

Bodybuilding Champion Changes to SportsArt

Changes, the Cramlington health and fitness club set up in 1993 by body building champions Graham and Sharon Madderson, has recently experienced a major transformation as the club underwent a total refurbishment of facilities and gym fit-out to include state-of-the-art cardio and SportsArt strength training fitness equipment.

Graham Madderson reported, "Having been a competitive body builder for over 15 years with Sharon currently holding the British Bodybuilding Champion title, we have built a reputation at 'Changes' of providing top class facilities, supported by friendly, motivational and professional instructors. This commitment and investment in the Changes Fitness Club was a major development, involving a lot of time in planning and reviewing fitness-training equipment before making a final decision.



Several suppliers of fitness equipment were invited to tender, but a decision was taken to award the contract to SportsArt for a number of reasons. When we looked at the SportsArt Strength Series, both Sharon and I were not only impressed by the looks of the fitness training equipment, we found the positional comfort was excellent and the mechanics operated with a smooth, consistent feel. The oval tubing you notice right away doesn't just look good, it provides for greater strength than rectangular tubing. Even the contoured and bolstered cushions feel like the bucket seats of a sports car and are reinforced in key areas for additional durability. Simple to operate gas-assisted seats make adjustment easy, safe and secure.

We tried and put several pieces of SportsArt Strength kit to the test including chest, shoulders, arms and leg apparatus and as a result, certainly positioned the products in the premier league of fitness equipment. But, we were even more surprised and impressed at how competitively priced the equipment was, especially as this allowed us to get more for our budget.

It wasn't just the equipment or the price that finally won over the day for SportsArt Fitness UK, it was their ethos in doing business. The people at SportsArt not only know their business, they also have industry experience enabling them to have an immediate empathy in what we

were trying to achieve at Changes. They helped us with the planning, installation and marketing of the facilities and have already proven themselves with supporting after sales service.

SportsArt supplied 33 stations of selectorised strength equipment and an extensive free-weight zone. Apart from the equipment operating reliably, all the members at the Changes Fitness Club are impressed and motivated to workout on the new equipment – that's what we are constantly trying to encourage, so we have chosen a winner in SportsArt!"

