

# TaiSPO

## SHOW DAILY



At the Opening Ceremony yesterday (L-R): Lin Guang Yu (President TSGA), Walter Yeh (President & CEO, TAITRA), Jen-Ni Yang (Director-General, Bureau of Foreign Trade), Paul Yang, (President TSMA), Jason Lai (President TFIA).

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Smart engineering from Taiwan innovators

## Radical Fitness shakes up Asian fitness clubs

On a Saturday morning at the True Fitness gym on Neihu Road in Taipei, a class of forty is warming up in a large studio.

The mixed group is about to take part in Fight Do, a mixture of fitness, boxing and martial arts, that has become one of the most popular classes in Taiwan.

"This class is often busy because it's entertaining and it helps to burn more calories," said Yoyo Chang, club manager at True Fitness.

Fight Do is part of a package from Radical Fitness, a brand of fitness programs launched by two Argentine trainers, Gabriela and Nathaniel Leivas. Four years ago, they issued a license to **WCJ Limited (1180625a)**, a company from Taichung, to sell the classes to fitness clubs in Taiwan as well as mainland China, Singapore, Malaysia and Indonesia.

Radical Fitness is on offer at the 11 True Fitness Clubs in Taiwan, which are run by none other than Jeffrey Shih, a former

lawyer who became WCJ's director. True Fitness is one of the largest fitness club chains in Taiwan, after World Gym and Fitness Factory. Along with the use of the gym equipment, the membership includes Radical Fitness classes such as Fight Do and UBound, which uses small trampolines.

But at the same time, Shih and his team have been selling the program to other clubs, and building a full infrastructure to train the instructors who will deliver Radical Fitness classes.

Radical Fitness offers ten classes in all, which are updated on a quarterly basis and accompanied by music produced in Argentina. Along with Fight Do and UBound they include classes for aerobics, dancing, indoor cycling and strength training, as well as the Raddkidz class for



UBound is one of the most popular classes from Radical Fitness.

children.

WCJ says that the programs are available at about 120 clubs in Taiwan and another 400 clubs in mainland China, which is covered through an office in Hangzhou.

That leaves some potential, since Shih estimates that there are about 285 clubs with group exercise classes in Taiwan alone.

Some of the clubs that offer

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Radical Fitness are customers for competing classes as well, particularly Les Mills and Zumba.

To help engage fitness club members, Radical Fitness provides a package of activities, such as small parties when the classes get refreshed on a three-monthly basis. "This creates an atmosphere in the studio, and it provides benefits for the owner in terms of membership retention," Shih explained.

At the same time, the licensee has to find adequate instructors and get them trained, and to make sure they keep up with the regular updates for each of the

classes.

Perry Hsu, the trainer on the Saturday morning shift at the Neihsu Road gym, has been on board for several years. "What I appreciate with Radical Fitness is that they are quite flexible with their classes," said Hsu, as red-faced participants filed out of his class at True Fitness. "With some of the other brands, it's always the same, but Radical Fitness allows the instructors to develop their own style."

WCJ is making far-reaching investments to develop fitness trainers in Taiwan, building up interest and skills through schools

and universities. The plan is to turn Taiwan into the trainer base for the regional business of Radical Fitness. The company is also building relationships in mainland China, through training centers around the country. Shih said there should be six of them at the end of the year.

The development of Radical Fitness in Taiwan and China has apparently impressed the license holders. They have agreed to hold the next global convention in Taiwan, and talks are underway to expand the territory attributed to WCJ.

Shih said he wants to take

advantage of some of the skills available in Taiwan to develop services for Radical Fitness at international level. The Taiwanese licensee is directly involved in the development of a Radical Fitness apparel range. It could help to build extra revenues for licensed fitness clubs that take up a Radical corner with branded merchandise.

Separately, the company has been working on the development of a program of virtual classes for fitness clubs, Radical Fitness Virtual. This is due to launch in March, with a focus on the Asian market. ■

## Radical Fitness founders at TaiSPO seminar

**Gabriela and Nathaniel Leivas, the founders of Radical Fitness, are the opening speakers of the fitness trend seminar taking place this morning, which will discuss fitness topics such as the physiological impact of high-intensity training, sports nutrition, rehydration strategies and exercise programs to help prevent the onset of dementia.**

The couple from Argentina had already been working as fitness instructors when they decided to launch Radical Fitness about nine years ago. They set out to create programs that are distinctive through an entertaining mix of training and music. The Intelligent Music Format will be at the center of the presentation this morning.

