Grow 8 Percent in Q1 2017**

MAY 17, 2017

**Former Town Sports and 24 Hour CEO Mark Smith Lands at Zeamo**

MAY 17, 2017



Photo by Thinkstock.

Approximately 28 percent of survey participants said the weather determines whether they exercise indoors or outdoors, while they were virtually divided on whether to do so at home (18 percent) versus a gym (17 percent).