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TITLE: Re-engineered Matrix Rower Set to Make Waves

CONTENT:

Traditionally confined to the cardio floor, the rower is increasingly being integrated into varied formats. Innovative fitness equipment manufacturer, Matrix Fitness, has reviewed and enhanced its existing rower; a key element of the brand's product portfolio, to create a product that is not only more practical for gym owners looking to capitalise on growing trends, but more comfortable for users too.

As Mark Zabel, Vice President for Global Marketing at Johnson Health Tech - owner of the Matrix Fitness brand - explains:

"Rowing has certainly evolved since we launched our original rower, nearly 20 years ago. Having started the redesign process back in 2012, we set out to engineer a rower that moved beyond just a stationary use, into multi-modality circuits, health club cardio floors, specialised rowing classes and elite athletic training facilities, and to do so without compromise."

The most notable advancement is the replacement of the traditional fan with magnetic resistance and a flywheel. In addition to reducing noise levels and maintenance requirements, the footprint is now smaller, and the rower can be upended and repositioned with ease - ideal for rearranging in circuits and on the cardio floor, without sacrificing performance.

Comfort was a key factor for the design engineers too; from an increased seat width, to the ability to lock the seat in place, ensuring a stable base for users undergoing rehabilitation or the active ageing. Other enhanced design features include the use of premium solid steel foundations, reinforced with stainless steel strips (which also reduce vibrations), which enable the rower to withstand increased levels of use.

From a technological viewpoint, the new, self-powered, adjustable backlit console is easy to see in darkened class environments, while program quick keys allow users to easily switch between sprinting distance rowing, and high-intensity interval training programs during fast-paced cardio circuits.

Adds Zabel:

"Attention was given to every detail, and we're confident that the new rower from Matrix offers the finest rowing experience out of water."

For more information about the entire Matrix Fitness product portfolio, please visit www.matrixfitness.co.uk

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About Matrix Fitness

Matrix Fitness – the fastest-growing commercial fitness brand in the world – is the commercial division of Johnson Health Tech. Matrix is comprised of a complete range of premium, commercial-grade cardiovascular and strength-training equipment for health clubs and other fitness facilities.

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