

# LET'S **FAKE** FITNESS



**KOMPAN** 

Let's fill our public spaces  
with fitness equipment  
that is fit for the job!

Real Outdoor Fitness Packages



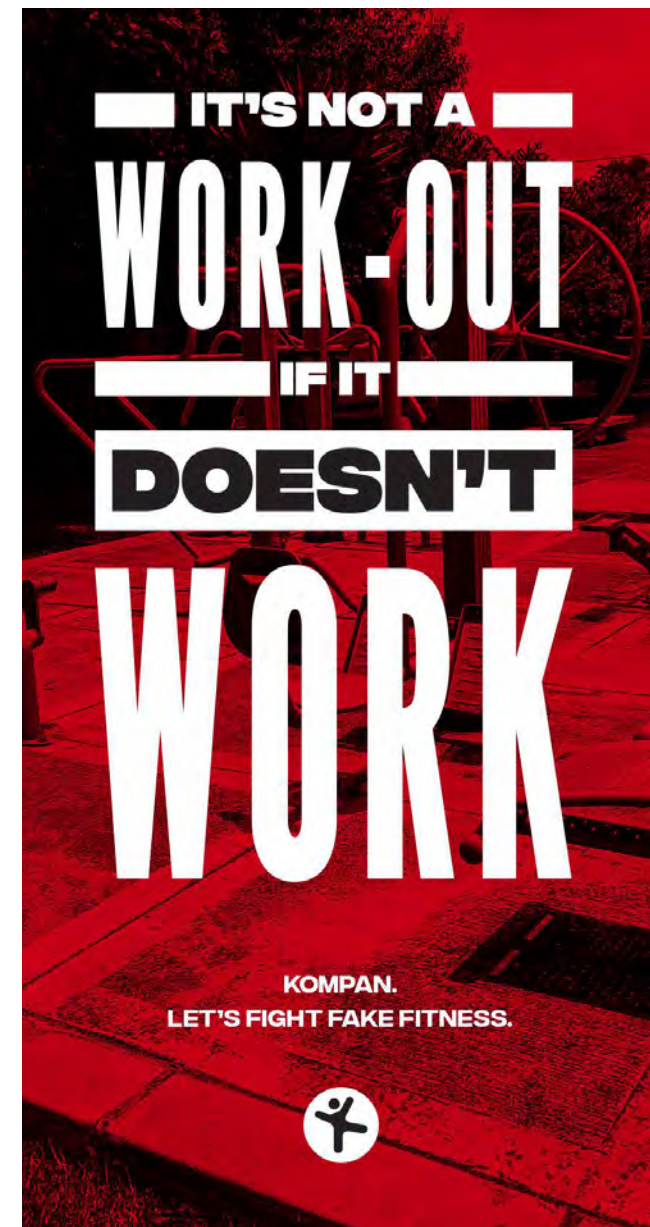
# Let's Fight Fake Fitness Together

## Let's fill our public spaces with fitness equipment that is fit for the job!

Outdoor fitness equipment has been around for a long time now and much of the inspiration for the design of this type of equipment came from Asia, particular China. This equipment was designed to look like indoor gym equipment and this is where the problem begins. Although it looks like indoor gym equipment it does not have its functionality.

Unlike its indoor counterparts ineffective outdoor fitness equipment offers no resistance, has very poor ergonomics, does not stimulate the user and is extremely demotivating to use. Fake Fitness can be defined as equipment that looks like well-known indoor fitness machines but when used does not result in any meaningful physiological effect.

**"Take a typical Fake Fitness Cross Trainer. You would get more exercise from just walking around it than actually using it!"**





# The negative consequences of Fake Fitness

**It is very important that we don't continue to build these sites around the UK & Ireland as there are distinct negative consequences of having sites based on Fake Fitness**

**Based on a study to measure intensity and calorie consumption in various pieces of equipment, in most cases the use of fake fitness equipment only qualified as light intensity.**

- 1** Only minimum health benefits for the user.
- 2** A new user will have an immediate negative experience of the equipment, and therefore towards physical activity, due to poor ergonomics, no adjustment to resistance or position and a very low cardio or strength effect.
- 3** If the user did persevere and come back again, they will not see the motivational short term benefits of feeling healthier and being able to do more, so will eventually give up and stop going to the site.

**The bottom line, a fake fitness site will see a poor return on investment – both in terms of the money wasted and a wasted public space.**



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# What is Fake Fitness?

"Take a fake fitness Cross Trainer. You would get more exercise from just walking around it than actually using it!"

The term 'fake fitness' refers to equipment or concepts that present themselves as effective training options, possibly by having the same appearance as indoor fitness, but do not result in any meaningful physiological effect.

