



BOXMASTER™ SOLUTIONS DIGITAL LAUNCH PACKAGE

A TOTAL KNOCKOUT EXPERIENCE



CORE HEALTH & FITNESS

OVERVIEW

BUILD ON GREATNESS

BoxMaster is the latest training tool for boxing specialists and fitness enthusiasts alike. Designed by professional boxer Rai Fazio, the BoxMaster is great for improving stamina, coordination, agility and cardiovascular health. Its unique design allows members to throw any punch or combination of punches, with the feel of hitting a focus mitt. This new form of boxing style conditioning excites and encourage greater participation in group fitness training and will help improve member retention by offering an entirely different way to get in shape.

LAUNCH PACKAGE

Expand your program offerings with BoxMaster™ and improve your promotions with the BoxMaster™ Solutions Digital Launch Package. Contents like logos, images, editable posters and videos will help you promote your program and attract new members. Utilize the Core Health & Fitness education resources to empower your staff and energize your members, which will help them meet their fitness goals.

This digital launch package contains direct links to the downloadable content.

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TRAINER RESOURCES

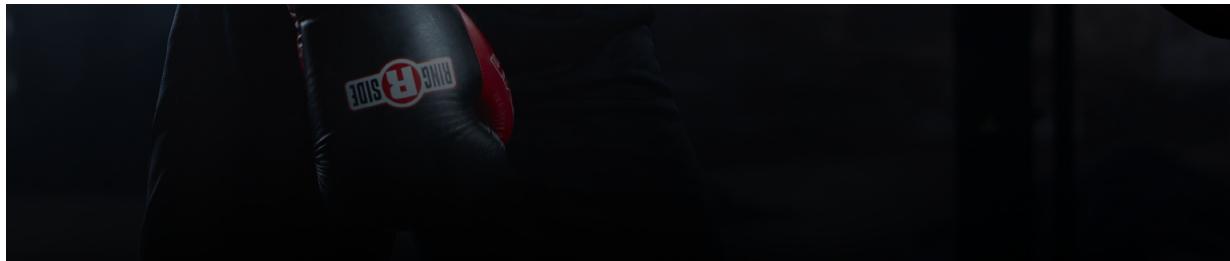
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OWNER SOLUTIONS



GETTING STARTED

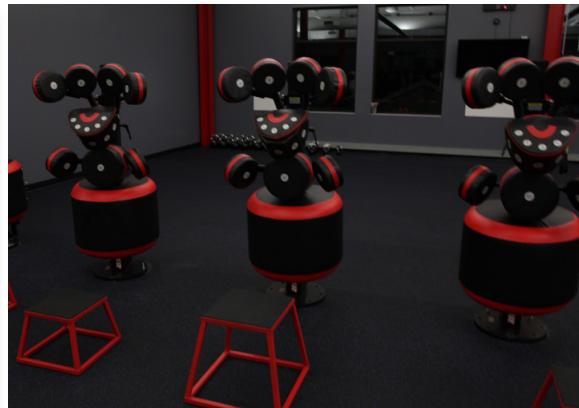
Integrating innovative programming, products and promotion into your facility is an ongoing challenge for owners and operators. In a consumer fitness environment change and innovation are a requirement for client engagement, client retention and business success.

Core Health & Fitness is excited to offer BoxMaster products, programming and marketing tools to help you drive new programming opportunities that will assist in your business growth, space utilization, training revenue and client satisfaction. In addition, you will be providing more opportunities to build community within your facility and expand your high intensity offerings with an exciting and unique form of boxing style conditioning.

FACILITY DESIGN

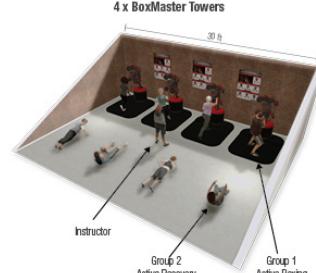
FINDING A PROPER LAYOUT

Figuring out how to maximize your space is an important aspect of designing the layout. There are many things to consider that could impact the room configuration, like whether you are creating a focused boxing area or a HIIT circuit. How you arrange your space will largely come down to usage and preference, so we have included examples of a variety of spaces and floor plans as well as a facility set up quick guide to help you figure out what will work best for your facility.

