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Dott. Fabrizio Bertacchi President of S.T.C.,



A jet-setting start-up





Everything for keeping fit and well

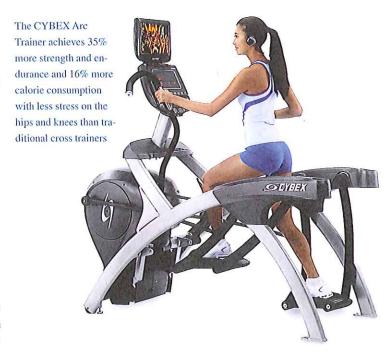
LNA

The fitness trend in Europe is unbroken. Fitness centres are continuing to win new customers, both in the discount and the premium segments. New services, such as personal fitness trainers, special training programmes for 'best agers' or Internet-based entertainment services targeted at the young generation show that the fitness market still has significant potential for growth. A company that is benefiting from this development is LMT Leuenberger Medizintechnik AG. Based near Zurich, the owner-managed enterprise is one of the leading distributors of strength and endurance training equipment for fitness and medical applications in the German-speaking world.



LMT's team of professionals represent the company at the FIBO

LMT is specialised in the distribution of equipment for fitness centres, rehabilitation facilities and other 'health-conscious' places. The company was founded by Gregor Hüni in 1983 and was among the first to introduce training gear made by CYBEX, an international leader in the fitness market. Headquartered in Medway, Massachusetts, USA, CYBEX produces premium commercial fitness equipment designed to deliver unparalleled results for exercisers from first-time users to professional athletes. Within less than ten years, LMT had developed into the leading supplier of fitness and rehabilitation equipment in Switzerland. "In the last 30 years, we have equipped more than 600 fitness centres, physiotherapy practices, rehabilitation clinics, hotels, wellness facilities, corporate customers, schools and private installations for high demand," says International Sales Director Gregor Alexander Hüni, the son of the company founder. A St. Gallen graduate, Gregor Alexander Hüni worked as a consultant and as a manager in the luxury watches industry before entering the parental business at the beginning of the year. LMT is headquartered in Wallisellen close to Zurich and operates two international subsidiaries: LMT Deutschland AG with locations in Bietigheim-Bissingen near Stuttgart and Potsdam, Germany, and LMT CYBEX Österreich GmbH with offices in Vienna and Salzburg, Austria. Together, the three companies employ 42 people. LMT supplies the medical and the fitness markets, with the former accounting for 60% of total sales. Customers include fitness centres in the premium range, including everything from single studios to complete chains, physiotherapists, rehabilitation institutions, corporate spas, university sports facilities as well as Olympic athletes' training centres. "We are focused on the high end of the market and concentrate on premium-quality products only," states Gregor Alexander Hüni. The extensive product range comprises CYBEX endurance training equipment, such as cross trainers, treadmills, bikes and steppers;





LMT exhibits at FIBO in Essen, Germany, the leading international trade show for fitness, wellness and health

CYBEX strength training equipment, including the Eagle premium line, CYBEX barrier-free systems for disabled people and CYBEX personal entertainment devices; Octane cross trainers; Antagonis physiological muscle balance equipment; h/p/cosmos sports, medicine and therapy equipment; PAVIGYM floorings and mats; CSMi isokinetic systems; TecnoBody rehabilitation systems; CON-TREX biomechanical testing and training systems; and DellTec medical training equipment. All products meet the needs of fitness enthusiasts and professionals through technology, function and performance, based on decades of experience in human biomechanics, sports medicine and rehabilitation technology. Among the best-selling products is the CYBEX Eagle, a premier line of strength training equipment. "It features the patented Dual Axis TechnologyTM, which helps users achieve greater results by maximising the load on the muscle with less stress on the joint," explains Gregor Alexander Hüni. Another unique exercise machine distributed by LMT is the CYBEX Arc Trainer, a calorie-burner that uses an arc motion to engage the right muscles, the muscles that demand lots of energy from the body when they are called upon to work. The comprehensive equipment assortment is rounded off by a broad choice of used equipment and manifold services, including

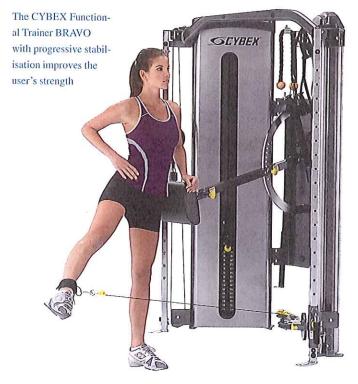
lates to medical applications. "The demographic development with an increasing proportion of elderly people will lead to growing demand for rehabilitation measures and thus for appropriate equipment," Gregor Alexander Hüni describes the favourite trend. Operating in an expanding market, LMT is determined to seize the potential, drawing on

many years of experience in the fitness market and its highly qualified team which includes trained ergotherapists and former top-ranking sportsmen and sportswomen. "Our attention will be on pushing on with the company's expansion," says Gregor Alexander Hüni. "This could also include the development of our own products."

layout planning, financing solutions, maintenance and repairs. LMT is the market leader in Switzerland and developing rapidly in Germany and Austria, despite the current consolidation in the fitness industry. "The large centres are getting larger and larger," states Gregor Alexander Hüni. "At the same time, both the discount and the premium segments are continuing to grow, at the expense of those stuck in the middle. With our focus on premium equipment, we are, therefore, supplying a market that is still expanding." What is true for the fitness sector also re-



The second-generation, patented Dual Axis TechnologyTM allows users to define their own paths of movement



LMT Leuenberger Medizintechnik AG

Industriestrasse 19 8304 Wallisellen Switzerland Phone: +41 44 8778400 Fax: +41 44 8778410 lmt@lmt.ch www.lmt.ch

LMT Deutschland AG

Stuttgarter Strasse 57 74321 Bietigheim-Bissingen Germany Phone: +49 7142 99386-0 info@lmt.eu