



دلّتا فتنس  
DELTA FITNESS

*Together for a healthier life*

**FITNESS SOLUTIONS  
PROFILE**












***Together for a healthier life***

The Kingdom of Saudi Arabia and Bahrain's  
Leading Fitness Solutions Provider

دلتا فليتنس  
DELTA FITNESS

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# INTRODUCTION

## WHO WE ARE

For over 30 years, Delta Fitness has worked to provide fitness solutions in the Kingdom of Saudi Arabia and Bahrain as a trusted partner for some of the world's leading brands across several categories. Our industry and market knowledge, relationships, and geographic network allow us to provide unique fitness solutions across a variety of products and services.

In line with رؤية VISION **2030**, the Kingdom of Saudi Arabia and GCC countries are emerging as health and fitness conscious economies, creating significant demand for complimentary health and fitness solutions. Delta Fitness is at the forefront of this mandate by providing health, fitness, recreational products and services of great value that enrich our customers' lives through health and well-being.

We are the leading distributor, retailer, and service provider of fitness solutions in the Kingdom of Saudi Arabia and Bahrain.

## MISSION

To provide value added products and services that enrich lives through health and well-being.

## VISION

To be the preferred and leading fitness solutions provider in the markets we operate in.



# VALUES

## **Integrity**

We act with the highest ethics, both as individuals and as an organization.

## **Passion & Initiative**

Passion and initiative is energy. Passion is what drives us and initiative is what enables us to do better and achieve higher.

## **Customer Centricity**

This is why we exist. We are dedicated to providing value added products and services of great value to enrich our customers' lives through health & well-being.

## **Operational Excellence**

We achieve our goals through mutual dedication, proficiency, and best practices.