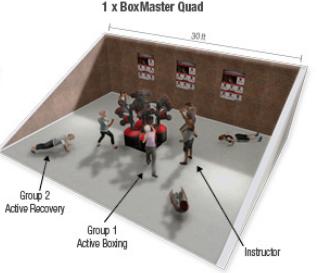


BoxMaster Facility Set Up - Quick Guide

A simple BoxMaster® training room can created with 4 Single BoxMaster units or one BoxMaster Quad station. This allows for up to 8 participants (plus the instructor) in the area at any one time. This can be scaled up to allow for more participants.

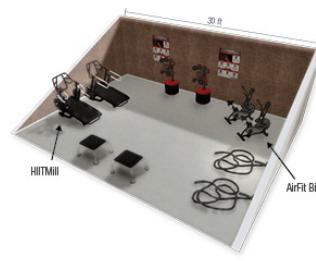


4 x BoxMaster Towers

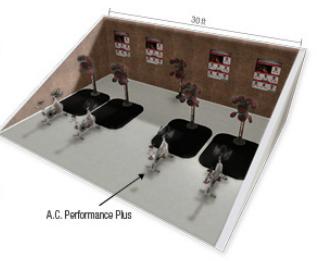


1 x BoxMaster Quad

BoxMaster® can also be used as a station in a HIIT circuit, or paired with another product like an indoor cycle or AirFit for an more varied conditioning program.



HIIT Circuit



Product Pairing

STAR TRAC • **StairMaster** • **NAUTILUS** • **SCHWINN**

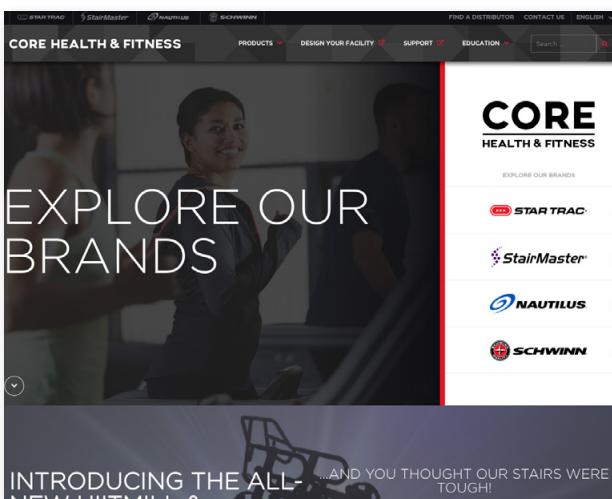
CORE HEALTH & FITNESS

Layout Guide

RESOURCES

WE ARE HERE TO SUPPORT YOU

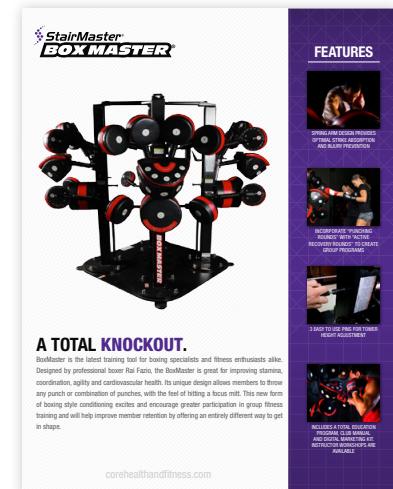
To drive BoxMaster® programs in your facility you will need the correct tools and some time with your Core Health & Fitness representative to establish a space plan and determine which products best suit your facilities needs. Our knowledgeable staff is here to support you through each step from inception, to successful launch and beyond.



