

FOR IMMEDIATE RELEASE

ZIVA & Physical: A new partnership to meet all needs

Physical Company and ZIVA have announced a new partnership whereby, with immediate effect, Physical Company becomes the exclusive UK distributor of ZIVA's commercial products.

A global fitness brand with a focus on premium, durable, high-performing products – supported by some of the longest warranties in the industry – ZIVA's broad portfolio spans free weights to functional equipment, accessories to storage, racks and rigs to benches and platforms.

Brent Hallo, director of ZIVA Fitness UK, explains: "Our founder David Barr identified a growing market demand for strong, functional, beautiful fitness products, and he set out to design and manufacture equipment that would inspire, equip and break the boundaries of the gym industry.

"Rooted in the Taoist philosophy of energy and balance, inspirational design and high-quality manufacturing have been at the heart ZIVA since our launch in 2008. As a result of David's quest for perfection, every day in over 80 countries around the globe, thousands of people train with ZIVA products.

"We are delighted to be providing our exciting range of commercial products here in the UK through Physical Company. John and his team share our passion to provide functional products and digital solutions that not only achieve what they are designed to, but that also inspire and engender real pride, providing athletes and enthusiasts alike with a transformational platform to achieve their goals."

ZIVA's premium equipment is already highly regarded in the UK, with Matrix Fitness one of the leading suppliers to favour the brand. MD Matthew Pengelly explains: "Our customers expect the highest quality across the board, and that's why we choose to work with ZIVA. Its precision-made products are the perfect complement to our own extensive ranges. We very much look forward to working with the fantastic team at Physical Company to continue this highly beneficial relationship."

Physical Company MD John Halls says: "This collaboration with ZIVA is very powerful as it supports our own mission at Physical Company: to be 'First for Fitness Solutions'. It allows us to provide a product range – all the way through to dumbbells and Olympic plates – to suit every budget, from a price-led offering, through our 'high value, high quality' Physical range, to a premium collection.

“The partnership is something we’re very excited by, as it ensures that however large or small your space, and whatever your budget, we can help you harness the big trends of today – group exercise, functional training, free weights, small group training – to create a fitness solution that surprises, delights and exceeds all expectations.”

Contact sales@physicalcompany.co.uk for more information or call 01494 769 222

For any press or media enquiries please contact

Kara Ratcliffe

kara@physicalcompany.co.uk

01494 769 222