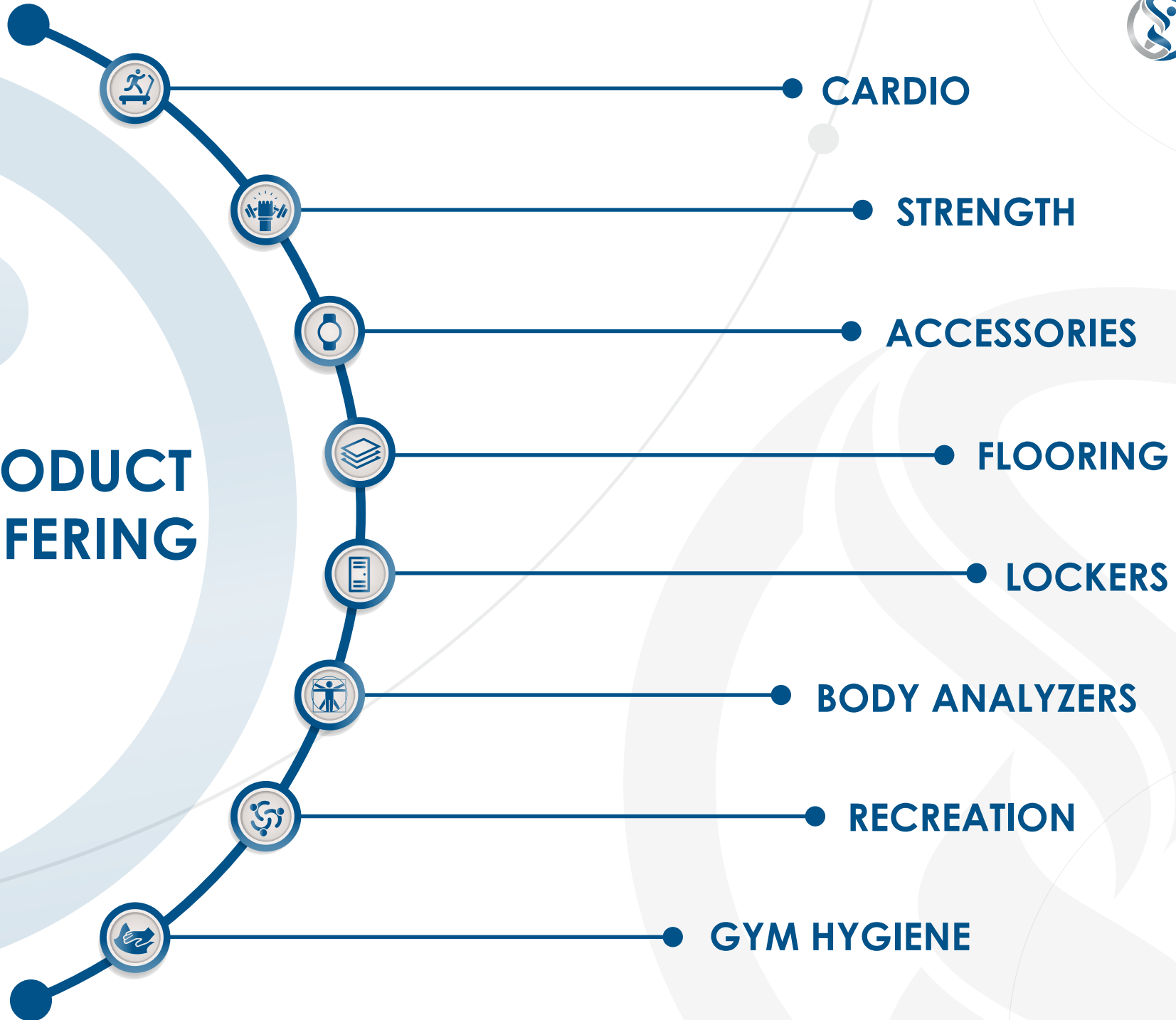
## **Collaboration & Teamwork**

Our success is dependent on unlocking individual potential and team collaboration in order to achieve synergy and deliver value to all our stakeholders.

