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Growing together - Abbeycroft Leisure and Matrix

MULTI-site leisure trust and registered charity, Abbeycroft Leisure, is on the road to success and is taking Matrix Fitness with them!

Growing together and supporting each other for the past seven years, a new contract has been signed that will see the fitness brand supply equipment to trust's sites for a further seven years.

Abbeycroft Leisure currently operates across 12 sites in Suffolk with more due to open in the future, but it all began when Matrix installed equipment at the trust's first two facilities – Bury St Edmunds and Haverhill.

Since then the relationship has developed and the two have grown together, sharing the same ethos of providing an inclusive fitness offering for all, irrespective of ability or training goals.

Matt Hickey, Health, Fitness & Physical Activity Development Manager at Abbeycroft Leisure, said: "Matrix provides the best equipment on the market and our members love it too. That's one of the reasons why we have continued to work with them and remained loyal during our growth.

"But what is great to see is that Matrix is also a growing brand – continually at the forefront of technological advances and fitness trends. We know that as we grow, so will Matrix.

"We also have an excellent relationship with our Account Manager who is extremely supportive and reactive, ensuring that if we do have problems, they are resolved quickly."

Abbeycroft Leisure is due to revamp facilities at its Newmarket site, with new Matrix kit expected for installation in October. The trust has also won two further bids for sites, one being Trumpington Community College.

Matrix Fitness
East Court
Riverside Park
Campbell Road
Stoke-on-Trent
ST4 4DA



Johnson Health Tech UK Ltd

Matrix National Strategic Sales Manager for the Public Sector and Account Manager for Abbeycroft Leisure, Steven Scales, said: "Continuing our relationship with Abbeycroft Leisure is a testament to our commitment to providing all-round, fitness solutions suitable for the public sector.

"We understand the individual requirements of the sector and know that equipment needs to be reliable and withstand heavy use, but also be approachable and inclusive for all.

"We're delighted that Abbeycroft Leisure will be continuing to work with us, and hope that we will continue on this excellent journey to growth together."

- ENDS -

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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.

About Abbeycroft Leisure

Award winning Abbeycroft Leisure is the largest charitable leisure trust in Suffolk. Established in 2005, the trust achieved the Social Enterprise Mark award in 2010. As a leisure trust and social enterprise Abbeycroft ploughs all profits made back into providing health, fitness and wellbeing for the community.

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