



COMMUNITY FITNESS

CLIENT: PENWORTH TOWN COUNCIL . ADDRESS: KINGSFOLD DRIVE, PRESTON, LANCASHIRE, PR1 9EQ . BUDGET: £10,000 . AGE RANGE: 14 YEARS +

CHALLENGE

PENWORTHAM WANTED TO PROVIDE THE LOCAL COMMUNITY WITH SOME OUTDOOR FITNESS EQUIPMENT WHICH GAVE USERS A TOTAL BODY WORK OUT AND MIRRORED TRADITIONAL INDOOR GYM KIT.

SOLUTION

PROLUDIC DESIGNED A SITE USING THEIR POPULAR URBANIX EQUIPMENT. URBANIX IS AN INNOVATIVE OUTDOOR GYM RANGE WHICH ALLOWS THE USERS TO ADJUST THE WEIGHT RESISTANCE LIKE CONVENTIONAL GYM EQUIPMENT THROUGH OUR PATENTED PISTON DESIGN. IT IS SUITABLE FOR ANYONE AGED 14 YEARS AND ABOVE AND CRUCIALLY ALLOWS USERS TO TAILOR THEIR FITNESS AND PROGRESS AT THEIR OWN PACE THAT SUITS. IT IS CURRENTLY USED BY TEENAGERS ON THEIR WAY TO SCHOOL, DOG WALKERS, KEEP FIT ENTHUSIASTS IN THE EVENING AND FOR THE LADIES AFTERNOON SESSIONS. COMPLETED IN MARCH 2015 IT HAS HAD A HUGE IMPACT ON THE SURROUNDING COMMUNITY.

CLIENT RESPONSE

'THE EQUIPMENT INSTALLED CONTAINS A RANGE OF VARIABLE RESISTANCE UNITS WHICH MEANS THAT ANYONE, REGARDLESS OF AGE, SIZE OR PHYSICAL STRENGTH CAN USE THE EQUIPMENT-THIS IS EXACTLY WHAT WE ARE LOOKING FOR'.

STEVE CASWELL, TOWN MANAGER



COMMUNITY FITNESS



PROLUDIC LTD

THE PLAY HUB, BRADMORE BUSINESS PARK, LOUGHBOROUGH ROAD, NOTTINGHAMSHIRE, NG11 6QA

TEL: 0115 982 3980 WEB: WWW.PROLUDIC.CO.UK EMAIL: MARKETING@PROLUDIC.CO.UK