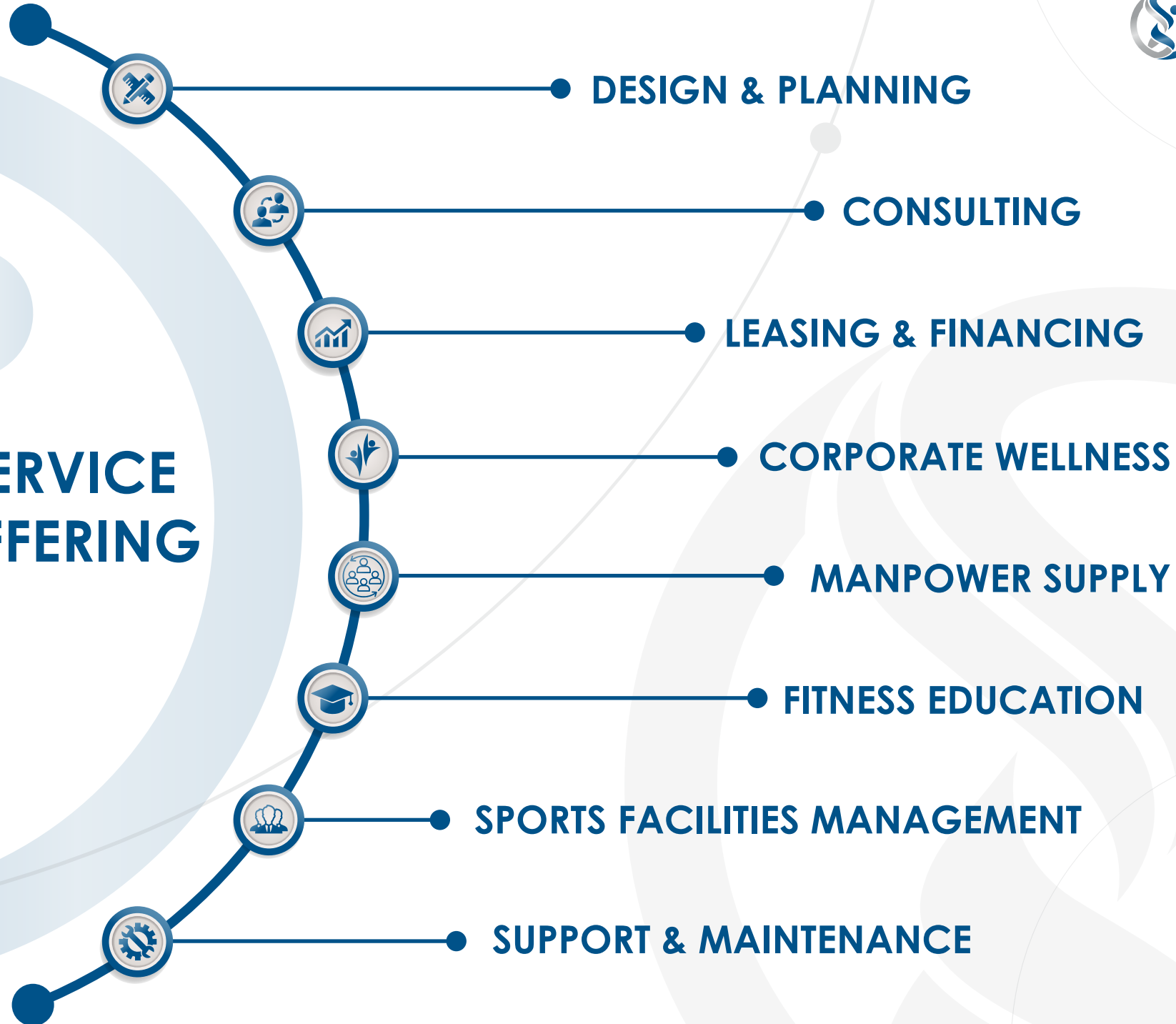
## **Social Responsibility**

We aim to positively contribute to our society and community in order to achieve a healthier lifestyle for all.

# PRODUCT OFFERING



# SERVICE OFFERING







# PRODUCT OFFERING

## Cardio

A variety of premium cardio equipment allowing exercisers of all abilities to choose exactly how they want to move.

Treadmills

Spinning Bikes

Upright Bikes

Rowers

Recumbent Bikes

Air Runners

Cross-Trainers

Pilates Reformers

## Strength

Strength training is essential to improving overall fitness. We offer a variety of options that accommodates the needs of every exerciser, regardless of age, ability or fitness level.

Multi Gyms Stations

Weight Bars

Strength Machines

Weight Plates

Benches

Barbell Sets

Dumb Bells

Racks

Kettle Bells

Collars

## Accessories

Complete your facility with a wide variety of accessories and functional training products to help your members reach their goals.

Battle Ropes

Bosu

Bottles

Bulgarian Bags

Core Bags

Exercise & Yoga mats

Equipment Mats

Foam Rollers

Gloves

Gym Bags

Hand Wraps

Medicine Balls

Mitts

Multi grip Med. Balls

Plyobox

Power Bands

Punching Bags

Recovery & Protective Gear

Resistance Bands & Tubes

Skipping ropes

Slam Balls/Ball Rack





# PRODUCT OFFERING

## Flooring

We provide world-class flooring solutions across numerous options for a variety of sectors with quality flooring installations, such as: Rubber, Vinyl, Turf, Shockpad, Slip-Resistant and others.

Healthcare

Hospitality

Sport

Offices

Education

## Lockers

Gyms

Government

Hotels

Universities & Schools

Hospitals

Others

## Body Analyzers

Body composition analysis is essential to completely understand the human body. Going beyond your weight, body composition analysis breaks down your body into four components: fat, lean body mass, minerals, and body water.

