

# Quantum Launches NordicTrack - Anarkalli To Be Brand Ambassador



Quantum, a well-known name for fitness products has been dominating the market in Sri Lanka for more than a decade, winning the trust and confidence of customers with a range of innovative and state-of-the-art fitness related equipment.

Having begun in 1998 as 'Quantum Tele-Shopping' running half hour television infomercials on fitness equipment, Quantum has since introduced to Sri Lanka a range of popular equipment such as the Ab Glider, the Belly Burner, Body Trainer and a series of unbeatable modern treadmills. Quantum Fitness to date stands as the only Company to offer its customers a 30-day money back guarantee giving them the unique opportunity to try out products and return them during this allotted time period irrespective of the reason.

Quantum has initiated their latest venture in signing up with ICON Health and Fitness, a popular name in the United States, to introduce 'NordicTrack'. ICON Health and Fitness has existed in the fitness industry since 1977, developing, manufacturing, and marketing fitness equipment in the world. The Company owns

brands in fitness including NordicTrack, PRO-FORM, Weider, HealthRider, Image, iFit, Weslo and FREEMOTION Fitness for commercial gyms.

“To burn the most amount of calories you don’t have to run. According to studies, the most amount of calories are burnt climbing a hill between 18 to 21 degrees at a pace of about 4 km to 5 km an hour. Most treadmills only go up to about 15 degrees. NordicTrack has created a range of treadmills that go up to 40 degrees, which is like climbing a mountain,” stated Nomal Wijeyaratne, Managing Director - Quantum Fitness.

The NordicTrack, launched by Quantum is known for its multi-functionality and perfect mix of innovation and technology. The brand’s simplicity of use and innovative design makes NordicTrack the ideal choice for home fitness equipment.

The NordicTrack range includes treadmills, ellipticals, bikes, iFit Live technology and fitness accessories that allow all muscle groups to be worked. Apart from NordicTrack, brands such as Pro-form and Freemotion Fitness by ICON are also offered at Quantum Fitness.

At a special event held NordicTrack was introduced to Sri Lanka. Also at the occasion, Anarkalli Akarsha, the Sri Lankan film and tele drama actress, model cum TV presenter joined the Company as the brand ambassador for the Quantum Fitness range to give the name a further boost around the country.

“For the past 14 years we have engaged in offering fitness products of high standards in terms of look, feel strength and stability. With the launch of NordicTrack, signing Anarkali on as our brand ambassador, is yet another step in taking our name to greater heights,” concluded Nomal Wijeyaratne.

