

GRYPiT® at Elevate 2018

Stand GO7

GymFit grips cable future



An East Midlands gym is pioneering innovative equipment handles that it believes will transform the efficiency and safety of cable-based training.

GymFit independent gym in Ripley, Derby, offers the promise of providing “absolutely any fitness goal” in the heart of the community, running a wide selection of equipment and experienced, fully qualified and friendly staff.

It provides more than 100 stations, from plate-loaded units to free weights and selectorised machines within three weights rooms and a cable equipment area, while running Disco Spin, HIIT circuits and Cardio Fitness strength and functional training.

Opened 18 months ago, GymFit is stocked with mainly StarTrac downstairs and a mix of makes upstairs. “A gym has been on this site for 25 years but the previous one focused on bodybuilding,” explains co-owner James White.

With membership nudging 1,000 and spanning the 14 to 60s demographic, the latest occupier is clearly serving a wide community base in its Derby catchment.

Now its fitness armoury includes a full set of GRYPiT® precision-engineered polymer handles that are creating a flood of interest and activity among members, he reports.

“Everyone gravitates to GRYPiT®,” states James, who specified the handles after trialling them at GymFit. “The low row is particularly popular, so too are the tricep bar and lat pulldown.

“We encourage everybody to use the handles, pick them up and have a go,” he adds. “Although they are radically different in design and feel from traditional products, GRYPiT® handles are “intriguing” rather than “intimidating”, our members say.

"The handles hold you in the correct position and engage good form without need for coaching, another major benefit," he says.

"For cable flies, the crossover handles are perfect adds James, 30, a qualified personal trainer who entered the industry straight from the University of Derby, where he had graduated with a degree in sports science.



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The handles have the potential to impact other specialised sectors of fitness, adds James, believing that they will prove "extremely useful for injury prevention work for elite athletes and biomechanical support work in pre-season training".

Manufactured and engineered in Britain, the GRYPiT® range currently comprises lat pulldown, triceps, biceps, crossover handles and row.

Major fitness operators such as DW Fitness, JD Gyms and Edinburgh Leisure have already specified the handles in their new and refurbished gyms across Britain. Independent gyms are now following suit.

www.gryp.it.com

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