

# ***BOUNCE BACK FASTER***

OPERATOR GUIDE - CONSIDERATIONS FOR YOUR REOPENING PLAN



**PRECOR®**

[PRECOR.COM/BOUNCEBACKFASTER](https://www.precor.com/bouncebackfaster)



# ***THE PRECOR CREED***

We desire a life without limits.

We believe fitness is key to living the lives we desire.

We believe in the power of the human spirit.

We believe the human body is an amazing thing.

We believe tomorrow will be even better because of our actions today.

We believe in the importance of doing things right versus first.

We believe in mutual respect and the overwhelming returns of sharing.

We are the heart and soul of Precor.

**PRECOR®**

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## INTRODUCTION

Precor is an organization guided by a set of principles and core values known as The Precor Creed. As most of us are facing immediate challenges, both professionally and personally, there are two lines of our creed that are particularly relevant today, and that give us hope for tomorrow.

We believe in the power of the human spirit.

We believe that tomorrow will be even better because of our actions today.

We have been inspired by many communities and organizations around the globe that have rallied to provide quick and innovative solutions to help protect us all. We are also doing our part to ensure that we have a positive impact on the communities we serve.

We heard an urgent call that our medical professionals were in great need of personal protective equipment (PPE) that included masks, gowns, and additional items that would lower the risk of the spread of COVID-19. Precor responded to that call for assistance swiftly. Our manufacturing operation in Whitsett, North Carolina, is using the skills of our talented upholstery team to produce PPE and deliver it to locations in need. This is just one example of how Precor and Amer Sports have helped to flatten the curve.

As we are now seeing some early indicators that our collective efforts may be paying off and as communities work to reopen and ease movement restrictions, you may wonder what the new normal could look like for your business. While we can't predict the future, Precor is open, and we are here as your trusted fitness partner to help you succeed and welcome your exercisers back. We win when you win, and we have quickly shifted our focus toward helping our communities, customers, and coworkers *Bounce Back Faster*.

Your partners in fitness,  
TEAM PRECOR

***YOU'RE ALREADY GREAT.  
BUT WITH PRECOR, YOU'RE EVEN BETTER.***



# CLEANING + DISINFECTING = THE DREAM TEAM

THE CLEANLINESS BAR JUST GOT RAISED.  
LET US GIVE YOU A LEG UP.

*You have always known that a visibly clean facility, as well as seeing cleaning practices in action, instills confidence among your exercisers and staff. This has never been truer or more important to your business than now. Let us take some of the stress out of the transition to these newer best practices.*

**Compliance** with your new standards of cleanliness will be easy at first. But it lasts by creating a sense of shared responsibility among your staff and exercisers. Remind them that everybody gets to share in the satisfaction that comes with being part of the solution. Frequently and publicly acknowledge staff and exercisers for their efforts. When actions are praised, they can turn into healthy, lasting habits.

**Communicate** your standards and practices for cleaning and disinfecting often, using different methods and in different locations. Touch screen consoles offer an easy place to remind exercisers to do their part in keeping equipment clean for themselves and other exercisers. Change the reminders frequently, so they continue to get noticed.

**Preva® Business Suite** offers tools and resources to help you communicate to your members through your networked consoles. The Precor Experience Design Group has developed simple walk-up screen resources for you to use as a starting point. Access these resources in the Tools section of [Precor.com/BounceBackFaster](https://www.precor.com/BounceBackFaster). Watch the brief tutorial for a refresher on how to update your walk-up screens. Also, consider using the Preva in-workout message feature to remind exercisers to clean the equipment after usage.

**Beware of hidden hot spots.** Some fitness equipment may have upward-facing seams, deep pockets, exposed hardware, or complex surfaces which will require extra effort when cleaning and disinfecting. Precor equipment is designed with easy-to-clean surfaces, no deep pockets, and minimal exposed hardware or upward-facing seams to make it easier and faster for you.

**Keep cleaning products nearby.** Ensure that disinfectant supplies are near machines and exercisers, so they're a visual reminder to clean before and after their workout.



**USE CONSOLES TO  
PROMOTE HEALTHY  
CLEANING HABITS**



### **Protect your investment.**

When cleaning consoles and equipment, train your staff and exercisers to spray the cloth first. DO NOT spray the console or equipment itself. Squeeze excess liquid from disinfectant wipes. A 90% isopropyl alcohol solution is recommended for console screens and displays. Improper disinfectants and cleaners can harm the finish and function of your equipment, and liquid ingress can damage electronics.