Body Analysis

Heart Rate trackers

Wrist Trackers

Stadiometer

## Recreation

Billiards tables

Dart Board Cabinet

Table Tennis

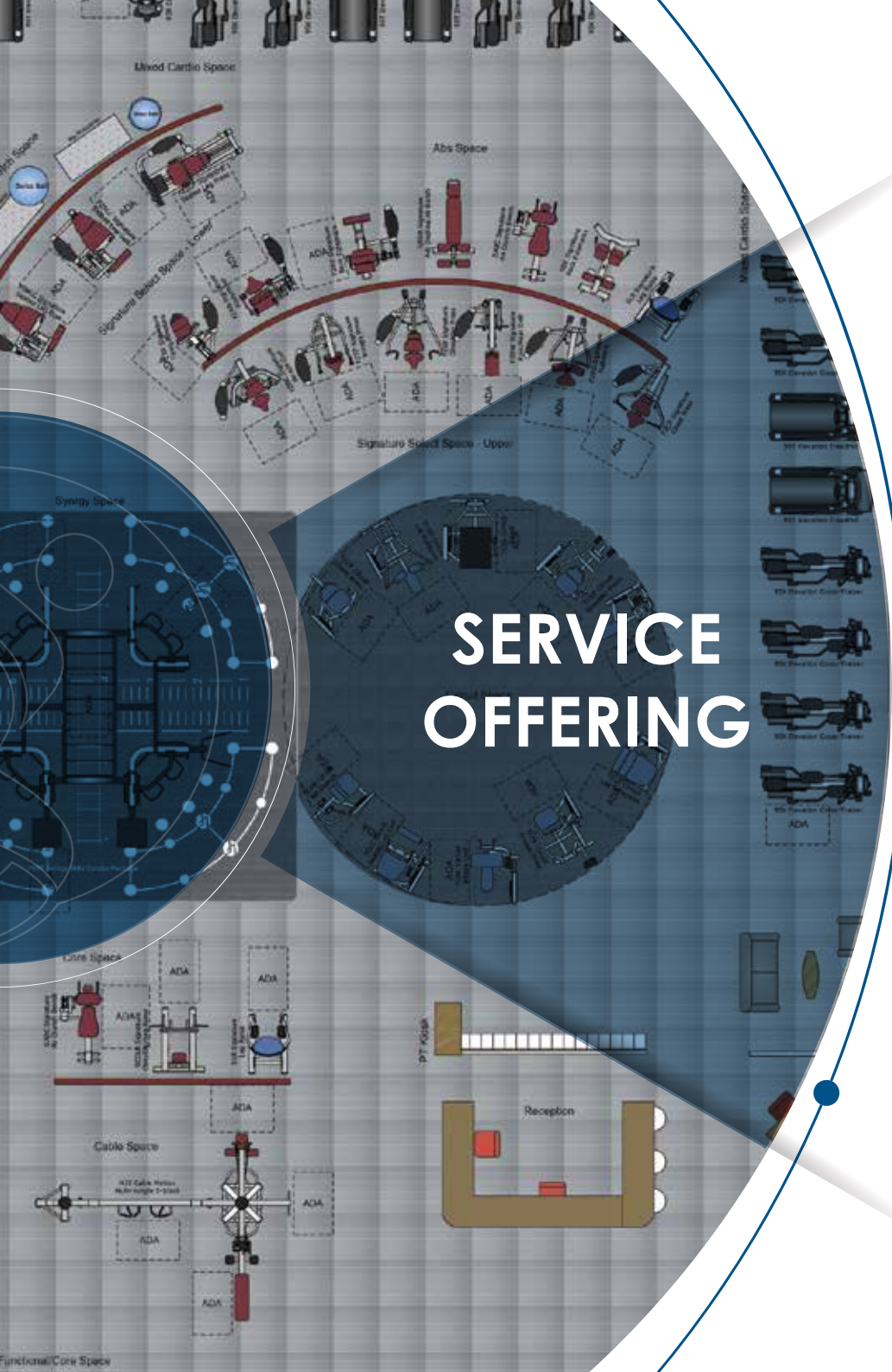
Recreational Accessories

Table Football

## Gym Hygiene

Wipes

Water Extractor



# SERVICE OFFERING

## Design & Planning

Our solutions are unique and tailor-made to your project's specific needs and goals; our experienced designers will provide detailed proposals and create stunning visuals that bring your ideas to life.

We firmly believe that effective planning is the cornerstone for a truly successful outcome. Whatever your long or short term objectives are, our experienced team are ready to ensure that your every need is fully catered for.

## Consulting

As a fitness consulting provider, Delta Fitness is in partnership with international partners to provide a wide range of services including but not limited to: recruitment, club management system, educational & corporate wellness programs, new project due diligence & business plans, and more.





## SERVICE OFFERING

### Leasing & Financing

Fitness equipment comes in all shapes and sizes but one thing all gym equipment have in common is cost. Purchasing fitness equipment outright can be an expensive prospect. Fortunately, Delta Fitness provides leasing and financing options to business owners for a chance to finance the gym furnishings they need without breaking the bank.

### Corporate Wellness

Delta Wellness exists to provide comprehensive well-being programs and services in the Kingdom of Saudi Arabia for corporations and individuals who are seeking to optimize their health, wellbeing, and overall quality of life.

We are committed to the World Health Organization's definition of health, which states: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." Our programs and services are designed to maximize total human performance by implementing evidence-based practices in all aspects of holistic health, including: mental, physical, social, emotional, and more.





## SERVICE OFFERING

### Manpower Supply

Complimentary to our facility management offering, Delta Fitness provides fitness and recreational manpower to both private and commercial entities. We select, train and supervise a variety of qualified fitness and recreational personnel including but not limited to: fitness trainers, yoga trainers, lifeguards, recreation managers, aerobic instructors, coaches, and more.