Core Health & Fitness Website



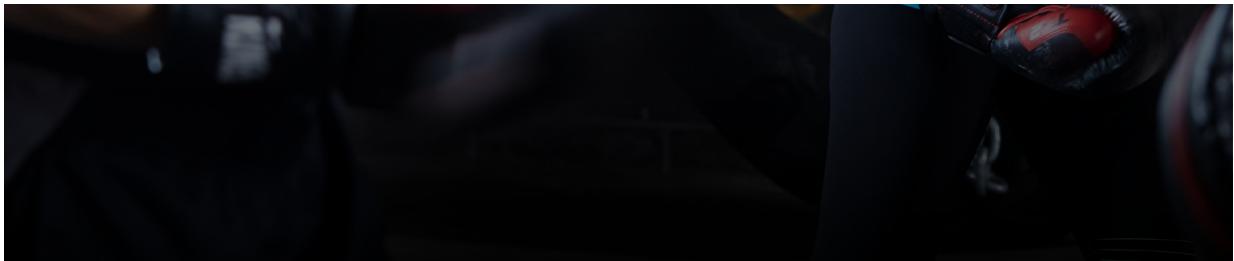
2017 Digital Catalog



BoxMaster Sell Sheet



TRAINER^{RESOURCES}

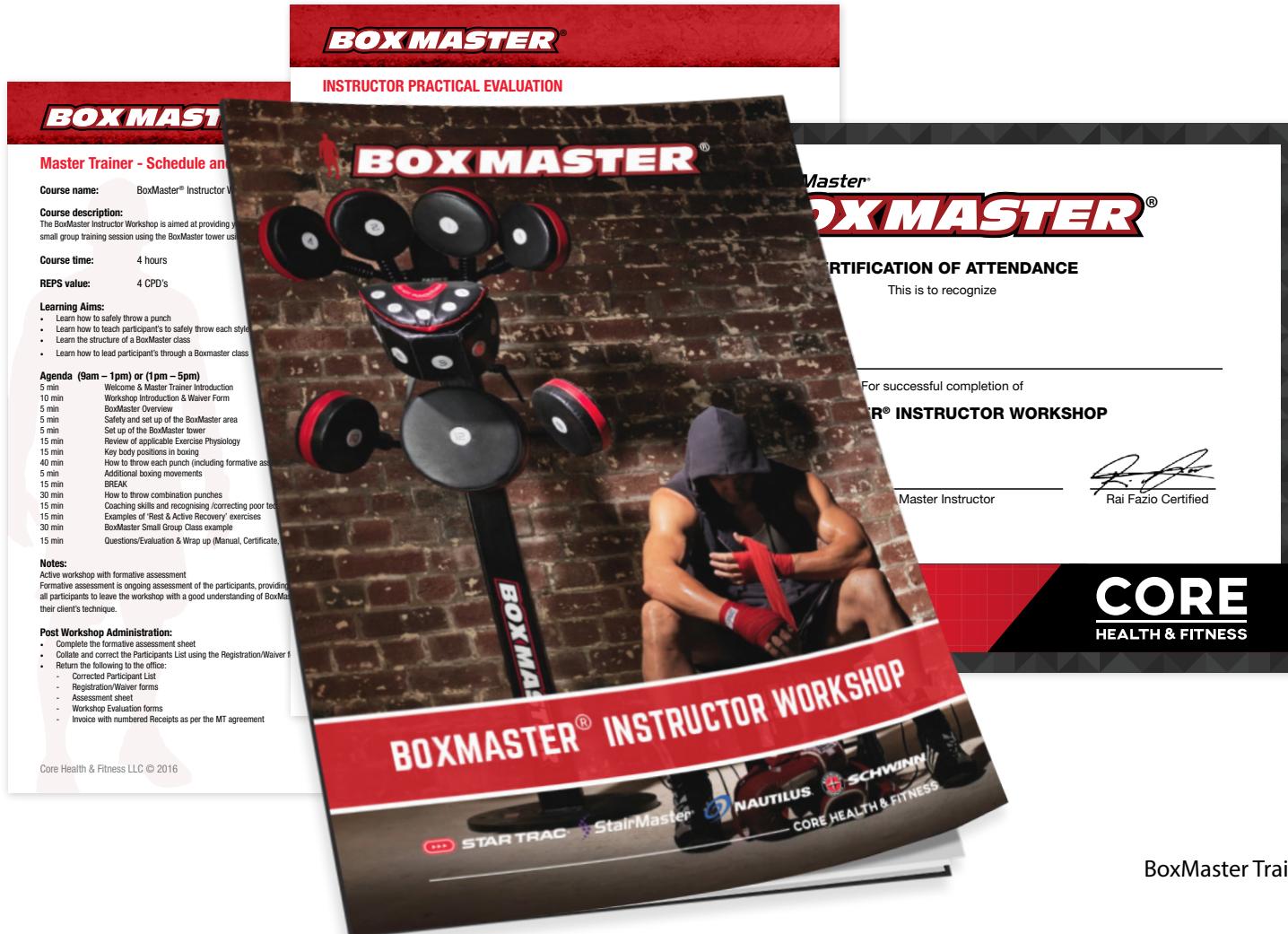


TRAINING

To help you get started training innovative and engaging BoxMaster courses we have put together a full package of trainer resources including practical evaluation, schedule and lesson plan documents, registration and waiver form, and an instructor workshop manual with striking fundamentals, room diagrams and workouts.

This package is meant to coincide with an instructor certification course however it also serves as a useful reference for facility staff and trainers.

BOXMASTER TRAINER PACKAGE



BoxMaster Trainer Package



MEMBERSHIP MARKETING



THE POWER OF PROMOTION

The final component of the successful launch is making sure your staff, your clients and your community know you are innovating and growing your program offerings.

We have included numerous editable digital tools to empower you to promote your facility internally with posters, client handouts and a variety of content. You also have the ability to promote your programs externally with print, web and social media tools.

Our instructional BoxMaster posters, videos, and manual allow you to create a self-guided BoxMaster section in your facility, giving members easy to follow guides and workouts to use while getting acquainted with BoxMaster.

Start your promotions at least 30 days prior to your program launch to maximize attendance and build excitement.



PRODUCT PORTFOLIO

BoxMaster Tower

BoxMaster Kick Pad

BoxMaster Base

BoxMaster Quad



LOGOS



BoxMaster Logos



FREE-CLASS CARD

**StairMaster®
BOXMASTER®**

1 FREE BOXING CLASS SIGN UP TODAY!

1 FREE BOXING CLASS

A TOTAL KNOCKOUT

- BURN FAT & BUILD MUSCLE
- INCREASE ENDURANCE
- IMPROVE HEALTH
- IMPROVE FITNESS PERFORMANCE

HURRY! SPACE IS LIMITED. SIGN UP AT FRONT DESK!