## SUGGESTIONS AND RESOURCES FOR REOPENING

### **CLEANING AND DISINFECTING PRACTICES**

- Visit the [Tools section of Precor.com/BounceBackFaster](#) to find brief videos on how to properly clean Precor equipment and touch screen consoles. Share these videos with your staff.
- While you should follow the [CDC recommended cleaning and disinfecting practices](#), these guidelines also include mentions of bleach or bleach solutions that may cause harm to your fitness equipment and screens on electronics. [Our list of recommended disinfectants and products](#) are safe and effective for your equipment and also meet the CDC requirements for protecting against viruses.
- DO NOT spray equipment directly with cleaning products.
- Review the [Precor Preventative Maintenance Checklist](#) for a recommended cleaning schedule.

### **RECOMMENDED SUPPLIES**

- [Gym Valet](#) offers a caddy designed to be attached to exercise equipment.
- Consider adding additional [cleaning stations](#) throughout your facility.
- Invest in a [cleaning system](#) that kills microbes in the ambient air as well as on surfaces.
- High-traffic touchpoints can be covered with a [special UV covering](#) that continuously self-cleans surfaces.

### **GET EQUIPMENT REFRESHED AND IN WORKING ORDER**

- The CDC recommends that you “Repair or dispose of equipment and furnishings with damaged surfaces.” Contact your Sales Representative to learn about our [Refresh In Place](#) program that offers generous discounts on parts and labor to replace damaged touchpoints. Limited time offer.
- Consider upgrading your Precor LED or P80 consoles with our latest touch screen consoles to leverage the power of digital communication.
- A low-cost way to spruce up your strength area is to upgrade your benches and racks area.
- Review our Service Bulletin in the Tools section of [Precor.com/BounceBackFaster](#) for details on how to verify the status of your Precor cardio equipment since it’s been idle for weeks or months.

Ask about our [Refresh In Place](#) and console upgrade programs





## ***SAY IT A LITTLE LOUDER***

Precor consoles offer a great opportunity to communicate important information with members. Ask your Sales Representative about our console upgrade program.

# COMMUNICATING WITH YOUR MEMBERS AND STAFF

*Thinking through how to communicate new safety measures, exerciser and employee expectations, facility enhancements, and any new facility policies before reopening is key to providing reassurance for attracting exercisers back. Thoroughly and clearly communicating how you plan to help keep your club safe helps to increase member and staff confidence.*

## CONSIDER ALL AVAILABLE COMMUNICATION TOUCHPOINTS

- Digital touchpoints include email, website, social media, and ads. Physical touchpoints include direct mail flyers, posters, and pop-up banners that are placed throughout your facility.
- Visit the Tools section of [Precor.com/BounceBackFaster](https://www.precor.com/BounceBackFaster) to download in-facility signage specific to social distancing and cleaning.

## SHARE CONTENT ACROSS YOUR TOUCHPOINTS

- Provide an update of when you will reopen, new hours of operations, new occupancy updates, and other changes.
- Share state and local official health guidelines for fitness facilities.
- Provide your exercisers with the additional preventative safety measures you are taking beyond the official local guidelines.
- Share new expectations of cleaning behaviors that exercisers and staff must adhere to.
- Show or tell the investments made in cleaning products, procedures, facility upgrades, and new equipment refreshes.

## COMMUNICATE YOUR PLAN OUT LOUD

- Determine what new signage is needed in the facility and where it should be displayed.
- Train your staff on what to communicate verbally to exercisers as an additional and more personal touchpoint.
- Consider creating a new waiver that exercisers must sign upon reopening that outlines new safety and cleaning expectations.

## USE VIDEO AS A COMMUNICATION TOOL

- Short video messages provide a personal and engaging touch for communication.
- Consider sharing a video of the staff cleaning, and messages from your staff regarding updates to each area of the facility.