### Fitness Education

Delta Fitness provides world class fitness education in the Kingdom of Saudi Arabia through 'Delta Motion Academy' – the educational and certifying arm of Delta Fitness to provide a wide range of global certified fitness courses such as AFAA, NASM, LFA, Saudi REPs, and others.



## SERVICE OFFERING

### Sports Facilities Management

Delta Fitness' recreational facility management provides SOPs, activities, and support services associated with various gyms or recreation centers. We ensure that you achieve your goals and member's utmost satisfaction whether locations are recreation centers, water parks & pools, playgrounds, fitness centers, sports complexes, and resorts.

We provide a healthy, safe, and vibrant atmosphere to perform a variety of recreational and social activities.

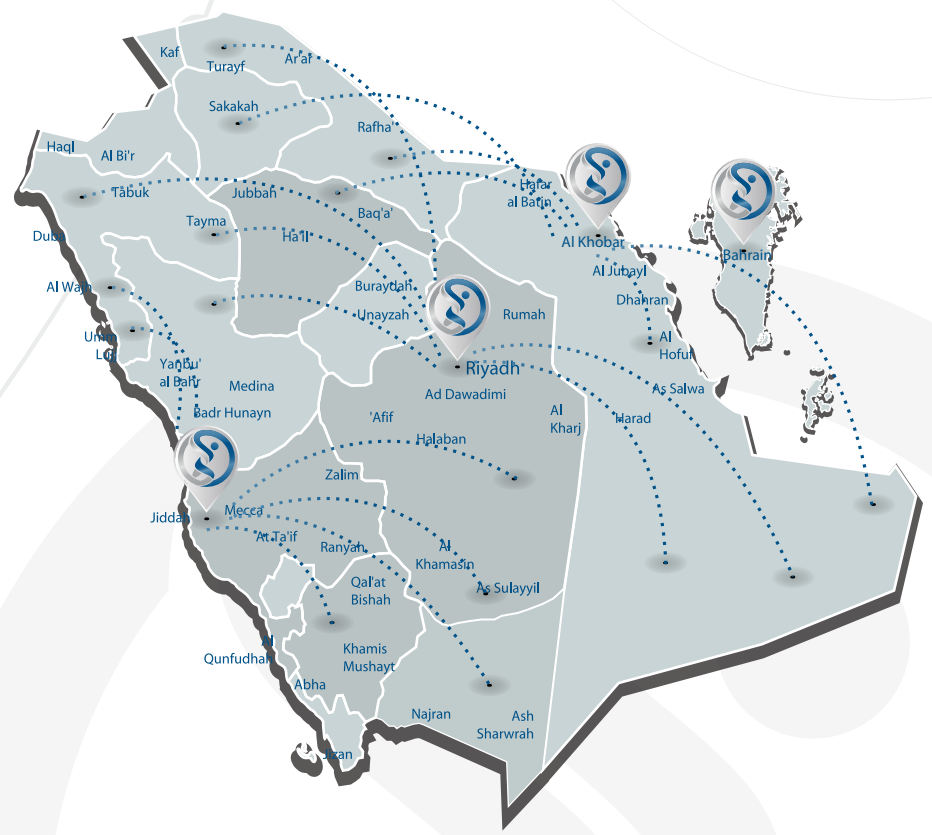
### Support & Maintenance

At Delta Fitness, our priority is our clients and customers' satisfaction. We provide various short and long term support and maintenance contracts to ensure your gym is operating optimally. Our highly trained engineers can quickly diagnose your machine's fault, fix it rapidly, thereby keeping your members and gym users happy and moving at all times.





# OUR COVERAGE



Delta Fitness has a dedicated team of professionals including a fleet of 30 express service vehicles across the kingdoms of Saudi Arabia and Bahrain, providing installations, maintenance and solutions for any issue. All calls are attended to by trained service engineers from the point of communication by telephone or email. In case the fault is not rectified on the spot, a standby machine with the same specifications will be provided.

**CUSTOMER SERVICE: 920002694**



# WHY DELTA FITNESS?

Built on  
30+ years of Trust  
& Reputation



Preferred in the fitness industry  
by trainers and athletes



More than 7 stores in  
KSA & Bahrain



More than  
350+ employees



More than 15,000+  
customers served



More than 80,000+  
installations



More than 20 brands

Our showrooms are in the heart of KSA and Bahrain's major cities, specializing in providing customers with world-class international brands across a variety of products and categories in the right locations at the right time.

