



## **Technogym signs exclusive agreement with The FA as an Official Fitness Equipment Supplier to the National Football Centre at St. George's Park**

*Technogym Official Fitness Equipment Supplier to the England Team*

**2<sup>nd</sup> July 2012, Bracknell, UK:** Technogym, The Wellness Company and global market leader in high quality gym equipment, has signed an exclusive agreement with The FA to be the Official Fitness equipment supplier to England's new National Football Centre at St. George's Park in Burton-Upon-Trent. Technogym equipment will be used in all five of the gyms at St. George's Park. The FA's medical department has hand-selected Technogym's technologically advanced fitness and biomedical equipment for use in all three gyms housed within the site's sports facility. The gym installations will be complete this month and The FA is officially opening the National Football Centre later this summer. The deal includes supplying gym equipment to each of the two hotels' gyms on site at St. George's Park - The Hilton Hotel and Hampton by Hilton Hotel with both gyms opening to residents in August 2012.

120 total pieces of Technogym high performance equipment for pre-match preparation and player rehabilitation will be installed in the centre's three sports gyms: 'Human Performance Lab' 'Rehabilitation Centre' and the 'Strength and Conditioning' gyms. These gyms will be managed daily by Perform, part of Spire Healthcare Group. The flagship pieces for sports training and rehabilitation to be installed ahead of its summer launch, will be the Selection Med Range including the innovative 'Leg Press Med,' a unique Multiple Resistance System designed for rehab and sports performance. St. George's Park is the first location in the UK to receive this ground breaking new strength conditioning and rehabilitation line.

The three gyms will have Technogym's 'Excite+' - the most comprehensive cardiovascular range on the market, 'Selection' and 'PureStrength' strength equipment with advanced biomechanical qualities. Combining high performance 'ESPT TotalPower Lifting Platforms' with diagnostic systems and functional equipment lines including the new 'Kinesis' stations and 'Arke'. The layout is designed to manage squad training as well as one to one coaching and rehabilitation.

The facilities have been designed with not just football in mind for the 24 England teams that will train there, but with a multidisciplinary sports approach. The 35,000 square feet Perform, 'Human performance and Rehabilitation Centre' features a highly technical performance science laboratory as well as Technogym equipment, to ensure the delivery of clinical excellence. This centre will have one full size indoor football pitch and there will be a further eleven full size outdoor football pitches in this landmark development, situated within the heart of the National Forest.

David Sheepshanks, Chairman, St George's Park said: "St George's Park is a place designed to inspire world class performance for future England teams. We are delighted to sign an exclusive agreement with Technogym to be our Official Fitness Equipment Supplier because they are the world's leading gym equipment manufacturer and a leading company in the Wellness field. This deal makes commercial sense for us, building on an existing business relationship that The FA has with Technogym as they created a bespoke gym for the England squad during their participation in the UEFA European Championships 2012 in Poland."

Nerio Alessandri, Founder, Technogym said: "We are all so excited to have signed an exclusive agreement to be The FA's Official Fitness Equipment Supplier to the National Football Centre at St. George's Park in the UK. In addition to the three high performance training and sports rehabilitation gyms within the centre, we are also supplying equipment to the two on-site hotels: The Hilton and The Hampton by Hilton – therefore providing equipment to all five gyms at St. George's Park. Technogym manufactures state-of-the-art equipment and with our Italian flair for design, it is exceptionally pleasing to the eye - we are delighted that we will play such a vital role in making the new National Football Centre a centre of excellence for football in England. St. George's Park, with its mix of professional athletes and the general public, make it a community Wellness hub."

He continued: "Wellness has been our vision for over a quarter of a century and is inspired by the unique philosophy of Wellness such as ensuring you eat healthily and have regular physical activity because exercise is medicine. Wellness offers everyone a great opportunity: it reduces expenditure on health care, private companies can increase productivity levels and motivation, and individuals can improve their own lifestyle."

Ruth Paulin, Business Director, Perform at St. George's Park said: "The vision for Perform at St. George's Park is to become an internationally renowned centre of excellence for human performance, sports medicine, rehabilitation and recovery. The facilities on offer will be cutting-edge and the addition of the Technogym fitness equipment will undoubtedly help us to deliver this promise."

Technogym's development of products at the elite level is exemplified through their partnerships with top football clubs including AC Milan, Inter, Juventus and Real Madrid, as well as having supplied the FIFA 2010 World Cup in South Africa and Formula 1 race teams McLaren and Ferrari.

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**Notes to Editors:**

**Technogym is the Official Supplier to London 2012:**

Technogym is exclusive supplier for all athletic preparation centres for the upcoming Olympic and Paralympic Games in London. This will be Technogym's fifth Olympic

experience. The company is expected to supply over 750 pieces of equipment and a team of over 100 professional personal trainers spread over the main gym at the Olympic village and 19 specific preparation centres.

### **About Technogym**

Technogym is the global market leader in gym equipment and internationally recognised as setting the standard in the sector of technologies for athletic preparation, rehabilitation and wellness.

With over 2000 employees, 13 branches in Europe, U.S., Asia and South America, Technogym exports 85% of its production to 100 countries. More than 50,000 Wellness centres are equipped with Technogym and 20,000 private homes.

[www.technogym.com](http://www.technogym.com)

### **About St. George's Park**

St. George's Park – will become a sporting destination of choice for coaches, players, administrators and officials alike from English football. St. George's Park will be a genuine haven of learning, training and self-improvement. It will be the practical and spiritual home of FA Learning, the educational arm of The FA. It will benefit the component parts of English football, from basic educational needs through to the elite game. It will offer an inspirational and inclusive learning environment. Football teams of all levels will also be able to hold residential training camps using all the facilities at St. George's Park including the outdoor pitches, the multi-sport indoor facility, and the state-of-the-art sports medicine, rehabilitation and performance training centre. For more information visit

[www.TheFA.com/sgp](http://www.TheFA.com/sgp)

### **About Perform**

Perform is the official healthcare provider for St. George's Park. Perform is a brand created by Spire Healthcare (a leading network of 37 private hospitals across the UK) to address a need for elite sports medicine and human performance services and technologies to become available to everyone.

Perform at St. George's Park will house top-class clinicians and state-of-the-art equipment with the aim of becoming an internationally-renowned centre of excellence for sports and exercise medicine, performance science, injury rehabilitation and strength and conditioning.

Perform will understandably have football at its heart but it can help everyone to maximise their performance; from elite athletes to the local community and corporate organisations through their Perform for Sport > Perform for Life > Perform for Work packages.

[www.spireperform.com](http://www.spireperform.com)