[PRECOR.COM/BOUNCEBACKFASTER](https://www.precor.com/BounceBackFaster) »

## WE'RE IN THIS TOGETHER

### YOUR HEALTH IS OUR PRIORITY



STAY 6 FEET APART



DON'T SPRAY DIRECTLY ON CONSOLES



CLEAN EVERYTHING YOU COME IN CONTACT WITH



LET US KNOW IF ANY SUPPLIES ARE NEEDED

**PRECOR®**



# CONSIDERATIONS ACROSS YOUR FITNESS FLOOR



*How will social distancing affect your facility's cardio and strength floors once you open? After consulting fitness experts and professionals, as well as taking the government's advice on the matter, we recommend considering the following courses of action to ensure that your exercisers and staff stay safe and healthy.*

## CARDIO FLOOR

### **MAINTENANCE**

After an extended period of non-use, we recommend performing a full unit run-up and preventative maintenance check before using the equipment. Check your owner manual for more details.

### **DISTANCING**

Follow current guidelines for social distancing defined by the CDC and other health authorities. They recommend that social distancing between individuals continues and to remain at least 6 feet apart. Also consider that factors like exertion and air circulation can affect the travel of the virus in your facility.

### **EQUIPMENT PLACEMENT**

If you have space, think about shifting your cardio equipment to adhere to the CDC's recommendations. If you do not have space, this could mean having every other unit or potentially every third unit in use. We recommend covering the consoles or unplugging the units that are not in use.

### **ROTATE USAGE**

Use Preva® Business Suite with touch screen consoles or Preva Sync-enabled LED consoles to monitor equipment usage. Rotate units every other week to balance the usage. This process will reduce wear and tear in the long run!

### **GET CREATIVE WITH YOUR SPACE**

Consider moving cardio or strength equipment into group exercise rooms or basketball courts. This change will enable you to make wise use of the space and to allow more exercisers the chance to do their workouts.

### **EDUCATE AND TRAIN**

Consoles should be sanitized after each use. Educate and train both staff and exercisers to not spray the console directly when cleaning, as this may lead to damage. Use our recommended cleaners.

### **SET TIME LIMITS**

Precor cardio equipment can be adjusted to set a maximum time limit for individual workouts. Check your owner manual for instructions on how to do this.



# STRENGTH FLOOR

## **CONSIDER THE LAYOUT**

Spread out benches, racks, platforms, dumbbell racks, and selectorized strength machines to create a safe distance between exercisers. Consider taping squares onto your free weight floor to ensure social distancing.

## **EDUCATE EXERCISERS AND STAFF**

Clean all equipment they touch before and after use. Wipe dumbbell handles, barbells, and weight plates thoroughly throughout the day. All surfaces of weight machines should be cleaned regularly.

## **REFRESH EQUIPMENT**

Over time, normal usage can degrade the finish on some dumbbell and barbell handles and cause rust to form in grip areas. Consider replacing these pieces.

## **MEMBER TIP**

Exercisers may wish to invest in washable full-fingered gloves while exercising. These gloves also make it less likely for them to touch their faces.

# HIIT / FUNCTIONAL FITNESS / TURF AREAS

## **LIMIT SHARING**

Ensure you have enough equipment available so small group training exercisers do not need to share.

## **REDUCE VOLUME**

Limit the number of people who can be in these areas at one time.

## **TRAIN SMART**

Limit exercises that require touching the floor and ensure that the surfaces in this area of your facility are regularly deep cleaned.

## **CLEAN REGULARLY**

All equipment should be cleaned after all sessions and classes.

## **REARRANGE THINGS**

If you are unable to safely provide classes or training sessions in your HIIT or functional training area, temporarily move cardio and strength machines there so more exercisers can benefit from the space, while keeping a safe distance from others. No need for this area to be blocked off!

## **SECTION THE FLOOR**

Use tape or floor graphics to designate workout zones to remind exercisers about safe personal spacing.

Utilize the *Precor Space Planner* to create a new layout »





***KEEP ENERGY &  
SPIRITS HIGH***

Limiting close contact doesn't have to mean putting a hold on the fun

# GROUP EXERCISE CONSIDERATIONS

*One of the critical strategies for overcoming this pandemic has been to limit the number of people you come into contact with. As you can imagine, this presents a significant challenge for your group exercise spaces where a community environment makes classes successful. Here are some considerations for how you might alter your schedule and format classes to accommodate a safer way to exercise.*

## **MODIFY YOUR CURRENT GROUP EXERCISE SCHEDULE**

- Offer classes for the least at-risk populations during peak hours, and classes for the more at-risk population, such as active aging, during lower trafficked times.
- Alter the length of the classes to allow for proper cleaning before and after the workout.
- Increase the time between classes. This will reduce the chance of exercisers congregating in groups before the next class.
- Should your facility or space allow, take advantage of your outdoor spaces and offer boot camps, cycling, HIIT, yoga, or other training outside. Or make use of larger areas like basketball courts.

