

PRESS RELEASE

WEIGHTLESS WORKOUT WORKS WONDERS

The Versapulley series, a new range of weightless exercise equipment, is set to become the number one choice for fitness enthusiasts seeking something a little bit different from their workout.

The series hails from the same stable as the celebrated Versaclimber stepping and climbing exercise machine, and is already making waves among the ranks of professional athletes and amateur fitness enthusiasts alike.

The machine's minimal design masks the complex technology beneath, and makes the Versapulley extremely simple to use. The rope is pulled away from the machine in any direction, using any one of a series of handle or belt attachments, triggering the resistance which builds strength and conditions muscle in the user. The harder the rope is pulled, the harder the machine pulls it back when the rope retracts, working additional muscle groups and making workouts twice as efficient.

Neil Kelford, managing director of Versaclimber UK, the company behind the Versapulley, commented: "The Versapulley is revolutionary, because the design makes it so versatile. Everyone who uses it, from professional athletes to novices, comments on the varied and challenging work out the Versapulley provides. It's like having a whole gym at your disposal, but all inside one machine.

"Considering the complex technology inside the machine, it really is remarkable how simple it is to use. It can cater for all ability levels without the need to even change its settings, making it perfect for group training or use in gyms."

The Versapulley's design offers explosive force resistance across all planes of motion without the use of weights, so the range of exercises offered by the machine is only limited by the user's imagination. It utilises inertial technology to automatically produce resistance from five to 500 pounds with no machine adjustments.

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And thanks to the patented MV² technology, the forces involved are entirely user-defined, meaning that the harder the rope is pulled, the heavier the 'weight' will feel. This makes the machine perfect for both novices and experts alike, because without changing a single setting the equipment can adapt to vastly different workouts. The Versapulley is even safe for use by children.

The added attachments mean that the Versapulley can train almost any part of the body, and can provide a range of exercises to accurately simulate the multi-directional forces found in all sports. The extra handles and straps included simply clip onto the end of the rope to offer infinitely customisable work outs with the minimum of fuss.

The range comprises three separate models. In addition to the standard Versapulley, designed for use in gyms and health clubs there is the Versapulley Portable, which packs the same technology into a tiny 50 centimetre high package. It provides unparalleled ease of use in any setting, from the rugby pitch to the beach. The wall mounted version is perfect for either the home or gym, because it requires a minimal amount of space.

For further details on the full Versapulley product range, log on to www.versaclimber.co.uk or call 01384 897303.

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Image captions: The standard Versapulley (left) and Versapulley Portable (right) in action.