## Indoor Fitness Equipment

### Indoor Fitness Product

#### Cross Trainer

Cross trainers offer a dual action motion (forward and backward) which works different groups of leg muscles, and with the moveable arm handles your heart rate becomes elevated quickly as your upper and lower body work in sync for a better overall workout. This provides training that keeps the heart rate above the needed 65% of maximum heart rate.

The user display allows the user to vary the resistance and to receive feedback on performance data and time.



#### Rowing Machine

Indoor rowing machines benefit all muscle groups; shoulders, arms and back muscles as well as glutes and hamstrings. It will also improve the strength and tone of your core muscles.

Resistance is achieved from the flywheel and can be varied by the user by moving a damper to adjust the airflow to the flywheel, so you can change the feel of the stroke to suit your workout intensity. A user display offers a choice of workouts and feedback on pace, watts, stroke rate and calories.



### Fake Fitness Product

Although similar in appearance to the indoor version, there is no resistance at all, with no possibility to adjust or increase the level of resistance, so only moderate intensity exercise can be achieved even when used at a very high pace. There is a poor cardio effect, very poor ergonomics and no user display.

Take a typical Outdoor Cross Trainer. You would get more exercise from just walking around it than actually using it!



The outdoor rowers are designed to look like the indoor rower, but there is no flywheel, no damper, no sliding seat or user display

There is no adjustment of resistance. There is no adjustment of position, poor ergonomics and a low effect on cardio or strength training.

Many suppliers market the rower as "an all over workout", showing images of all muscles, including the legs being worked. In reality the only time you use your leg muscles are when getting on and off the unit.



## Outdoor Fitness Equipment

### KOMPAN Real Fitness

KOMPAN's **Cross Trainer** gives an intense workout and adds an extra intensity layer with a special sprint mode (glute mode) that allows a high-calorie workout that strengthens the gluteus and lower limbs while focusing on the core stabilizer muscles.

It is designed to give users of all ages, physiques and fitness levels a cardiovascular training that keeps their heart rate above the needed 65% of their maximum heart rate. The intelligent system automatically adapts the workout to the pace set by the user, ensuring the user gets the right level of resistance. The user can also choose to manually adjust the resistance with either the KOMPAN cardio APP for smart devices or a built in display (optional).



The KOMPAN **Suspension Trainer** is very effective because it simultaneously increases strength, balance, flexibility and core stability.

Offering 38 exercises, it is one of the most versatile pieces of equipment where all muscle groups can be trained, for example squats to work the legs and an inclined pull up to work the shoulders and arms.

Everyone can workout at their own level due to the scalable resistance. The intensity of each exercise can be determined by adjusting the body position to add more or less resistance. The unit caters for three users at a time and provides signage that gives details of the available workouts with more information via the KOMPAN Fitness App for smart device.





# What is Fake Fitness?

"On a fake fitness Leg Press the user would actually get much more strength training effect by sitting and then standing up from a park bench because they would have lifted their own bodyweight."

For cardio training to be beneficial, the general recommendation is that the intensity should be at least 65% of the maximum heart rate. The bottom line, a fake fitness site will see a poor return on investment – both in terms of the money wasted and a wasted public space.

## Indoor Fitness Equipment

### Indoor Fitness Product

#### Exercise Bike

Indoor exercise bikes can help build strength in your legs and lower body, especially if you use a higher resistance. The pedalling action can help strengthen your calves, hamstrings, and quadriceps. Additionally, it can work muscles in your core, back, and glutes.



Indoor exercise bikes offer adjustment of resistance to suit your workout goals, multiple seat positions for effective training plus added comfort and has a user display for time, speed, distance and calories.

#### Leg Press

The indoor leg press is a weight training exercise in which the individual pushes a weight or resistance away from them using their legs. As you exercise with a leg press, the muscles worked primarily include the quadriceps and hamstrings. You'll also engage your glutes and calves muscles throughout the exercise.



A user can adjust the seat position to match their posture for the most effective workout and vary the resistance via the weight stack.

### Fake Fitness Product

Similar in appearance to the indoor version, this has no resistance at all, with no possibility to adjust or increase the level of resistance, so only moderate intensity exercise can be achieved even when used at a very high pace.



There is no adjustment of position, very poor ergonomics and no effect on cardio or strength.

The outdoor leg press is designed to look like an indoor leg press, but there is no adjustment of resistance, just very low body weight dependent resistance. There is no adjustment of position and a low effect on strength training.



The user would actually get much more strength training effect by sitting and then standing up from a park bench because they would have lifted their own bodyweight.

