## SUPPLIER SHOWCASE

WE TAKE A LOOK AT RECENT PROJECTS FROM CYBEX AND CONCEPT

## QUALITY AND ACCESSIBILITY

Supplier CYBEX International UK
Client Telford and Wrekin Council

s part of a multi-million pound redevelopment programme in the region, Telford and Wrekin Council awarded CYBEX the tender to provide all cardiovascular and resistance training equipment in two sport and leisure facilities in the region during spring 2012.

The first of the two sites, Abraham Darby Sports and Leisure Centre, opened in January 2012. The newly built centre forms part of the Abraham Darby Sports and Learning Community, which also includes an academy and a primary school.

As part of the installation, CYBEX has provided seven 750T treadmills, II Arc Trainers and six cycles, as well as CYBEX equipment from the Eagle, VR3 and VRI dual strength ranges.

The second site in the city is Wellington Leisure Centre. Currently undergoing refurbishment to include a new fitness suite, the site is set to open this month. CYBEX will supply the centre with cardio equipment including six 750T treadmills, eight Arc Trainers and six cycles. These will be accompanied by equipment from CYBEX's Eagle and VR3 strength lines.

Both new gym facilities will also include the Bravo functional trainer, CYBEX's cable-based strength training machine. Designed to provide hundreds of movements in one single, space-efficient piece of equipment, the Bravo offers a unique total body training solution. The Bravo Workout Guide iPhone app has also recently been launched by CYBEX, to guide users through a series of personalised workout programmes.

The equipment installed at both sites will also include Inclusive Fitness Initiative (IFI) equipment, as part of CYBEX's



CYBEX supplied its Arc Trainers and 750T treadmills to the centre

Total Access range. As one of only a few suppliers to offer a comprehensive range of stage two IFI-accredited equipment, CYBEX has developed the Total Access range to include both cardiovascular and strength training equipment designed specifically to suit the needs of physically impaired athletes.

On the decision to choose CYBEX, Sophie Griffiths, group services development manager for Telford and Wrekin Council, says: "We put the contract out to tender as we wanted to review all options available to us. CYBEX was chosen because it provided premium quality exercise equipment that not only met the needs of all of our gym members, but that was also highly durable and robust in its design. We continue to work closely with the CYBEX team, who also provide excellent after-sales care."

Alan Ellis, key account manager for CYBEX UK, played a key role throughout the tender process and was delighted to secure the contract: "The redevelopment projects put in place by Telford and Wrekin Council will bring about huge benefits to the community. Knowing that CYBEX equipment will be used by individuals of all levels of ability and sporting interest shows how accessible and widely used CYBEX equipment is."

For more information: www.cybexintl.com