

[Subscribe](#)[Past Issues](#)[Translate ▼](#)***Fitness First, Inc.***

Greetings from Fitness First, Inc.

We are saddened by the invasion of Ukraine and hope there is a swift end somehow to this conflict. Our hearts and prayers go out to our retailers and their families in both Ukraine and Russia as their countries and business are greatly affected by this action. The photo below is from FOX news last week and shows our Inspire customer's main show room soon after a bomb exploded in the building in Kyiv. Luckily no one was injured that we are aware of.



We do have some good news! We have two new Sales Consultants who will be managing customer accounts as we continue to expand business. Madison Brown, who has worked with Fitness First for 7 years in our graphics area and Briggs Binford who is learning the ropes as he finishes college. Both speak fluent Spanish and are ready to take on the world. Please see their brief bio's below.

[Subscribe](#)[Past Issues](#)[Translate ▼](#)**Madison  
Brown**Marketing Manager / Sales Consultant  
[Madi@FitnessExports.com](mailto:Madi@FitnessExports.com)

Madison has worked at Fitness First for seven years as the Marketing Manager. She has many skills and will now be taking on some accounts and will take great care of your new orders! Madison has a two-year-old boy and a baby girl on the way this summer.

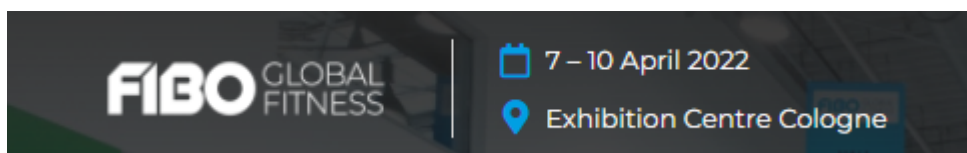
**Briggs  
Binford**Sales Consultant  
[Briggs@FitnessExports.com](mailto:Briggs@FitnessExports.com)

Briggs is currently studying business at Brigham Young University here in Utah. As part of his studies, he will be learning about this business and processing orders for various accounts. Briggs is highly motivated and will always be quick with your orders! He is engaged to get married near the end of May.



COLOGNE, GERMANY

FIBO TRADESHOW IS LESS THAN 30 DAYS AWAY!



ARE YOU ATTENDING FIBO THIS YEAR?

If so, please reply to this email and set an appointment with me, or Michael Binford.

Click here: [Dbinford@FitnessExports.com](mailto:Dbinford@FitnessExports.com)