## **THINK OUTSIDE OF THE BOX**

- Have your class schedules readily available and allow pre-registration for classes.
- Think about offering or continuing to offer virtual classes as an option for exercisers who may not feel safe coming back into the facility yet.
- Change your cancellation policy to encourage safe participation. This step will protect you and your exercisers, while allowing individuals who are feeling symptomatic to stay home.

## **LIMIT THE CAPACITY OF PARTICIPANTS PER CLASS**

- Follow your state's regulations.
- Place markers on the floor to help exercisers abide by social distancing regulations.

## **LIMIT EQUIPMENT USE AMONG EXERCISERS**

- Make sure that each individual has a dedicated set of equipment for the workout. If this isn't possible, then have exercisers perform all reps and sets at a certain station before moving on to the next.
- Allow for more extended transition periods between stations for ample cleaning time.
- Think about incorporating more bodyweight-focused movements throughout the workout.
- Stagger equipment and stations.
- Encourage exercisers to bring their own clean towels and mats if possible.

## **INCREASE THE AMOUNT OF CLEANING SUPPLIES AVAILABLE**

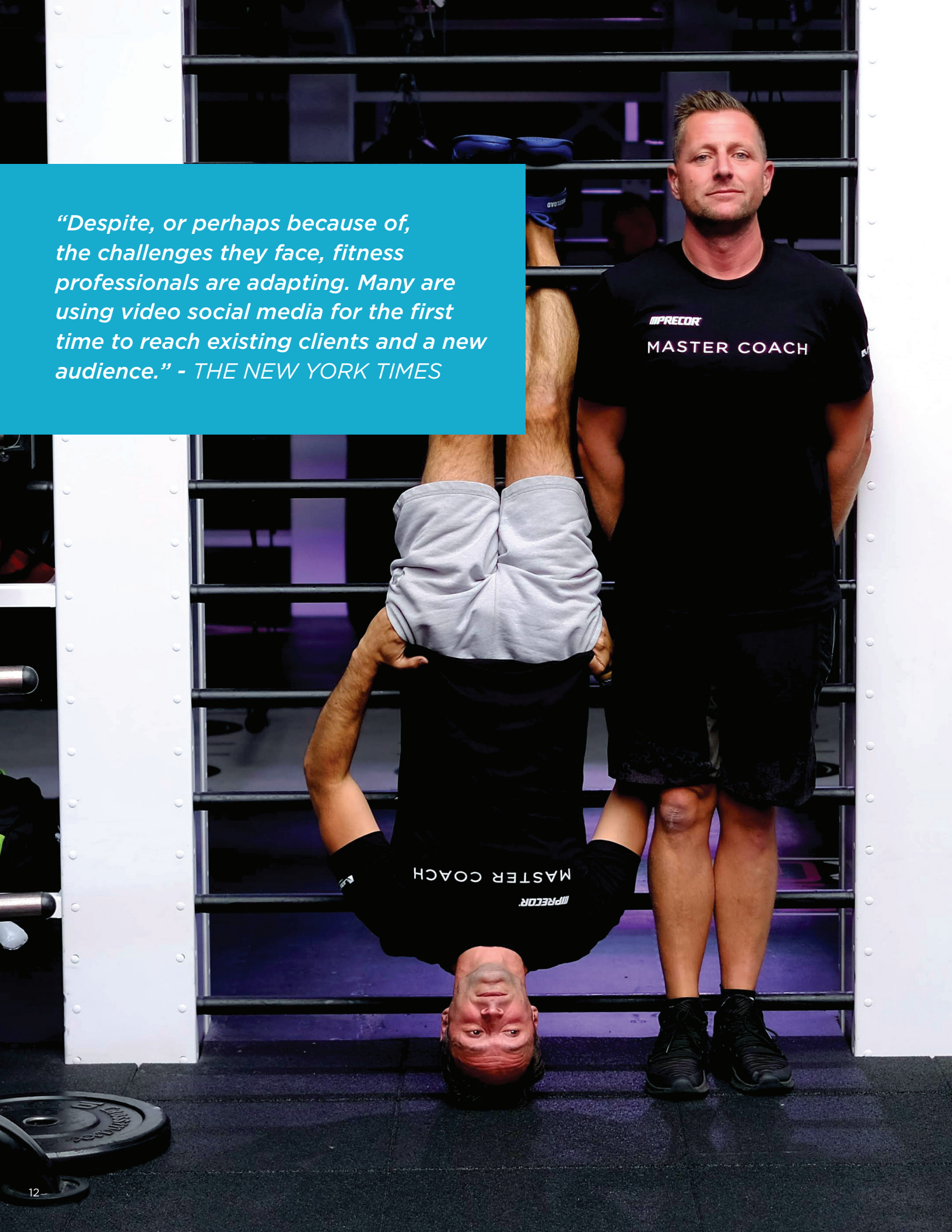
- Have increased cleaning stations and supplies available in group exercise areas for use.
- Help your instructors out by dedicating another person to help clean before the next class.

