



The Wellness Company

TECHNOGYM PARTNERS WITH SAKS FIFTH AVENUE IN NEW YORK TO OPEN HOME WELLNESS STORE

*TECHNOGYM Showcases Latest Home Wellness Innovations within “The Wellery”,
the new space dedicated to wellness lifestyle*

May 12th, 2017 – TECHNOGYM, the leading producer of design and technology-driven wellness and fitness equipment, announced the opening of a new retail space in New York within Saks Fifth Avenue’s “The Wellery” - a new retail concept space dedicated entirely to wellness – at its legendary flagship store. TECHNOGYM will showcase its latest innovations in wellness, design and technology for the home, including pieces from the brand’s ARTIS Collection and Personal Line. Enhanced with the state-of-the-art UNITY 3.0 interface, offering users a series of connected and energy-efficient workout solutions.

The Wellery, at Saks Fifth Avenue, is an entire floor devoted to wellness, filled with immersive experiences aimed at creating and promoting healthier living. TECHNOGYM within The Wellery will feature its latest and most innovative products from ARTIS, Personal Line, and more. TECHNOGYM Master Trainers and Wellness Developers will be on hand to do demonstrations and walk customers through the technological advancements, innovative design, and wellness applications and solutions for the home.

The home wellness collections, are designed by renowned Italian designers, including Antonio Citterio, one of today’s most celebrated designers. Created to be both functional and beautiful, complimenting the aesthetic of the home, and making fitness a key component of the home environment, so wellness time is enjoyable and engaging.

Over 30 years of research and product development by TECHNOGYM went into creating each model. The company’s quest is to create a new icon amongst home wellness products and heralds the dawn of a new era in the way we approach physical exercise in all environments dedicated to wellbeing. Aimed at bringing people ever closer to wellness, TECHNOGYM aims to create a new balance made of energy, power and peace of mind.

PRODUCT SHOWCASE

The ARTIS Collection and Personal Range provide the building blocks to create the home gym of the future. ARTIS and Personal Line combine technological innovation with sleek, seamless design, providing users with an immersive and completely customizable wellness experience. The UNITY 3.0 interface engages users with digital content including live TV, music, and internet access, and motivates working out with personalized exercise programs such as interval training and MyRunning Logbook simulations.

A full list of products available at The Wellery include:

- [Run ARTIS](#)
- [Bike ARTIS](#)
- [Vario ARTIS](#)
- [MYRUN](#)
- [SKILLROW](#)
- [SKILLMILL](#)
- [Power Personal](#)
- [Run Personal](#)
- [Cross Personal](#)
- [Wellness Tools](#)
- [Active Sitting Wellness Balls](#)
- [Kinesis Vision](#)
- [MyCycling](#)



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About TECHNOGYM:

Founded in 1983, TECHNOGYM is a world leading international supplier of technology and design driven products and services in the Wellness and Fitness industry. TECHNOGYM provides a complete range of cardio, strength and functional equipment alongside a digital cloud based platform allowing consumers to connect with their personal wellness experience anywhere, both on the equipment and via mobile when outdoors. With over 2,000 employees and 14 branches globally, TECHNOGYM is present in over 100 countries. More than 65,000 wellness centres and 200,000 private homes in the world are equipped with TECHNOGYM. TECHNOGYM was the official supplier for the last six editions of the Olympic Games: Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, London 2012 and Rio 2016.