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Matrix and Wasps – Official partners

It has today been announced that Matrix Fitness will be the official gym equipment supplier for rugby union team, Wasps.

Through a new partnership, Matrix will supply an extensive range of advanced fitness equipment including CV equipment with live data functions, plate-loaded weights and Olympic-standard free weights. The installation will be used for strength and conditioning training as well as injury rehabilitation and prevention programmes.

Gemma Bonnett, Director of Strategic Marketing EMEA & UK for Matrix, said: "To be associated with Wasps, not only as a professional rugby team but as a true corporate social responsibility organisation who has vision and direction, fits perfectly with our own strategy.

"This collaboration fits naturally with our other top sporting teams and continues to secure Matrix as a market leader and true partner."

It is hoped that the new equipment will play a key role in the development of players to help them to achieve an enhanced performance on the pitch.

Wasps' Group Commercial Director, Luke Organ, said: "Wasps look forward to working with partners such as Matrix to help us to develop our elite training centres.

"We pride ourselves on partnering with organisations that are best-in-class, innovative and offer unique concepts for our club. Matrix is a welcome addition to this family."

The state-of-the-art performance equipment will provide live feedback, ensuring that training progress can be measured in detail and work-loads can be adapted where appropriate.

Wasps' Head of Strength and Conditioning, Dan Baugh, added: "We are extremely excited about our partnerships with Matrix, having swiftly made a positive impact with continuous work on their products to ensure they are at the cutting edge of the fitness world.

"A lot of the CV technology comes from Formula 1, so it will be interesting to see how we can tailor and interpret that technology to achieve the greatest benefit from a rugby perspective.

"The Matrix equipment is versatile, high performance and durable and we are looking forward to working alongside such an innovative partner."

- 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.

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