STAR TRAC • StairMaster • NAUTILUS • SCHWINN

CORE HEALTH & FITNESS

5 x 7 in / 12.7 x 17.8 cm
Post Card

**StairMaster®
BOXMASTER®**

YOUR LOGO HERE

1 FREE BOXING CLASS

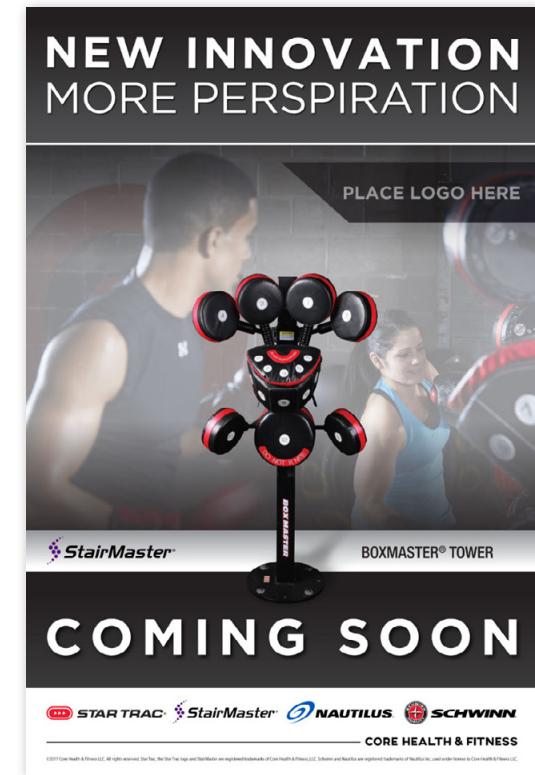
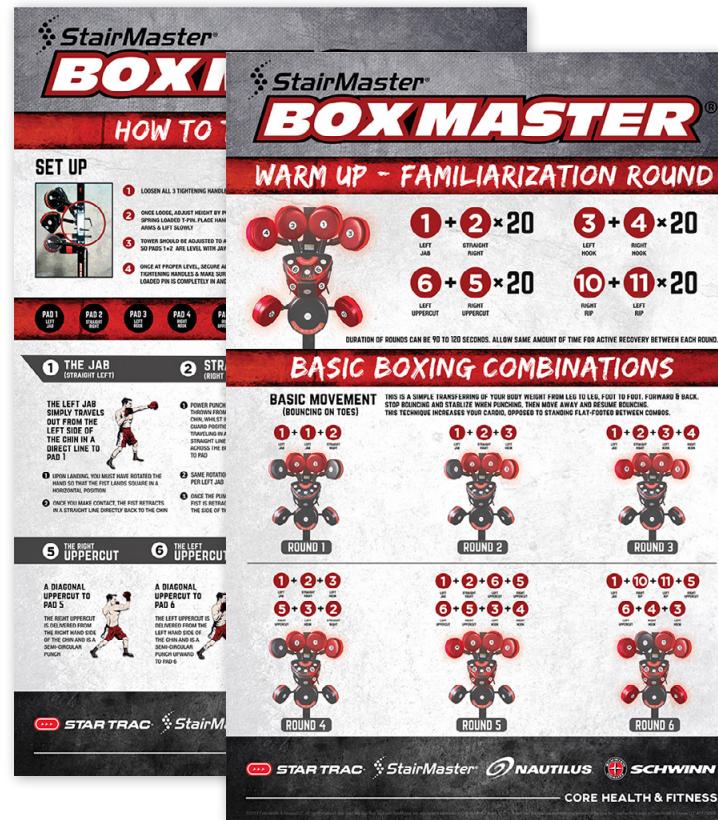
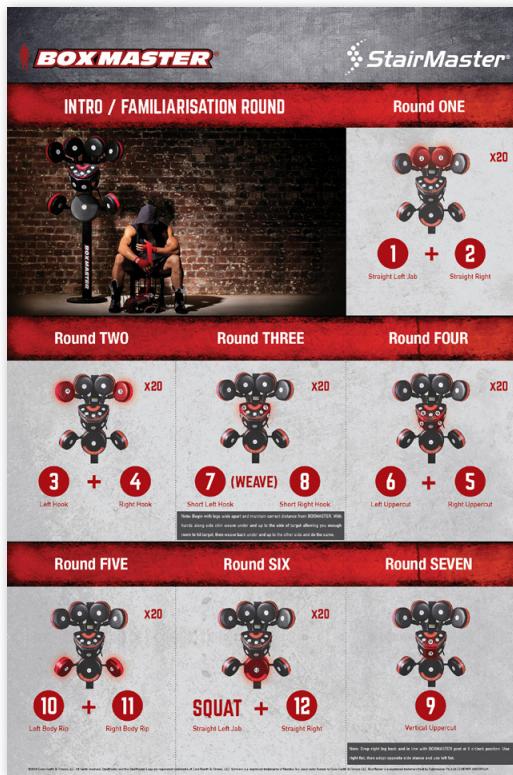
BURN FAT & BUILD MUSCLE / INCREASE ENDURANCE
IMPROVE HEALTH / IMPROVE FITNESS PERFORMANCE

HURRY! SPACE IS LIMITED. SIGN UP AT FRONT DESK!