## Outdoor Fitness Equipment

### KOMPAN Real Fitness

The KOMPAN **City Bike** combines a durable design with features with features taken from professional indoor exercise bikes. This way, it works in both unsupervised public spaces and in dedicated outdoor sports areas.



Users can adjust saddle height and cycling resistance to match their personal posture and fitness level. For the first time ever, on an outdoor fitness bike, it is possible to track workout power, cadence, and calories, allowing users to improve their performance and reach their personal goals, through either the KOMPAN cardio APP for smart devices or a built in display (optional).

The KOMPAN **Magnetic Bells** offering 26 different workouts, is very effective because it simultaneously increases strength, balance, flexibility and core stability. One exercise, the front squat, is a fantastic alternative to the leg press, with the option to choose between a light, medium or heavy training weight for scalable training.



The Magnetic Bells have an innovative breaking system that allows the users to increase the resistance still further by increasing the speed of movement. The unit caters for three users at a time and provides instruction signage for the most common workouts, with more information via the KOMPAN Fitness App for smart devices.

# The People behind KOMPAN Outdoor Fitness

## The KOMPAN Fitness Institute Experts



### Morten Zacho

Senior Manager, KOMPAN Fitness Institute

Morten is Teaching Associate Professor at the University of Southern Denmark in the Department of Sports Science and Clinical Biomechanics.

He also manages the KOMPAN Fitness Institute with great focus on implementing knowledge, trends, scientific research and functional tests in the innovation of new outdoor fitness.



### Rob Boogmans

Sales Director, KOMPAN Fitness

Rob is educated as Physical Therapist and Personal Trainer, and he has more than 20 years of experience in fitness.

He has been a pioneer in outdoor fitness since 2008 when he founded Standing-Strong Outdoor Fitness. In 2014 Standing-Strong was taken over by KOMPAN and in 2015 Rob Boogmans joined KOMPAN to start the KOMPAN Fitness Institute.



## Inspired by experts

A newly established KOMPAN group who gather insights from a combination of training experts, knowledge of user needs and customer demands, they develop products and training concepts for everyone.

Here are some key findings;



59% of the population wants to exercise more.



40% of all physical activity takes place outdoors, and 25% on way between home and work, school or shops.



31% of smartphone users use apps to improve fitness.



Activity Tracking is most wanted smartwatch feature.



# The Science behind KOMPAN Outdoor Fitness

## At KOMPAN we take great pride in designing and testing our products

At KOMPAN, we design and test our products so they actually have the physiological effects that are the benefits of doing exercise. If you look at our new cross trainer, we took it into the laboratory where we tested it with scientific methods. We measure heart rate and oxygen intake, all the way from low intensity to very high intensity, plus we stress test the equipment for resistance to vandalism.

### What is the requirement for Cardio equipment to be effective?

For cardio training to be beneficial, the general recommendation is that the intensity should be at least 65% of the maximum heart rate. In practical terms, this is an intensity where speech is noticeably interrupted by increased breathing.

### What is the requirement for Strength equipment to be effective?

The general rule of thumb is that the resistance applied to the muscles should be at least 60% of the users strength. A relative load of 60% would, for most people and most exercises, be equivalent to a weight that can be lifted no more than 15 times.

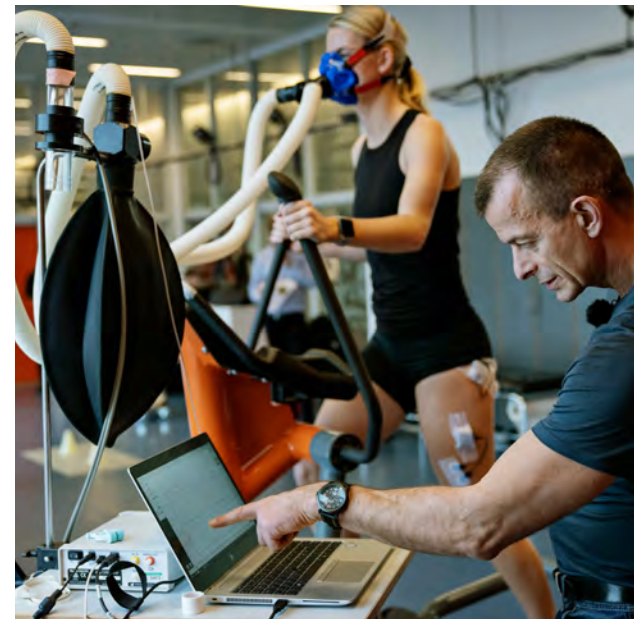
### What do people say about KOMPAN Real Fitness sites?

"A functional space for all ages and abilities; a great place to work out with a real sense of community."

"Outdoor fitness has been around for a long time, but there isn't anything like this from any other supplier. Individuals come here to workout and people also come together to workout as a community."