Radical Fitness boasts that it operates in 47 countries through its Radical Fitness programs, clubs and stores. The business involves

around 10,000 licensed clubs and 30,000 certified trainers, and the Taiwanese licensee has worked out that about 3.5 million people take part in Radical Fitness classes per year.

Other speakers at the fitness trend seminar will be joining from prominent institutions such as the National Institute of Fitness and Sports in Kanoya, the University of Taipei and Charles University in Prague. ■



*Nathaniel and Gabriela Leivas.*

## TaiSPO 2018 Program

### Friday, March 9

#### Marathon and Sports Marketing Forum

09:30 a.m. – 12:20 p.m.  
Conference Room 3, 2nd Floor, Hall 1

09:00 a.m. – 09:30 a.m.  
Registration

09:30 a.m. – 10:20 a.m.  
**Jürgen Lock**  
Managing Director  
SSC Events GmbH, BMW Berlin  
Marathon

10:30 a.m. – 11:10 a.m.  
**Keiji Ashihara**  
Director of Race Operations  
Osaka Marathon Organizing  
Committee

11:20 a.m. – 12:00 p.m.  
**Zheng Zong-Zheng**  
Chief executive  
Taiwan's Rice Heaven – Tianzhong  
Marathon

12:00 p.m. – 12:20 p.m.  
Questions and answers

#### Fitness Trend Seminar

09:30 a.m. – 17:20 p.m.  
Conference Room 1, 2nd Floor, Hall 1

Morning session

09:30 a.m. – 10:00 a.m.  
Registration

10:00 a.m. – 10:10 a.m.  
**Nathaniel and Gabriela Leivas, Radical Fitness**  
Fitness program classes in clubs and Intelligent Music Format

11:10 a.m. – 12:00 p.m.  
**Futoshi Ogita, National Institute of Fitness and Sports in Kanoya**  
Physiological adaptation to high-intensity exercise training

12:00 p.m. – 12:20 p.m.  
Questions and answers

Afternoon session

13:00 p.m. – 13:30 p.m.  
Registration

13:30 p.m. – 14:20 p.m.  
**Petr Miroslav, Charles University**

Nutrition and building muscle mass  
14:20 p.m. – 15:10 p.m.

**Rungchai Chauchaiyakul, Mahidol University**  
Rehydration strategy for maximizing sports performance

15:20 p.m. – 16:10 p.m.  
**Prof. Chia-Hua Kuo, University of Taipei**  
Get physically fit by scientific principles of sports nutrition

16:10 p.m. – 17:00 p.m.  
**Prof. Jin-Jong Chen, National Yang-Ming University**  
Exercise dementia prevention for super-aged

17:00 p.m. – 17:20 p.m.  
Questions and answers

# JK Fitness climbs to new heights

Three years after the launch of its AeroDesk, which allows users to carry on working while working out, JK Fitness is upping the ante with the AeroHike – a dual running and incline treadmill with a desk option.

Targeting the home fitness equipment market, the AeroHike has three functions. It works as a standard treadmill as well as an incline machine, for a more intense workout. The work option chiefly applies for users who are walking with the standard treadmill function.

As **JK Fitness H1 B1132** explains, incline training helps to intensify workouts and it's an effective way to add more variety in regular exercise. The Taiwanese supplier has set different speed limits for the two modes, up to 12 km per hour for running and 6 km per hour for climbing. The console makes it easy to switch between the two modes, with an incline of up to 15% for running and 15 to 40% for hiking.

While most incline treadmills are made for commercial use, the AeroHike has been designed with practical

features for home users. "Even though it weighs over 100 kg, it remains easy to move and level on any surface with its patented Smart Switch-Pro knob and additional 360 degrees wheels", said Lynn Wang, sales associate at JK Fitness, as she pushed the treadmill around the company's stand at TaiSPO, with just one hand.

The desk launched with the AeroDesk came with a flip-top design that increases safety by limiting the speed of the treadmill when the desktop is down. ■



The 3-in-1 treadmill from JK Fitness for running, hiking and working.

# Everest warms to smart garments

If you're getting a bit chilly, now you can just push a button on your jacket to activate a smartly integrated heating system.

This smart clothing technology is from **Everest Textile H1 D0206** which has long operated as a supplier for leading international sports brands and retailers, from Nike to Decathlon, as well as more casual brands. The technology has been integrated into jackets, scarves and eye covers.

