

# SPORTSART FITNESS

BEST CARDIO EQUIPMENT SUPPLIER OF 2006

Who knew, in 1977, that a small engineering company that manufactured, of all things, lawn darts, would grow into one of the most successful providers of user-friendly fitness products in the new millennium? SportsArt Fitness, then SportsArt Industrial, did! SportsArt spent the better part of the 1980s and 1990s honing its manufacturing skills by producing fitness products as an OEM for other fitness companies. It wasn't until 1996 that it started producing its own line of fitness equipment, focusing on features important to the functionality of health. "It's not like the fitness industry was screaming for a new vendor," says SportsArt Director of Marketing Scott Logan, "We had to find our new niches and markets." Indeed they did. Feature-friendly products and customer service have been the keys to SportsArt's success. "From the get-go, it's been our mantra to survive."

## Standing Apart from the Competition

"We have got to go the extra mile," says Logan. From day one, SportsArt has prided itself on "Nordstrom-type" service, and that thinking has been one of the keys to the company's success. There are a lot of good products on the market, but, eventually, even the best will have problems. SportsArt feels that it's how you deal with those problems that will set a company apart. The other thing that sets a com-

pany apart, according to SportsArt, is finding a niche. SportsArt has done just this with innovative product lines that reach out to the already fit and the deconditioned. Says Logan, "We think about age-friendly features. We try to have innovative products, but with a new twist — partly to separate us from the pack, but also to give facilities something more to offer their members." If SportsArt can provide products that help facilities sell memberships, it's win/win for all!

**SportsArt** FITNESS



# SPORTSART FITNESS' XTRAINER

BEST PRODUCT OF 2006

SportsArt is an industry leader in the design and manufacture of high-quality cardiovascular fitness products. SportsArt exhibits a strong commitment to innovation, the result of which is multiple patents and unique product features. The company's mission is to utilize innovation, unique design and manufacturing excellence to create products of exceptional quality and performance

that will enhance its customers' health, wellness and lifestyle for years to come.

## Standing Apart from the Competition

"When you design a product, you have to look at a number of markets," says Scott Logan, SportsArt's director of marketing. Then, "you have to incorporate features for all those markets." The XTrainer provides a total-body workout with arms moving independently of the legs, so, even for the mainstream market, it's a great workout. However, the XTrainer's features also make it popular for the deconditioned, the mature market and even rehab settings. With low starting resistance, it works for all markets, and helps everyone maintain their functional fitness.