"The equipment caters for the regular user, someone who wants a real challenge, or even a mum that wants a little resistance to keep up her movement and motion."

"You've got the App as well so you are not going to be standing thinking how do I use this? Feeling embarrassed and feeling I don't want to try this."





# The Evolution of KOMPAN Outdoor Fitness



## FIRST GENERATION

### First Generation Fitness Equipment

As part of the Beijing Olympics and the legacy program, China roll-out free open access outdoor fitness equipment as requested in the Olive AP Fitness Tender.



## KPX LAUNCH

### KOMPAN KPX Equipment

KOMPAN launch their own Outdoor Fitness Equipment, but with more focus on durability. Sealed bearings and heavy duty galvanised steel is used to replace, thin powder coated steel and nylon bushes.



## SECOND GENERATION

### KOMPAN Add Variable Assistance Equipment to Outdoor Fitness

Understanding the need for users to be able to adjust equipment to provide a workout suited for them, KOMPAN introduce a variable piston controlled resistance range.

## THE FITNESS INSTITUTE

### The KOMPAN Fitness Institute Opens



The KOMPAN Fitness Institute collaborates with universities and follows scientific research closely. The accumulated knowledge is leveraged in product development with user tests and functionality design. The aim is to create fitness equipment at the same quality and equally effective as you would expect from a commercial indoor gym.

## CROSS TRAINING

### Award Winning Cross Training Equipment



KOMPAN's cross training range, Cross Systems, won the 2017 Good Design Award in Australia and the European Product Design Award. Innovative outdoor training equipment cleverly combined for effective free weight and own body weight training. The three different training tools combined offer an ideal and highly versatile combination for effective free weight and own body weight training for all.

## THIRD GENERATION

### KOMPAN Cross Trainer Enters The Market

With the best ergonomics on the market, KOMPAN's Cross Trainer gives an intense workout just like an indoor version. It links to smart phones, uses location information, and its App offers workout videos. It is designed to give users of all ages, physiques and fitness levels a cardiovascular training that keeps their heart rate above the needed 65% of their maximum heart rate. The intelligent system automatically adapts the workout to the pace set by the user, securing that the user gets a proper resistance workout.



2008

2008

2013

2014

2015

2016

## BIKES LAUNCHED

### City, Sport and Hand Bikes

The KOMPAN Bike range is an adjustable and interactive pieces of cardio equipment which is the same quality and as equally effective as what you expect in equipment at an indoor fitness center. The resistance can adapt automatically depending on the pedaling speed, or the users can choose to manually change the resistance on the KOMPAN App.



2018

2019

2020

## STAY FIT AND DATA

### Pioneering Equipment for the Elderly

Stay Fit is designed to promote active and healthy ageing and to make injury rehabilitation available outdoors in the public space. The Stay Fit portfolio offers a range of training stations, each facilitating the training of fundamental skills. Each station is inspired by activities and obstacles you would meet in everyday life. E.g. walking on stairs and on uneven surfaces while keeping your balance.



### Return on Investment Data

We can track the number of users per location and the total number of sessions and this information can be shared with customers.



## STREET AND CALISTHENICS

### KOMPAN Introduce Street and Calisthenic Systems

KOMPAN compliments their expanding fitness ranges with the introduction of Street and Calisthenics systems. Low maintenance and life time guarantees that come with each item demonstrates the durability of the range.

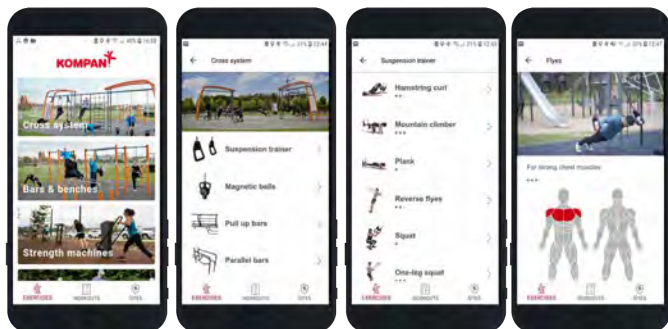


# The KOMPAN Fitness Apps

## KOMPAN Fitness Apps are free of charge, easy to download and simple to use

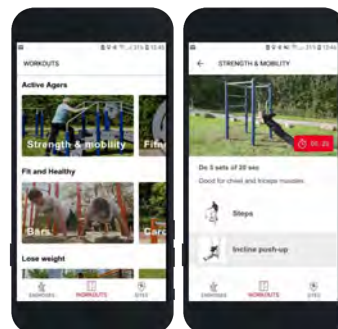
### Details on equipment and available **exercises**

Select the range of equipment and find information on 100s of different workouts together with the muscles being worked.