## **COACHING CUES ARE CRITICAL**

- Remind exercisers not to touch one another and to respect social distancing.
- Use verbal motivation to keep each other going.
- Advise on proper cleaning procedures and hygiene practices in each class.



*“Despite, or perhaps because of, the challenges they face, fitness professionals are adapting. Many are using video social media for the first time to reach existing clients and a new audience.” - THE NEW YORK TIMES*

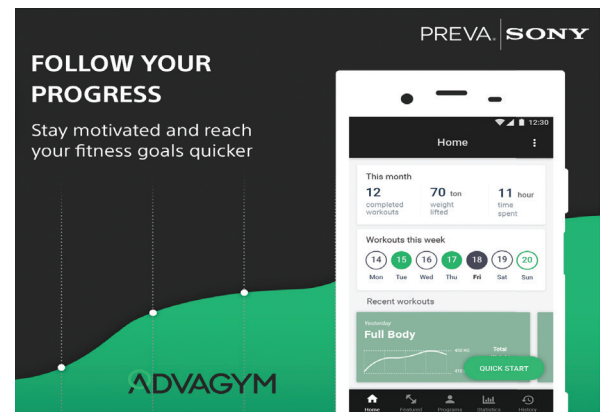


# PERSONAL TRAINING CONSIDERATIONS

*Personal trainers have had to change the ways they engage with their clients. Despite the social distancing, uncertainty, and challenges surrounding the pandemic, trainers can only look to adapt and keep moving forward. We recommend the following considerations be taken to keep your trainers and their clients safe while working towards achieving their fitness goals.*

## GO VIRTUAL WITH YOUR PT PROGRAM

- Precor has partnered with Sony® Advagym™ to provide your trainers new ways to reach exercisers with programming and promote your value both in and out of your facility.
- Adapt your personal training packages to include at home workout guidance, nutrition plans, and virtual coaching to help exercisers achieve goals.
- Use Preva Fit content to drive new and exciting experiences for exercisers. Schedule a consultation with your Sales Representative.



## KEEP SOCIAL DISTANCING WHEN ENGAGING WITH CLIENTS

- As clients come in for sessions, trainers should not greet with handshakes, fist bumps, or in any way that requires touching.
- Do not touch clients during sessions.
- Use verbal cues to instruct and motivate them during training sessions.
- Demonstrate exercises from a distance.

## TRAINERS SHOULD CARRY CLEANING SUPPLIES WITH THEM

- Clean each piece of equipment before and after client use.

## TRAINERS SHOULD BE SETTING AN EXAMPLE FOR EXERCISERS

- Respect and follow regulations set by the government.
- Follow procedures set by the facility to assist in member compliance.
- Respect social distancing at all times.
- Trainers should also be setting an example on all the platforms that exercisers can see and engage with them on, such as social media.
- They should stay connected with exercisers through social media, including posting how they are staying active to help motivate and inspire their clients to do the same.

## CONSIDER CHANGING CANCELLATION POLICIES

- Allow clients to cancel or switch to a virtual session. If they feel symptomatic, they should not feel obligated to come in just to avoid being charged.