Established in 1988, the company prides itself on R&D and its activities include spinning and twisting, with production ranging from laminated fabrics to recycled stretch fabrics. It has factories in China as well as India, Ethiopia and the U.S.

"After producing high quality and innovative fabric for many known brands for so many years, it made sense for Everest Textile to produce complete garments on our own", said Richard Hsu, research deputy manager at the company's head office in Tainan.

For the launch of its smart clothing

range, which it started developing a few years ago, Everest added two factories in South Carolina and in Haiti, where production started in the third quarter of last year. Hsu said that the extra plants were meant to bring production closer to some of its largest customers and gain a "Made in USA" label.

Everest is working on an even more advanced smart heating textile that automatically adjusts temperature based on the external conditions and the wearer's body temperature. ■



The heat is on at Everest Textile.

# Extra punch for Dyaco training gear

Dyaco will pack some extra punch this year on the back of an international licensing agreement with the UFC brand.

Announced in July, the deal allows **Dyaco International H1 B1109** to manufacture and distribute UFC-branded combat and fitness equipment in professional and retail markets, excluding China.

It has resulted in an eye-catching range of UFC training gear, including functional training rigs with combat bag options and plenty of accessories.

"UFC is a very powerful global brand that is growing rapidly, with a fan base of over 300 million," said Chris Hancock, global marketing director at Dyaco. "We are developing exciting new cardio combat and functional products and programming to expand into this fast-growing sector."

Hancock added that the

Taiwanese fitness gear maker is particularly targeting the boutique club market. It will be partnering with the roll-out of UFC Gym's new Class boutique gym format, with over 500 new facilities scheduled to open in 2018, he said.

Dyaco is the company behind the Spirit Fitness brand. It has developed a full range of commercial cardio equipment in recent years, and is displaying a line-up of Spirit strength equipment at TaiSPO.

Hancock explains that the UFC strength line will focus on free weights and plate-loaded equipment, while Spirit Strength will put more emphasis on selectorized machines and benches, and it will form part of

a complete assortment of Spirit commercial equipment.

The partnership is set to secure plenty of extra exposure for the Taiwanese supplier, which has stepped up investments in its international team as well. Daniel Clayton was appointed earlier this year as president of the group's newly formed commercial and medical division in Taichung.

Clayton is an influential executive in the international fitness industry, with previous top assignments at Technogym, Virgin Active and Johnson Health Tech. His appointment was accompanied by several more in Europe and North America.

Along with the launch of the UFC-branded gear, Dyaco is preparing to show the outcome of its partnership with Johnny G. "We have game-changing plans for the sector with global brands

such as the UFC and Johnny G in our portfolio and a comprehensive range of innovative Spirit equipment," Clayton said in a statement earlier this year. ■



The UFC partnership should secure plenty of exposure for Dyaco.





# Intenza turns up the volume

**High decibels are to be expected at the Intenza stand. The equipment maker is fueling the trend for high-energy fitness classes with its new group cycle.**

The 550 Series group cycle, with 40 levels of magnetic resistance, is part of a much wider update for the Taiwanese brand of commercial fitness equipment. It has adopted the latest technology as well as the visual appearance that characterizes the latest iteration of **Intenza Fitness HTB0909a**.

"We're moving on to the next generation of Intenza, and this really is across the board," says Eleanor-Jayne Browne, vice president of branding and communications at Intenza and the driving force behind the overhaul of the brand identity.

Dubbed "Intenza 2.0", the renewed brand effort applies to design as well as technology and marketing, with a focus on providing extra support to fitness club owners.

Among the company's updated tools is InCare. Available on the

Wifi-enabled consoles of the Entertainment Series, this function alerts Intenza's team to any service required – in a way that identifies the issue and allows the distributor to come up with the appropriate solution.

Another feature that is meant to remove headaches for club owners is Intenza Cast, which syncs the console with the user's mobile device. "You can actually mirror the digital content of your phone onto the console," Browne explained. This also makes it easier for the user to interact with familiar apps and tracking functions.

The upgrades in marketing came after the launch of the branding and communications department at Intenza's head office in Taipei.

The Intenza brand was launched six years ago by Healthstream Taiwan, a manufacturer of fitness equipment with an ultra-efficient

factory in Tainan. With wide international distribution, the commercial fitness brand has customers such as Will's Gym in China, Jetts Fitness in Australia and Friskis & Sveltis in Sweden.