### Choose from a pre-defined **workout** to achieve your goals

To get you started, we have configured workouts to suit the equipment on site.



### Send us the details to help you activate the **site**

Add photos and we can help you to raise awareness of the site to the local community through social media and other news channels.



We also have a Cardio **App** for the KOMPAN bike and cross trainer



### Download the KOMPAN Outdoor Fitness **APP**

Choose the App store to suit your smart device.



**The KOMPAN outdoor fitness range is getting smarter every day and via multiple streams we are collecting usage data for specific locations:**

1. All sessions on the cardio equipment are monitored.
2. Both the KOMPAN cardio App and KOMPAN outdoor fitness App have analytics that provide usage data.

The KOMPAN sport and fitness team can see the number of users per location and the total number of sessions and this information can be shared with customers. Due to our compliance with GDPR, we do not store information on an individual user.



# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Cardio Package Available in alternative colours

Offer price **£14,995\*** (list £17,600)



FAZ50100  
**City Bike**



FAZ52100  
**Cross Trainer**

## Pro Workout - Small

Offer price **£17,495\*** (list £22,280)

Available in alternative colours



FAZ50100  
**City Bike**



FSW206  
**Incline Press**



FAZ102  
**Magnetic Bells**

### \*Terms and Conditions

Prices based on installation into flat grass area and includes safer grass matting wear areas, disposal of waste, heras fencing for security of installation works, and offloading facilities to comply with CDM regulations.

All proposed install locations will require a site visit from a KOMPAN representative and additional costs may be necessary due to existing site conditions.

Stay Fit packages are based on installation into existing hard standing areas as these packages are aimed at active agers and a suitable all year round surface is recommended. Appropriate surface areas can be quoted for on request.

Prices do not include post installation inspections. Prices exclude VAT.





# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Pro Workout - Large

Offer price **£33,995\*** (list £44,690)

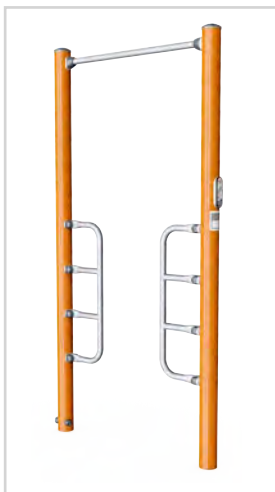
Available in alternative colours



FAZ51100  
**Arm Bike**



FAZ52100  
**Cross Trainer**



FSW206  
**Incline Press**



FAZ102  
**Magnetic Bells**



FAZ101  
**Suspension Trainer**



FSW201  
**Parallel Bars**



FSW204  
**Decline Bench**





# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Bars and Benches - Small

Available in alternative colours

Offer price **£12,995\*** (list £16,160)



FSW205  
**Wide Overhead Ladder**



FSW202  
**Dip Bench**



FAZ301  
**Step 20cm**



FAZ302  
**Step 40cm**



FSW104  
**Combi 4**

### \*Terms and Conditions

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Stay Fit packages are based on installation into existing hard standing areas as these packages are aimed at active agers and a suitable all year round surface is recommended. Appropriate surface areas can be quoted for on request.

Prices do not include post installation inspections. Prices exclude VAT.





# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Obstacle Courses - Medium

Offer price **£13,495\*** (list £17,769)

Available in alternative colours



FSW216  
**Wall with Net**



FSW214  
**Over and Under**



FSW215  
**Balance Beam**



FSW221  
**Jump Pod Set x 2**



FSW213  
**Double Overhead Ladder**





# Real Outdoor Fitness Packages

Price includes Delivery, Installation and Grassmat wear pad surfacing\*

## Stay Fit - Medium

Available in alternative colours

Offer price **£23,995\*** (list £30,021)



FAZ50100  
**City Bike**



FAZ102  
**Magnetic Bells**



FSW223  
**Stretch Station**



FSW228  
**Up and Go**



FSW222  
**Assisted Step**

### \*Terms and Conditions

Prices based on installation into flat grass area and includes safer grass matting wear areas, disposal of waste, heras fencing for security of installation works, and offloading facilities to comply with CDM regulations.

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Stay Fit packages are based on installation into existing hard standing areas as these packages are aimed at active agers and a suitable all year round surface is recommended. Appropriate surface areas can be quoted for on request.

Prices do not include post installation inspections. Prices exclude VAT.