Schedule an Advagym consultation with your Sales Representative





# ***FITNESS ACCESSORY CONSIDERATIONS***

*Exercisers are used to wiping down their cardio and strength machines after using them – but what about the accessories that can be found in the strength, stretching, or cooldown area of your facility? Foam rollers, bands, mats, and other equipment are easily overlooked from the normal cleaning process. Here are some considerations for ensuring that these accessories stay just as clean as the rest of your facility.*

## **ESTABLISH A REGULAR CLEANING PROCESS**

- How will you encourage exercisers to clean every accessory diligently? One idea is to place signage around the fitness accessory areas to remind exercisers to clean these pieces as well. Also inform your staff on the proper cleaning procedures so they can educate exercisers on the gym floor.
- How often will staff clean the accessories, and how will you ensure it is done thoroughly?
- Is your staff prepared to evaluate how ripped or damaged equipment can be cleaned or replaced, per CDC recommendations?

## **SET SOME SPACE RULES**

- Consider designating sections spaced and marked at least 6 feet apart with an accessory kit in each one, so exercisers have their own space and set of accessories to work with.

## **MINIMIZE YOUR PROVIDED ACCESSORIES**

- Consider reducing the number of accessories in your facility.
- Consider offering smaller accessories, such as bands, yoga mats, and foam rollers for purchase to encourage exercisers to bring or use their own.
- Consider replacing exercise mats, which can potentially house more germs, with Precor StretchTrainers to move the stretch off the floor.



# RETHINKING LAYOUT AND DESIGN

*Temporary social distancing regulations will require rethinking facility layout and design. Adhere to proper social distancing between each machine. Either spread out your equipment or give exercisers access to every other machine to allow for this. Be sure to rotate which machines are used to assist with maintaining your equipment over time.*

## **MAKE YOUR NEW LAYOUT KNOWN**

- Promote the steps you have taken to ensure exerciser safety.
- Determine the number of exercisers you can accommodate at one time with your new layout.
- Be sure to promote this new layout via signage and exerciser communication to generate a sense of security for your exercisers.

## **MAKE SMART USE OF YOUR CONSOLES**

- Use consoles to remind exercisers about safe social distancing policies.
- Utilize our walk-up screen designs or create your own branded messages with Preva Business Suite.
- View our sample screens in the Tools section of [Precor.com/BounceBackFaster](https://www.precor.com/BounceBackFaster).

## **EXPLORE THESE ALTERNATE USES OF SPACE**

- Are there lower-use spaces where you can spread out equipment in the interim, such as a basketball court, group exercise space, or squash court?
- Consider using outdoor spaces.

## **TAKE ADVANTAGE OF THE DISTANCE PLATFORMS PROVIDE**

- Consider using wood platforms for half and full rack installations to encourage social distancing.

Utilize the ***Precor Space Planner*** to create a new layout »





*“Home workout posts on Instagram feeds and stories in the United States increased over fivefold on March 18 compared with a few days prior.” - THE NEW YORK TIMES*



# TAKE ADVANTAGE OF AT-HOME BEHAVIORS

*Fitness is essential for everyone. Whether it be done within your fitness facility, outdoors, or in their own homes, the goal is the same. You will benefit from continuing to embrace this concept, post-pandemic, to help your exercisers achieve their goals inside and outside of your facility.*

## ENGAGE WITH YOUR EXERCISERS THROUGH PREVA FIT

We've partnered with Sony Advagym to give you the ability to stay connected with your exercisers even when they are working out at home.

Trainers can use the tools in Advagym to publish their own programming to members. If you don't have trainers, Preva Fit delivers premium, facility-branded, custom fitness content through the Advagym app. This is a great way to drive engagement and retention for your facility.



## STAY CURRENT

- Continue to offer a selection of other digital content to help encourage your exercisers to stay well.
- This content may be in the form of fitness tips, nutrition tips, live-streaming or on-demand options of popular classes, local race details, and more.

## SUPPORT A FULL FITNESS LIFESTYLE

- Encourage your exercisers to supplement their facility membership with fitness equipment within their home. They look to you and your personal training staff for fitness advice, and your recommendations go a long way.
- You may consider adding a selection of items for sale within your facility, such as bands, free weights, foam rollers, mats, etc.
- For more significant items like benches, treadmills, and Spinner® bikes, partner with Precor. We have special programs that provide your exercisers with a unique promotional code that can be used on [www.precorathome.com](http://www.precorathome.com), and in turn, for every sale made through the program, you get a portion of the sale back to your facility. Email us at [VIP@precor.com](mailto:VIP@precor.com) to learn more about this program.