APPOINTMENT DATE: \_\_\_\_\_

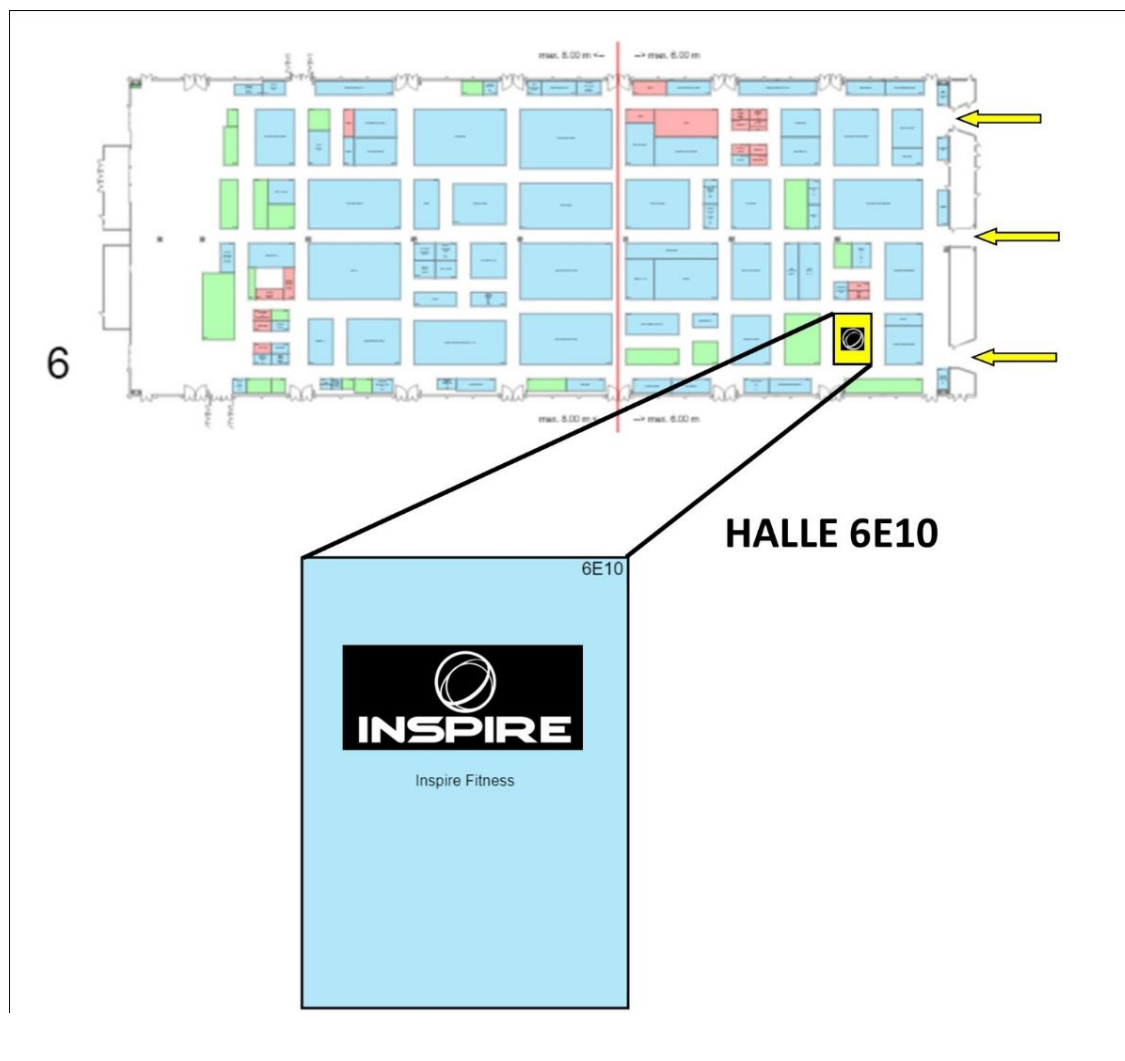
APPOINTMENT TIME: \_\_\_\_\_

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APRIL 8<sup>th</sup>. Let's set a time to meet!

BOOTH LOCATION IS IN THE MAIN FITNESS HALLE, ON LEFT AS YOU WALK IN FROM THE HALL WAY:

Our INSPIRE FIBO booth # is [6E10](#).



NEW ACCCESSORY VIDEOS.  
SEND THESE LINKS TO ALL OF YOUR SALES STAFF!

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## Exercises You Can Do With the Inspire Fitness Ankle Strap

The first video of Inspire Fitness' newest eight part video series on exercises you can do with Inspire Fitness Accessories. Thanks goes out to Jeff Laborde, President of Inspire Fitness, for demoing these accessories.

[Exercises You Can Do with the Inspire Fitness Chin/Dip Belt](#)

[Exercises You Can Do with the Dual Hook Curl Bar](#)

[Exercises You Can Do with the Inspire Fitness Dual Hook Straight Bar](#)

[Exercises You Can Do with the Inspire Fitness Folding Adjustable Bench](#)

[Exercises You Can Do with the Inspire Fitness Rubber D-Handles](#)

[Exercises You Can Do with the Inspire Fitness Sports Handle](#)

[Exercises You Can Do with the Inspire Fitness Tricep Rope](#)



## COMMERCIAL SMITH MACHINE!

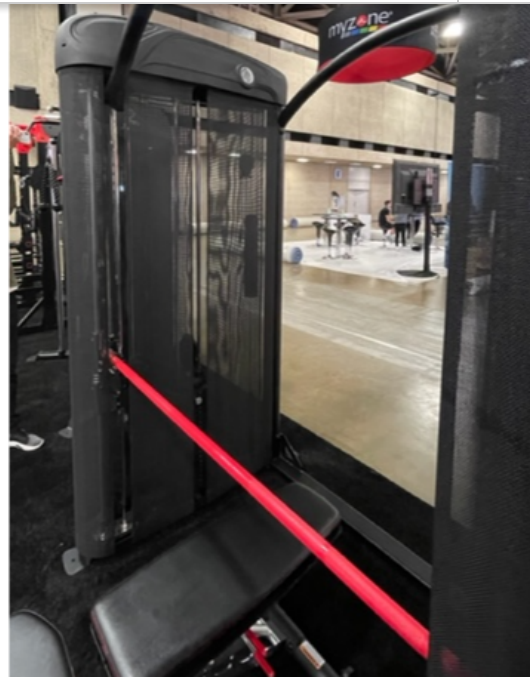
Inspire is finalizing the new Commercial Smith machine and there is already a lot of excitement for this new innovative product. This will be a game changer in the commercial and light commercial space and allow you to get placement into every club in your market.

The key selling feature are:

- Safety (no spotter needed),
- No weight plates needed (uses the included weight stacks),
- Smith bar is counter balanced (makes lifting light weights possible for rehab),
- New Patented bar adjustment mechanism (for easy engagement of weights to bar).
- Small footprint compared to traditional Smith Cages (allows for more units per square meter, and will fit in tighter spaces).

This new model will ship from the same factory warehouse as our FT2, CFT, Duals and other fantastic products! Availability date TBD (soon). We are having significant interest from some of the largest US clubs who want to add this to existing and new clubs. This will be a unique product that every club must have!



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## CFT COMMERCIAL FUNCTIONAL TRAINER

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### CFT Highlights:

- 230 cm Tall (approximately 7' 6"): Provides full range of motion for taller users
- Step Up Pedal: Makes it easier to reach the taller pull up bar for shorter users
- Rock Climbing and Multi Grip Pull Up Handles: Better and wider range of muscle groups targeted
- 2 x 96 kg Heavy Stacks Standard
- Outlined Accessory Rack for easy storage



- World Renowned Inspire Smoothness
- Warranty:
  - Full Commercial: limited lifetime frame, 5 yrs moving parts, 1 yr parts and cables
  - Light Commercial/Vertical: limited lifetime frame, 10 yrs parts, 10 yrs moving parts
  - Residential: limited lifetime
- Competitive \$3,999 MSRP

**Available now in China warehouse.**

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full commercial and semi-commercial facilities and offer these products. We want you to increase your commercial sales and we know your customers will see the value in the models Inspire Fitness has to offer.



EMAIL [MADI@FITNESSEXPORTS.COM](mailto:MADI@FITNESSEXPORTS.COM) FOR CURRENT PRICING

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We have finally received the CE approvals for the CR2.5 Cross Row and the CS3.1 and CS3.1 Video models. This link will take you to our certification paperwork which you can keep on file as needed.

Click button below to download documents.

[Reach Certifications](#)

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[EMAIL DAN BINFORD HERE](#)

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Email me to make an order today!

Dan Binford

President



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