FSW226  
**Flex Wheel**



FSW232  
**Balance Board**



# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Mix - Small

Offer price **£29,495\*** (list £40,937)

Available in alternative colours



FAZ50100  
**City Bike**



FAZ102  
**Magnetic Bells**



FAZ301  
**Step 20cm**



FAZ302  
**Step 40cm**



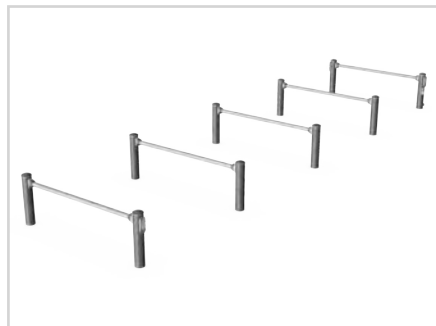
FSW104  
**Combi 4**



FSW232  
**Balance Board**



FSW215  
**Balance Beam**



FSW211  
**Hurdles**



FSW222  
**Assisted Step**



FSW226  
**Flex Wheel**





# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Stay Fit - Large

Offer price **£34,995\*** (list £46,015)

Available in alternative colours



FAZ50100  
**City Bike**



FAZ51100  
**Arm Bike**



FSW223  
**Stretch Station**



FSW231  
**Balance Board**



FSW229  
**Stair and Ramp**



FSW228  
**Up and Go**



FSW222  
**Assisted Step**



FSW227  
**Balance Station**



FSW224  
**Surface Challenge 3**



FSW226  
**Flex Wheel**



# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Stay Fit - Large



### \*Terms and Conditions

Prices based on installation into flat grass area and includes safer grass matting wear areas, disposal of waste, heras fencing for security of installation works, and offloading facilities to comply with CDM regulations.

All proposed install locations will require a site visit from a KOMPAN representative and additional costs may be necessary due to existing site conditions.

Stay Fit packages are based on installation into existing hard standing areas as these packages are aimed at active agers and a suitable all year round surface is recommended. Appropriate surface areas can be quoted for on request. Prices do not include post installation inspections. Prices exclude VAT.



# Real Outdoor Fitness Packages

Price includes Delivery, Installation  
and Grassmat wear pad surfacing\*

## Cross Training/Obstacle Mix - Large

Offer price **£42,995\*** (list £61,825)

Available in alternative colours



FAZ102  
**Magnetic Bells**



FAZ101  
**Suspension Trainer**



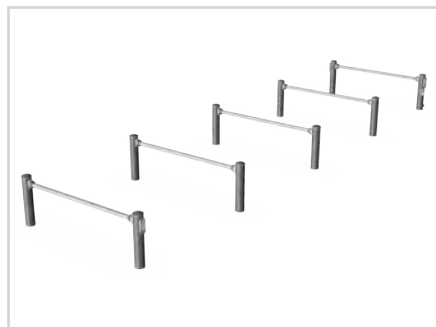
FSW212  
**Double Turbo Challenge**



FAZ105  
**Core Twist**



FSW215  
**Balance Beam**



FSW211  
**Hurdles**



FSW214  
**Over and Under**



FAZ302  
**Step 40cm**



FSW221  
**Jump Pod Set x 3**



# Real Outdoor Fitness Packages

Price includes Delivery, Installation and Grassmat wear pad surfacing\*

## Cross Training/Obstacle Mix - Large



### \*Terms and Conditions

Prices based on installation into flat grass area and includes safer grass matting wear areas, disposal of waste, heras fencing for security of installation works, and offloading facilities to comply with CDM regulations.

All proposed install locations will require a site visit from a KOMPAN representative and additional costs may be necessary due to existing site conditions.

Stay Fit packages are based on installation into existing hard standing areas as these packages are aimed at active agers and a suitable all year round surface is recommended. Appropriate surface areas can be quoted for on request. Prices do not include post installation inspections. Prices exclude VAT.



# Real Outdoor Fitness Gallery

"Take a fake fitness Cross Trainer. You would get more exercise from just walking around it than actually using it!"





# Real Outdoor Fitness Gallery

"On a fake fitness Leg Press the user would actually get much more strength training effect by sitting and then standing up from a park bench because they would have lifted their own bodyweight."





# Frequently Asked Questions

## **What is fake fitness?**

The term 'fake fitness' refers to equipment or concepts that present themselves as effective training options, possibly by having the same appearance as other well-known training methods, but – when applied – do not result in any meaningful physiological effect. Some of the most obvious examples of this can be seen in outdoor fitness equipment, for example in the form of cardio or strength training equipment that takes design inspiration from indoor fitness equipment, but is constructed without the same options for adjusting resistance or workload.