Ask your Sales Representative about the Advagym product and Preva Fit content »



# HELPFUL LINKS + RESOURCES

Here's an easy-access list of the important links we've referenced throughout our guide. You can find more in the Tools section of [Precor.com/BounceBackFaster](https://www.precor.com/BounceBackFaster).

## CDC

[CDC Recommended Cleaning and Disinfecting Guidelines »](#)

## PRECOR

[Recommended Cleaning Products for Precor Equipment »](#)

[Video: How To Update Your Preva Walk-up Screens »](#)

[Preventative Maintenance Guide »](#)

[Precor Space Planner »](#)

[Equipment for Your Home »](#)

[Precor StretchTrainers »](#)

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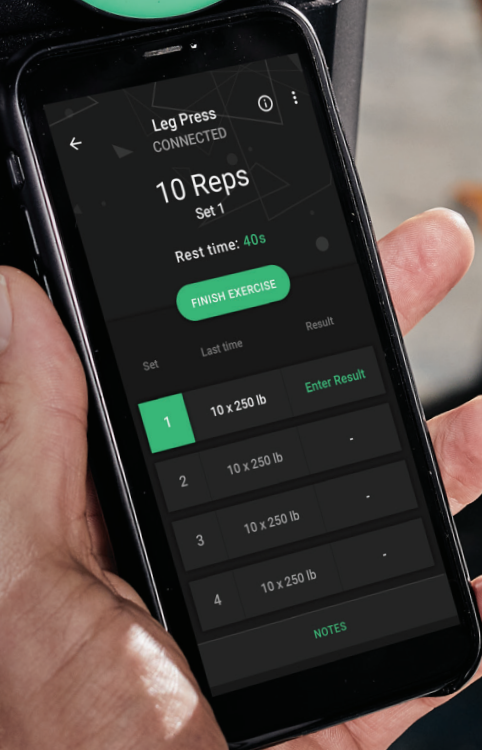
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Get in touch with us. 1-800-347-4404 or [commsls@precor.com](mailto:commsls@precor.com)

# TAP INTO YOUR FACILITY'S POTENTIAL



## GET METRICS THAT MATTER

Through the Advagym solution, you can access usage and engagement metrics like never before, regardless of manufacturer. Gain valuable insight and utilization data on every connected machine in your facility, which optimizes product placement and guides future purchase decisions.

## EXPAND PERSONAL TRAINING

Advagym “unlocks” areas of your facility less frequented by exercisers and personal trainers. Advagym offers a digital platform to create personalized workouts to share with clients and facility members, making it easier to provide coaching, boost motivation, and inspire clients.

## MOTIVATE AND INSPIRE

Exercisers simply download the Advagym app and tap the pucks throughout your facility to “unlock” new workouts, sharpen their form through instructional videos, and connect with their personal trainer. Advagym gets your exercisers involved in their training and keeps them connected to the gym, while you increase retention.





# DELIVERING EXTRA SERVICE AND SUPPORT

We understand that extra protection for your facility has never been more important. Our dedicated service team is here to partner with you every step of the way with three different options, as well as recommendations for disinfectant cleaners that will keep your members and your equipment safe.

## ONE-TIME SCHEDULED MAINTENANCE



Utilize our skilled direct technicians to schedule a one-time service maintenance agreement.

## PREVENTATIVE MAINTENANCE



Certified technicians deliver regular, thorough cleaning, testing, and calibration.

## VIRTUAL SERVICE VIDEOS



Tap into our virtual videos so your on-site staff can service your facility with confidence.

[PRECOR.COM/CUSTOMER-SUPPORT](https://www.precor.com/customer-support) »



# AMER SPORTS

Precor is a proud member of **Amer Sports Corporation**, one of the leading sporting goods companies in the world. Through continuous research and development, Amer Sports seeks to develop new and better sporting goods that appeal to consumers and its trade customers. Its portfolio of internationally recognized brands includes Salomon®, Arc'teryx®, Peak Performance®, Atomic®, Enve®, Suunto®, and Wilson®.

Trusted by consumers worldwide, Amer Sports brands set the standard for innovation and usability in apparel, footwear and sports equipment. We offer advanced, performance-oriented products with attention to detail, high quality, and functional dependability.

FOR MORE INFORMATION, VISIT [WWW.AMERSPORTS.COM](http://WWW.AMERSPORTS.COM) »



PeakPerformance®



SUUNTO

Wilson





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