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2007 Nova7 Supplier Awards Winners

By Ronale Tucker Rhodes
November 2007

You voted for these fitness industry suppliers as the best in 2007!

The annual Nova7 Supplier Awards competition is the only reader's choice award in the fitness industry — recognizing suppliers in seven categories. Now in its fourth year, hundreds of you, our readers, made your voices heard through our online voting forum. You have spoken, and the fitness industry is listening! The votes have been tallied, and the suppliers in each category with the majority of votes have been deemed winners. In several categories, the count was close; there are many deserving suppliers that could claim the "best" of a category. But, in the end, the majority rules!

These are the products and services that drive our industry and meet the needs of fitness facility professionals and consumers, so it is only fitting that we recognize the following award-winning suppliers:

Best Cardio Equipment Supplier & Best Product of the Year: Precor/Precor AMT

Equipment that offers a fluid, natural motion is essential to a fitness facility's success. At Precor, that motion translates to a superior member experience, complemented by the durability and quality valued by management. The originator of the new Adaptive Motion Trainer (AMT), as well as the elliptical crosstrainer, and, for 26 years, a leading cardio brand, Precor offers a "Total Product" of products and services, including cardio, strength, entertainment and financing.



Standing apart from the competition

"Precor's 2007 Nova7 award for outstanding cardio equipment and best new product both tie back to consumer demand for smooth, natural motion, and Precor's ability to satisfy the fitness facility decision-maker's every need, so they can focus on the member experience," says Jim Zahniser, public relations manager. "Plus, the new AMT reinforces Precor's reputation for leadership and innovation, adapting to each user's choice of stride motion and speed."

Best Specialized Equipment Supplier: Power Systems

Power Systems is committed to providing fitness professionals and facilities with the tools that are essential for advancing the health, fitness and physical performance of their clients. With more than 2,000 innovative fitness products and education programs, and a knowledgeable staff of professionals, Power Systems provides its customers with quality products and service they expect.



Standing apart from the competition

"At Power Systems, we believe there are four key components to serving our customers well: value, quality, service and selection," says Bruno Pauletto, chief executive officer. "We measure our performance in those areas daily to use as benchmarks for progress. By focusing on those critical aspects of our business, we're better able to fulfill our customers' expectations, and establish a point of difference from our competition."

Best Strength Equipment Supplier: Hammer Strength/Life Fitness

Life Fitness, a division of Brunswick Corp. (NYSE: BC), is a leader in designing and manufacturing a full line of reliable, high-quality fitness equipment for commercial use. It is offered at fitness centers worldwide, and is the only fitness equipment manufacturer that can boast 30 years of experience in the industry. The company is headquartered near Chicago, and distributes its equipment in more than 120 countries.



Standing apart from the competition

Life Fitness and the Hammer Strength brand have a history of excellence, and invest heavily in research and development to create training solutions for fitness centers and their members. The company uses research-based design to ensure equipment accommodates even the most demanding user needs. Biomechanical analysis, three-dimensional modeling software and formal empirical studies maximize efficiency and ensure ergonomically correct designs. Durability, reliability and quality also are keys to Hammer Strength's popularity and respect. The company is committed to lasting quality that protects its customers' investments by minimizing equipment downtime and maintenance costs. "Winning Best Strength Equipment Supplier is especially gratifying because the Nova7 Supplier Awards are chosen by our customers," says Jay Magna, executive vice president for Life Fitness. "We design strength training equipment that meets our customers' needs, and this award is an indication [that] we're achieving that objective."

Best Entertainment and Accessories Supplier: Cardio Theater

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The key to success for fitness facilities today lies in providing a superior member experience, and nothing enhances the member experience more immediately and visibly than entertainment systems. Since its inception in 1989, Cardio Theater has been a leader in providing quality fitness entertainment products. Now part of Precor, Cardio Theater continues to offer a wide variety of superbly engineered entertainment products, designed from the ground up to withstand the harsh fitness facility environment. Whether it is personal viewing screens or wireless products, Cardio Theater can be counted on to deliver great fitness entertainment products and service.

Standing apart from the competition

"Cardio Theater's 2007 Nova7 award as the Best Entertainment and Accessories Supplier — its fourth in a row — is a testament to the simple fact that customers appreciate high-quality, superbly engineered products, innovative, elegant design, and world-class installation and customer support," says Brian Wilson, director of marketing. "While having the right entertainment system is critical to providing a high-quality member experience, and is a key to member acquisition and retention, Cardio Theater also understands that different people have different needs, and it strives to partner with its fitness facility customers to determine the right solution, for the right space, within the right budget. This focus on overall experience, rather than just product, truly sets Cardio Theater apart from the pack."



Best Computerized Technology Supplier: BSDI

BSDI was originally founded in 1991 when Dr. Mark Brittingham and his wife Pam were encouraged to go into business by Dr. David Nieman, FACSM, and the fitness staff at a local health facility. In the early days, BSDI offered just DOS-based fitness assessment software. As the industry grew, BSDI grew by rounding out its offerings and moving to the Windows platform. By 2000, BSDI's software was in use in and by more than 3,000 facilities and personal trainers in 22 countries. In 2001, BSDI released its powerful Motivation web technology and immediately found a home in some of the largest and most demanding health promotion programs ever created. BSDI is now a highly respected technology company with multiple Nova7 Awards to its credit.



Standing apart from the competition

"BSDI's focus on ease-of-use, customization and personalized service has proven attractive to thousands of corporate, government and commercial fitness facilities," says Mark Brittingham. "Our company's systems feature support for health-risk analysis, customizable incentive programs, fitness assessment, exercise programming, health and wellness outreach and education and front desk check-in. Our newest release of the Motivation platform adds sophisticated health and productivity management tools, and the ability to easily define new health promotion programs in an online environment."

Best Flooring and Surfacing Supplier: Exerflex

While Exerflex is known for its quality group exercise flooring, the company also supplies flooring for virtually every room in a fitness facility. All of Exerflex's flooring have been developed by experts in performance surfacing, and the products have been rigorously tested for safety. Whether it be flooring for weight rooms, cardio areas, locker rooms, wet areas, basketball or other court sports, or multipurpose areas, Exerflex has an effective and economical flooring solution available. All flooring products exemplify the quality and performance that the fitness industry has come to expect from a company that stands behind the Exerflex name.



Standing apart from the competition

"We're very pleased to have been chosen for this year's Nova7 award, but, most importantly, we're gratified that our customers have been delighted with both our products and performance," says Steve Chase, general manager. "We strive to locate and develop new types of flooring systems that are economical, safe and meet the demands of our clientele. With new technologies and materials emerging rapidly, we have tried to refine systems that perform better for our customers and create a professional aesthetic, as well as being more environmentally sustainable. As more materials become available to the fitness market, we hope to continue to develop and perfect floor systems that provide improved safety and performance, while still remaining affordable and environmentally responsible. We believe that continual product research and the personal attention that we provide to all of our customers have proven to be attributes that the fitness industry recognizes and deserves."



About Nova7 Awards

Ronale Tucker Rhodes, M.S., Editorial Director, has been on the editorial staff of Fitness Management since 1987. She has a B.S. and an M.S. degree from San Diego State University, San Diego, Calif., and currently lives in Canyon Lake, Calif.

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