## **What is the requirement for outdoor fitness equipment to be 'effective fitness'?**

For cardio training to be beneficial, the general recommendation is that the intensity should be at least around 14-15 on the Borg RPE scale, which is equivalent to the talk threshold or 65% of maximum heart rate. Exercising with intensities lower than this can also result in health and performance improvements, but only if the duration of the exercise session is extremely long. Therefore, any piece of cardio equipment should be able to supply a range of workloads that allow the target population to reach the 65% of maximum heart rate intensity level.

For strength training, the general rule of thumb is that the resistance applied to the muscles should be at least 60% of the maximum muscle force capacity. Relative resistance lower than this can also result in strength gains, but only by doing an unusually high number of repetitions. A relative load of 60% would, for most people and most exercises, be equivalent to the heaviest weight that can be lifted 15 times. Therefore, if any piece of strength training equipment is not designed to provide 60% of the maximum muscle force capacity, then it cannot be considered effective.

## **How bad is fake fitness?**

A number of research studies have looked into user engagement and possible physiological effects from using fake fitness sites. The general conclusion is that even though many people use the equipment, they only used it for a very short time period and only at very low intensity. One study also measured intensity and calorie consumption in various pieces of equipment. In most circumstances, the use of the equipment only qualified as light-intensity exercise. The two most challenging machines, the air walker and the ski stepper, only provided moderate intensity exercise when used at a very high pace. This also means that none of the equipment evaluated could be used for vigorous intensity exercise, to reach 65% of maximum heart rate, under any circumstances.

The fact is that for many of the bikes and elliptical trainers out there, you will get more training effect from walking around them at a brisk pace than from actually using them. They might provide some form of mobility exercise, but they do not, by any standards, serve as cardiovascular exercise for most users. Outdoor strength training machines are often designed to look like their indoor fitness equivalents, however, the outdoor machines rarely include any form of external load, typically relying on some leveraged lift of the user's bodyweight. In most cases, this does not constitute a load high enough for strength gains to be induced. At outdoor fitness sites with these ineffective strength training machines, the user will actually get much more strength training effect by using equipment that relies on functional movements involving body-weight, such as sitting and standing up from a seated position on a park bench, because he or she would have lifted their own bodyweight.

## **If fake fitness is so bad, why do we see so many of the "Fake Fitness" sites around?**

Outdoor fitness was first introduced into the UK market after the 2008 Beijing Olympics when the concept was first seen at sites near the Beijing Olympic venues. The equipment was marketed as effective training, due to the same appearance as an indoor equivalent, but does not result in any meaningful physiological effect, hence the term "fake fitness".

Many of the fake fitness sites were purchased by the customer with the best intentions, in many cases based on the marketing material from suppliers, but now sits unused. These fake fitness sites have given outdoor fitness a bad name with many buyers labelling it as a "waste of money" because they do not engage the community in an active lifestyle over the longer term since the equipment does not provide the motivation that users require.

Despite the lack of any meaningful physiological effect, fake fitness equipment became the "industry standard" and for many years it has been simply accepted by customers that outdoor fitness is simple and less functional than indoor fitness. The main reason the acceptance of poor performance existed for so long is because it was believed impossible to create equipment with an equal functionality to the indoor gym equipment due to the restrictions of the safety standards and the outdoor environment. KOMPAN has shown that with the right knowledge and creativity, it is possible to solve the puzzle and create great outdoor fitness products.

## **What are the negative consequences of sites based on fake fitness?**

Outdoor fitness sites are purchased and installed to promote public health, but if the equipment is unable to elicit the necessary physiological response in the user, only minimum health benefits will occur. What is worse is that the interaction with fake fitness sites will provide users with a negative experience towards physical activity.

Physical activity can have long-term and short-term health benefits, but it is the short-term benefits that are most likely to provide the motivation needed to continue being active. Short-term benefits include improved fitness, sleep, digestion, stress management, social connectedness and physical appearance. If no short-term benefits are noticeable, the user will most likely stop using the fitness site and have yet another negative physical activity experience. Finally, ineffective fitness sites that are not being used represent a poor return on investment, both in terms of wasted spend and wasted public space.



# Frequently Asked Questions

## Why should I believe KOMPAN offers real fitness?

KOMPAN uses science, with testing in exercise laboratories, and on site testing to verify that we create equipment which is equally as good as or better than what we know from indoor fitness, and with the durability to withstand all the challenges of an outdoor environment. The functional testing and research is managed by the KOMPAN Fitness Institute. The KOMPAN Fitness Institute is a newly established KOMPAN group who gather insights from a combination of training experts, from knowledge of user needs and customer demands and then they develop products and training concepts for everyone.

**Morten Zacho** - Senior Manager, KOMPAN Fitness Institute. Morten is Teaching Associate Professor at the University of Southern Denmark in the Department of Sports Science and Clinical Biomechanics. He also manages the KOMPAN Fitness Institute with great focus on implementing knowledge, trends, scientific research and functional tests in the innovation of new outdoor fitness.