# SHOWROOMS

## DELTA FITNESS



### JEDDAH

Prince Sultan Rd,  
 Al-Zahra'a District  
 Tel: +966 12 616 4080

### RIYADH

Al Olaya St,  
 Al Wurud District  
 Tel: +966 11 419 5200

### KHOBAR

King Faisal Road,  
 Al Bandariyah District  
 Tel: +966 13 867 8050

## LIFE FITNESS



### JEDDAH

King Abdul Aziz Rd,  
 An Nahdah Dist.  
 Tel: +966 12 660 8467

### RIYADH

Prince Abdulaziz  
 Ibn Musaid Ibn Jalawi St,  
 As Sulimaniyah District  
 Tel: +966 11 288 4377

### BAHRAIN

ERA Business Center Road 1705  
 Diplomatic Area 317, Bldg. 361  
 Tel: +973 17 612300

## E-COMMERCE

### E-Commerce

As part of our customer-centric approach, we provide an omni-channel experience to both consumers and business entities via a seamless online platform to browse latest products, purchase items, build a quotation, or request for one of our unique service offerings across various solutions.



[www.Delta-Fitness.com](http://www.Delta-Fitness.com)





FOCUS  
COMMITMENT  
RESPECT  
WORK

## BRANDS

### *LifeFitness*



Life Fitness is an American fitness equipment company that specializes in the production and distribution of equipment such as treadmills, elliptical, stationary bikes, indoor cycling, rowers, accessories that benefit both facilities and exercisers. The company has over 1,700 employees and 12 manufacturing facilities around the world. Life Fitness is the market leader within the fitness equipment industry in the Middle-East across various products and categories.

### **HAMMER STRENGTH®**



Hammer Strength is an American strength training equipment manufacturer and the No. 1 brand of plate-loaded equipment in the world. It is designed to move with the body's natural path of motion. Hammer Strength was the first to explore the ergonomic advantages of independent converging and diverging arcs of motion.

### **SCYBEX®**



Cybex is an American fitness equipment manufacturer for commercial and consumer use. They produce mainly cardiovascular and strength equipment such as Arc Trainers, treadmills, stationary bicycles and steppers.





# BRANDS



SCIFIT is an American fitness rehabilitation manufacturer that embraced a need to develop rehabilitation products for people who are injured, paralyzed, battling disease, or those with low strength, low stamina or limited range of motion.



Team ICG has globally motivated, mentored and measured positive change in the lives and rides of the fitness and sporting community. Striving for excellence in indoor cycling has made ICG the world's largest corporation specializing in the design, manufacture and programming of indoor cycling equipment.



The world's premier manufacturer of recreation brands catering billiard tables, table tennis, table football, dart board cabinet, and recreational products. The quality products illustrates Brunswick's commitment to delivering the best products to its customers around the world.





# BRANDS

## SportsArt



Also known as the leading "green fitness company" for over 40 years and across 70 countries, Sports Art specializes in patented abilities that allow for watts generated through exercise to be converted to AC power and sent back through your facility's power grid to offset energy consumption. The company is one of the most creative manufacturers of quality fitness, medical, performance and residential equipment.

## escape



Founded in 1998 with the desire to innovate and inspire the fitness industry, Escape Fitness provides functional fitness equipment and flooring for professional gyms & leisure centres.

## DELTA FITNESS



Delta Fitness offers cutting-edge design as your go-to brand for all your functional equipment, products, and accessories across a variety of options at competitive prices including but not limited to: dumbbells, plates, pump sets, kettlebells, barbells, medicine balls, gym balls, Olympic bars, cable attachments, matts, water bottles, and much more.



## BRANDS

### InBody



InBody is a Korean body composition analyzer and the global leader in the body composition analysis industry with world class technological advancements. The benefits of the results are endless as the test allows for personalized fitness exercises and dieted programs to maintain a healthy lifestyle. The Inbody is widely used in various medical, research and professional fields.



Concept2 is an American manufacturer of rowing equipment. It is best known for its air resistance indoor rowing machines, which are considered the standard training and testing machines for competition rowers and can be found in most gyms, MMA centers, and CrossFit boxes.

### PEAK PILATES®



An American leading manufacturer of pilates equipment, created 20 years ago by Joseph Pilates. Today, Peak Pilates offers the most elegant Pilates reformers in the world.





