



women's health & fitness specialists

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going the extra mile.

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Press Release

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CONTOURS' PARTNERSHIP WITH BLUE FITNESS PRESENTS A FANTASTIC OPPORTUNITY FOR ALL CLUBS

The recent preferred supplier agreement signed with Blue Fitness, suppliers of Star Trac and Hoist equipment (amongst many others), presents a fantastic opportunity for all owners and managers within the Contours group, says Tracey Kellett, Franchise Manager.

Kellett says. "The recent agreement creates opportunities for our franchisees to provide the highest quality equipment to our members, who expect a certain standard of easy-to-use equipment with continuous support from our trainers. Now that this partnership is in place, we'll be able to access a range of amazing products, with an excellent discount structure already agreed for all our franchisees! Blue Fitness have worked many of our clubs, including the current Taupo redevelopment that will be an exciting opening for everyone involved!

Blue Fitness supply Star Trac™, one of the world's best cardio and strength lines including the market leading Spinning® brand; Hoist™, who provide biomechanically correct equipment that moves the user in natural, patented, self-aligning movement patterns; Purmotion™, the ultimate functional training equipment for unrestricted multi-plane movements; and Woodway™, who are the world-leader in treadmill design, pioneering service-less treadmills including, famously, one on the International Space Station!



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Contours franchisee's can contact Blue Fitness directly for any equipment query, and will be offered an unbeatable deal, including exceptional after-sales servicing. For Sales, contact Hayden Smith on 021 799 708 or hayden.smith@bluefitness.co.nz.

About Blue Fitness

Blue Fitness was established in 2002 and is the exclusive Australasian supplier for Star Trac, Hoist, Woodway and Purmotion to name a few. The focus on highest quality service alongside world leading products and innovation has founded a solid reputation that ensures Blue Fitness is the top choice for commercial fitness equipment. Blue Fitness and sister company Blue Finance additionally offers a complete solution in supporting the Fitness Industry, from finance and software solutions to education and training on both sides of the Tasman. The wider Blue Leisure Group is unique in its approach to unparalleled service provision to all tiers within Australasian Fitness and Leisure.