**Rob Boogmans** - Sales Director, KOMPAN Fitness. Rob is educated as a Physical Therapist and Personal Trainer, and he has more than 20 years of experience in fitness. He has been a pioneer in outdoor fitness since 2008 when he founded Standing-Strong Outdoor Fitness. In 2014 Standing-Strong was taken over by KOMPAN and in 2015 Rob Boogmans joined KOMPAN to start the KOMPAN Fitness Institute.

At KOMPAN, we design and test our products so the use of the equipment produces the intended meaningful physiological effects that the user expects from doing the exercise. If you look at our new cross trainer, we took it into the laboratory where we tested it with scientific methods. We measured heart rate and oxygen intake, all the way from low intensity to very high intensity. We also understand the importance of durability as well as performance, so we stress test the equipment for resistance to vandalism.

## Can all equipment can be categorised as fake or effective fitness?

It is important to distinguish between equipment that presents itself as being something it is not and equipment that is deliberately intended to provide other functionality not related to physiological intensity. Examples of this is equipment that targets balance, mobility, coordination and other psychological factors. These types of equipment should also be effective in relation to their intended purposes, but it can be difficult to set objective criteria on which they can be evaluated. Often the best outdoor fitness sites will consist of a mix of equipment with different levels of measurable effectiveness. However, any outdoor fitness site that does not appear to provide a substantial amount of objective effectiveness should be met with skepticism.

## Why do you still have “Fake Fitness” products (KPX) in your catalogue?

Like all outdoor fitness suppliers, KOMPAN has a history of making and selling fitness products which are less effective and can be qualified as Fake Fitness. Such products have found their way into Framework Agreements and Tender Specifications which are valid for several years, meaning we still have to display our products, or risk being excluded from the Framework/Tender. We will enter into a dialogue with customers who show an interest in our KPX products and we explain that we have cardio products that provide adjustable resistance and for balance, mobility and coordination, our preference is to promote our “Stay Fit” range of products.

## Why is it so much more expensive? I can get 10 pieces of Fake fitness for £10,000?

Fake fitness is more expensive, even if you get 10 pieces for £10,000, as it will have either no effect or even worse, negative effects. It is a waste of money and space for the reasons given previously;

1. Only minimum health benefits will occur.
2. The interaction with fake fitness equipment will provide users with a negative experience towards physical activity
3. Physical activity can have long-term and short-term health benefits, but it is the short-term benefits that are most likely to provide the motivation needed to continue being active. Short-term benefits include improved fitness, sleep, digestion, stress management, social connectedness and physical appearance. When no short-term benefits result from the fake fitness equipment, the user will most likely stop using the fitness site and have yet another negative physical activity experience.

In order to have a fair comparison on price, we need to look at equipment which has similar functionality and is built for the same frequency of usage, meaning we need to compare with indoor fitness equipment that is placed in commercial fitness centers. Indoor products have a similar price as the KOMPAN fitness products but are of course not suitable to be in an unsupervised outdoor environment, like the KOMPAN outdoor fitness products. KOMPAN effective fitness solutions can be scaled to suit any budget, but obviously the higher the budget, the the higher number of activities. When considering value for money;

1. **Durability** - Our products are built to last with vigorous testing to ensure high durability and vandal resistance.
2. **Scalability** - Whichever KOMPAN solution we design for you, we will provide variable resistance, which means that the solution is open to a wide range of users (young and old, active and inactive, able and less able).
3. **Flexibility** - Our Cross Systems and Street Workout solutions offer a high number of activities whereas fake fitness equipment are single use/single activity.
4. **Engagement** - Users are supported on their fitness journey with the free to use KOMPAN Sport and Fitness Apps and from instruction signage on all items of equipment, to help with the understanding of how to get the most from the site.
5. **Sense of community** - Many solutions provide for group training where users will typically spend 30 seconds on one piece of equipment and move on to the next and so on. Group training helps to motivate users, strengthens communities and provides other health and wellbeing benefits, for example mental well-being.





**LET'S GET OUR PARKS AND OUR PEOPLE INTO SHAPE  
LET'S CROSS THAT USELESS CROSS-TRAINER OFF OUR LIST  
LET'S RESIST OUTDOOR BIKES THAT HAVE NO RESISTANCE  
AND TELL AWFUL AIR WALKERS TO JOG ON  
LET'S FILL OUR PUBLIC SPACES  
WITH FITNESS EQUIPMENT**

**THAT'S FIT FOR THE JOB**



**LET'S FIGHT FAKE FITNESS**



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