Park World, also known as Osmanlı Park, provides outdoor fitness and recreational equipment including children's playgrounds for more than 20 years. The company synthesizes the long-established practices and architectural aesthetics of our civilization today perspectives of industrial applications. Its products; modern bench's and gazebos, potted outdoor seating groups, exercise stations, direction boards, outdoor aquarium group, outdoor table tennis group, urban equipment, playground and fitness groups, rubber floorings and in situ rubber floorings and water parks.

## BRANDS

### Reebok



Reebok is an English footwear and apparel company, known for premium fitness and functional equipment, accessories and the official UFC sponsor.



McDavid Inc. designs and markets sports medicine, sports protection, and performance apparel for active people and athletes. The company is relentless in its pursuit of preventing injuries and enhancing performance.



## BRANDS

### ecore



Ecore has been transforming reclaimed waste into unique flooring that make people's lives better. What started with simple cork closures has evolved into a diverse portfolio of products solving complex problems in applications ranging from playgrounds, weight rooms, and turf fields to hospitals, hotels, and retail environments.

### Gerflor

theflooringgroup



Gerflor Group manufactures innovative, decorative and sustainable flooring solutions that meet every indoor market application need such as: housing, healthcare, education, sport, retail, industry, offices, hospitality and transport vehicles. Gerflor Group gathers several world-renowned product brand names, such as Taraflex®, Mipolam®, DLW®, Tarabus®, Connor Sports®, Sportcourt® and Gradus®.



The premier innovator of flooring and interactive solutions for the global fitness industry. Pavigym is known as the number one go-to for flooring and for their unique PRAMA interactive range, PAVIGYM prides itself on engineering gold-standard workout experiences, for every type of audience.





## BRANDS



The educational and certifying arm of Delta Fitness is providing a wide range of global certified fitness courses in line with SaudiREPs. Delta Motion Academy is the sole certified academy by NASM, AFAA and many global certified bodies to provide the best quality of fitness education in the Kingdom of Saudi Arabia.



It was established to develop, educate and promote sports and health through fitness education and authorized certification, recruitment and development.



SuitMate is an American company founded in 1983 for the express purpose of manufacturing a swimsuit water extractor. The development of the product took approximately two years and the first SUITMATE® swimsuit water extractor was sold in 1985.



2XL is a leading manufacturer of smart, cost-effective disinfecting products for fitness, healthcare, food service, education, manufacturing, other workplace environments, and consumers around the world. 2XL Corporation's passion is rooted in providing smart solutions in any environment where 'clean' is important.



## BRANDS

### HURIC®



Huric is a company with more than 30 years of experience in the development of projects, manufacture, and installation of various ranges of furniture. Huric has furniture lines developed and tested in various spaces, sports, industrial, hospital and corporate, but can create a line adapted to your needs and ideas, making your project unique. Being a manufacturer, the design and raw materials used, makes Huric stand out and be a reference in these markets.



For more than 15 years, First Degree Fitness has been designing and developing fitness products that are inspired by real life. Their passion is to revolutionise the way people think and feel about exercise. After all, it is your motivation that drives their innovation.

By recreating every day movements using variable fluid resistance technology, their products deliver leading edge fitness simulations that are aligned with real life passions. Based in Netherlands.



Ironmaster is the leader in innovative personal strength training equipment. They produce only the highest quality, heavy duty equipment for our customers and have earned a reputation that is unmatched for weight lifting equipment. Founded originally in 1978 - USA.



We work closely with a wide range of clients from different sectors and regions across public sector, private sector, and local & international governments.

Here are some of our valuable clients:

**MEGA PROJECTS**

**CLIENT REFERENCES**





# CLIENT REFERENCES

## HOTELS & RESORTS







# CLIENT REFERENCES

## FITNESS CLUBS



## HOSPITALS & HEALTHCARE CENTERS





# CLIENT REFERENCES

## EDUCATION



## RESIDENTIAL





## OUR COMMITMENT

For over 30 years, we exist to provide turnkey fitness solutions in the Kingdom of Saudi Arabia and Bahrain as a trusted partner for leading world-class brands.

Our heritage, market knowledge, and geographical network allow us to provide unique health & fitness solutions across a variety of products and services.

We look forward to continuing our investment and growth with a clear vision that strengthens our leadership position by providing a platform of world-class products and services to enrich lives through health and well-being.

Your fitness solutions partner,

Delta Fitness Team

DELTA FITNESS



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Leading Fitness Solutions Provider





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## LIFE FITNESS

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