The launch of Intenza 2.0 comes after the company earned many plaudits last year for its Escalate Climber. This is a rotating staircase with an adjustable step height, which makes it more versatile. The Smart Step Height Technology allows users to adjust the step height from four to eight inches and the incline from twenty to forty degrees. The Escalate is ideal for athletic training, while the adjustability also makes it accessible to a wide range of users.

The company has invested in infrastructure in several international markets. While it already had an office in the Seattle area, Intenza opened an office in Tokyo last year as well as a European facility in Düsseldorf, in Germany.

Browne said the German office



*The Intenza group cycle is at the center of its demos.*

is meant to function as a training center, as well as a showroom and a potential workshop space. "This offers an opportunity for our European customers," she said. The customer-oriented facility was combined with the opening of a warehouse and distribution hub in Rotterdam, in the Netherlands.

The infrastructure will support investments in European marketing and sales for the Intenza brand. This includes an exclusive distribution agreement sealed last year with Origin Fitness, a British company, to cover the U.K. and Ireland. ■

# LifeSpan energizes small group meetings

**With office furniture that doubles as fitness equipment, LifeSpan allows office workers to remain physically active while poring over their files or hammering away at their keyboards.**

The Trio desk, the latest addition to LifeSpan's active work solutions, enables workers to continue pedaling during small group meetings.

Many companies have been investing in ways to reduce stress and improve the wellbeing of their employees. The company behind the brand, **Strength Master Fitness Tech HTD0026** has capitalized on this trend by turning active workplace equipment into one of its key development areas.

"Fitness remains our core business, but we think we make a difference with our workplace equipment," said Jackie Wu, executive assistant at Strength Master.

The company's equipment has been adopted by several leading international companies. Strength Master said it was even delivered to the Obama White House.

Active furniture has proved popular with American schools and universities as well. Strength Master said that about 300 of them have installed LifeSpan equipment to stimulate physical activity among students.

Strength Master entered this

market a few years ago with the Treadmill Desk, which allows users to browse their computer while exercising. The range was expanded last year with Bike Desks, which are most useful when employees have to remain seated but still want to exercise.

The Trio Desk is a convivial extension to the bike desk offering, built for three people to have a meeting or just work together while keeping their legs in shape.

Active workplace items have spread due to growing awareness of the importance of employee wellbeing in terms of productivity. Some companies are integrating such policies from the construction phase, with buildings and office designs that make for a healthier workplace.

This trend has been pushed by initiatives such as the Well Building standard. Launched four years ago, the standard validates features such as clean air, space and light, and installations that support physical activity.

LifeSpan describes itself as "an originator in the active office movement." It has built a specific division around this business,

LifeSpan Workplace, with its own international distribution network.

The strongest demand to date for the Workplace series has been in North America. Europe is another key market, where Strength Master is building up its distribution, and Wu said that demand has picked up in China as well. "The government has adopted policies to support active work spaces and mobilized architects to design buildings that promote health," she explained.

All the desks in the workplace series are customizable, to suit various office designs and working environments. They are built with telescoping frames to support users of all heights, either standing or sitting.

The workplace treadmills use some of the same features as the fitness products, such as the Intelli-Step technology to track the number of steps taken. Walking data may be synced wirelessly to an iPhone or Android smartphone through LifeSpan's Active Trac app. The Intelli-Guard feature makes sure

that the treadmill's belt glides to a halt when it's not in use for more than twenty seconds, making it safer for the office environment.

The Taiwanese company's development in the fitness market includes Ampera, a brand of training equipment with electronic torque, targeted at elite athletes. Strength Master displayed prototypes of an Ampera strength training machine and a rower at last year's TaiSPO, but the technology has been updated. It has switched to an Android operating system and is launching an app to enhance Ampera with cloud-based tracking and virtual instruction. ■



*Multi-tasking is getting healthier with the Trio Desk.*

# Saeko injects innovation into swimming goggles

**Eric Chiu's water training center in Taipei draws children as well as triathletes and swimmers, offering two endless swimming pools, a small training area and a convivial snack area.**

The water training club is one of the latest customers for Saeko, a leading Taiwanese brand of swimming goggles. The brand is owned by **First Rank H1D0202**, which makes innovative goggles at a production plant in Taipei, both as a manufacturer for international partners and for its own Saeko brand.

Chiu, a competitive athlete, says Saeko, provides the right mix of comfort and price for many of his customers. "The quality is right and the price is very reasonable, about half the price of some other brands," says Chiu, after a Saturday morning training session with two young swimmers.