3.5 X 2 in / 8.9 x 5 cm
Business Card



BOXMASTER POSTERS





BOXMASTER BANNERS



BoxMaster Banners
24 x 36 in / 61 x 91.4 cm



POP-UP POSTER

KNOCK OUT YOUR WORKOUT
INTRO / FAMILIARISATION ROUND

Round ONE

1 + 2 x20
Straight Left Jab Straight Right

Round TWO

3 + 4 x20
Left Hook Right Hook

Round THREE

7 (WEAVE) 8 x20
Short Left Hook Short Right Hook

Note: begin with legs wide apart and maintain correct distance from BOXMASTER. With hands along side chin weave under and up to the side of target allowing you enough room to hit target, then weave back, then up to the other side and do the same.

Round FOUR

6 + 5 x20
Left Uppercut Right Uppercut

Round FIVE

10 + 11 x20
Left Body Rip Right Body Rip

Round SIX

SQUAT + 12 x20
Straight Left Jab Straight Right

Round SEVEN

9 Vertical Uppercut

Note: Drop right leg back and in line with BOXMASTER post at 8 o'clock position. Use right fist, then adopt opposite side stance and use left fist.

BoxMaster™ is the latest training tool for boxing specialists and fitness enthusiasts alike. Designed by professional boxer Rai Fazio, the BoxMaster™ is great for improving stamina, coordination, agility and cardiovascular health. Its unique design allows users to train with a variety of different combinations of punches, with the feel of hitting a focus mitt. This new form of boxing style conditioning excites and encourages greater participation in group fitness training and will help improve mental motivation by offering an entirely different way to get in shape.

BOXMASTER **StairMaster®**



BoxMaster Pop-up Posters
24 x 64 in / 61 x 162.5 cm

EMAIL BLAST



Email Marketing Content
600 x 844 px



EDITABLE FLYER



A Total Knockout.

Decades after pioneering the toughest workout in the gym, our machines are still the ones members choose to push themselves to the limit. Today, we add new innovations to StairMaster's portfolio that make hearts pound, legs burn and keep members coming back to the workouts they love to hate.

Learn more at: CoreHealthandFitness.com

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The template features a central image of a man in a black tank top and boxing gloves, with a red and black robotic character in the foreground. The text is overlaid on a dark background with a grid pattern.

BoxMaster Flyer Template
8.5 in x 11 in / 21 x 29.7 cm

PHOTO ASSETS

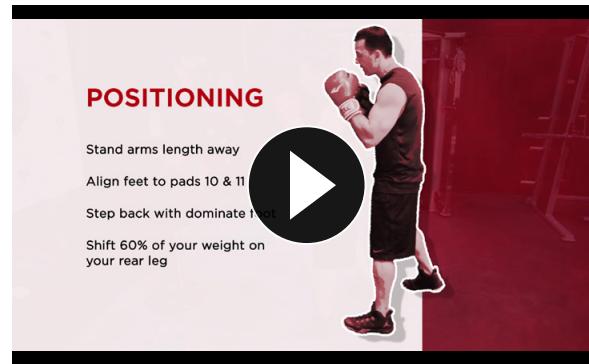


BoxMaster Lifestyle Images

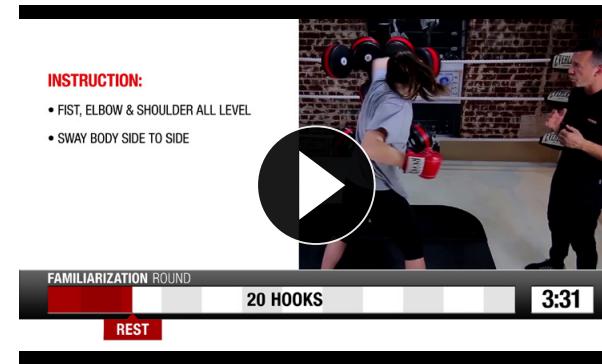
VIDEO ASSETS



BoxMaster Sizzle Video



BoxMaster - Set Up



BoxMaster - Familiarization Round



BoxMaster - Workout 1



BoxMaster - Workout 2



BoxMaster - Workout 3

CORE

HEALTH & FITNESS

FOR MORE INFORMATION CONTACT:

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