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New ‘Hatton Powered by Matrix’ gym solution

MATRIX Fitness UK has teamed up with Hatton Boxing to launch a new series of boxing solution packages for new and existing gyms.

The partnership will offer facilities a full boxing fitness solution, which includes equipment and accessories, staff training and access to Hatton Boxing’s new ‘Fight Camp’ class programming.

Gyms that purchase the solution will also be licensed to use the ‘Hatton Powered by Matrix’ brand, including access to the Hatton image library, marketing collateral and signage to support the branding of the boxing area.

Three packages have been developed offering varying levels of support, dependent on the space available, and can be installed in an existing facility, or be part of a new gym or re-build. Each combine facility design, logistical and operational support from Matrix, with equipment and industry-leading training from Hatton Boxing to deliver a full-service boxing fitness solution.

Matrix Fitness Director of Strategic Marketing EMEA & UK, Gemma Bonnett, said: “Matrix continues to work with new partners to ensure that we can provide as much as possible to our customers. In the industry, operators are always looking for something different to offer their users across all sectors.

“This partnership is one that we are very excited about, and with increased awareness of boxing being acceptable as a fitness training method, it is also the right time for both organisations to work closer.”

‘Hatton Powered by Matrix’ will be officially launched at next month’s Leisure Industry Week and will also be showcased at the Matrix International Show held at the Ricoh Arena October 13-14.

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Johnson Health Tech UK Ltd

PRESS RELEASE

Jon Eade, Managing Director of Hatton Boxing, said: "Boxing for fitness is rapidly increasing in popularity and it's fantastic to be able to partner with one of the biggest fitness equipment suppliers to widen our reach and offer this solution.

"By combining our expertise in boxing equipment, education and training with Matrix's extensive skills in facility design and operational support, customers will benefit from the collective experience and use 'Hatton Powered by Matrix' to tap into this growing trend and provide a real USP to any training facility."

The decision to partner with Hatton Boxing is an extension of the existing relationship between the two organisations, which recently saw Matrix equip Hatton Health & Fitness, the brand's gym based in Hyde, Cheshire.

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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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