First Rank's research and manufacturing facility has generated a regular stream of innovative products. Among the latest award-winning items from the company are the Jet swimming goggles, featuring a frame with a mix of bright colors that gives them a striking and fashionable appearance.

A key asset for the goggle maker is that it has acquired its own molds, which enables it to regularly come up with multi-colored frames and intricate constructions. The Taipei-based company raised its output two years ago after it acquired two more injection machines, one of them a dual injection model.

Selina Liu, marketing manager at First Rank, explains that the Jet goggles take advantage of the company's injection technology. "It uses environment-friendly TPR material implanted into the lens and the edge of the buckle, to reinforce the structural strength," said Liu.

She adds that the goggles feature double-coating technology to make the anti-fog performance more durable, and the plane optical precision grinding has been extended to the side vision. Jet goggles come with two types of adjustable straps – either the easily adjustable rear-buckle structure, or the standard adjustable version.

Established in 1979 by "Goggle" Chen, the company wants to become a leading innovator and the best brand in the Asian market for swimming goggles. It has already obtained recognition in markets from South Korea to Vietnam, and will attend trade fairs this year in Indonesia and Thailand, in order to widen its reach in the Asian market. Its customers include sporting goods retailers such as Intersport, and brands such as Diana, Mizuno and Beuchat.

The dedication displayed by First Rank in terms of innovation and customer service is an asset in the Taiwanese market as well. "If there are any issues with the products or deliveries, they will fix it right away, no questions asked," said Connie Lin, manager and fitness coach at Chiu's water training center.

Lin said many of the adult visitors at the facility come for triathlon training. They have



*Freya Liu, triathlete and swimming coach, with Saeko goggles.*

included Alistair Brownlee, a British athlete who won the gold medal at the triathlon at the last two summer Olympics, in London and in Rio de Janeiro.

But at the same time, the large number of children who come to improve their swimming skills makes it compelling to have a wide range of goggles on offer. Saeko has proved popular for the combination of comfort, quality and price, said Lin. ■

# All Stars innovation shines at TaiSPO

**From swimmers to rowers and workout enthusiasts, Taiwanese companies are targeting athletes with award-winning products that make use of smart engineering as well as customer-focused innovation.**

The jury of the TaiSPO **All Stars H3G0350** awards has picked three manufacturers of fitness equipment that have deployed their engineering skills in entirely different ways.

**High Spot Health Technology H1C0118** bagged the award for its Yakapa multi-functional rower. This machine works as a smart rower, and it may be used to train paddling movements as well.

The versatile Yakapa features



*Macaca leggings*

plenty of interactive functions, such as a wireless quick key to increase or decrease resistance levels. The gyro sensor shows the paddle angle in the kayaking mode, and another function highlights the core muscle groups that are at work during the exercise.

The second fitness machine that struck the jury was the Verde G690 treadmill from Sports **Art Industrial H1B0301a**. This treadmill is not only self-powered but also feeds electricity back into the grid.

**Dyaco International H1B1109** is the third All Stars winner from the fitness industry, but its Cognibike is targeted at rehabilitation clinics and elderly care homes. The idea of this indoor cycle is that physical activity helps to stimulate and practice cognitive skills. While pedaling, users are meant to answer questions and solve puzzles on the touchscreen of

the bike's console.

"The oxygen flow created by the pedaling stimulates the brain," explained Brian Murray, chief development officer at Dyaco. "That helps to increase the effectiveness of the cognition software, to prevent or address an early onset of dementia."

Other All Stars winners offered new ideas in the sports and swimming goggles category. **First Rank H1D0202**, the company behind the Saeko brand, has made use of its injection technology to produce Jet goggles with a multi-colored and resistant frame.

**Eradiate Enterprise H1A0333** is another Taiwanese company that



*Yakapa multi-functional rower.*

has long specialized in swimming goggles. It made waves in the water sports market in recent years with a modular system for swimming goggles with prescription lenses. Eradiate has now taken the concept on dry land, with a similar system for sports goggles,

so retailers can customize them for near-sighted athletes on the spot. The product fits neatly with the trend for personalization in sports products, while delivering an innovative service for retailers.

**Giovanni H1A0309** won an All Stars award for its functional fitness apparel, selling under the Macaca brand. The Taiwanese apparel maker came up with leggings featuring pockets that help to sculpt the wearer's buttocks and thighs. ■



*Saeko's Jet goggles*

# Live from the TaiSPO Show Floor



Horizon Fitness is launching a new interactive cycle.



The Escalate Climber from Intenza Fitness is a winner.



## SHOW DAILY

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