



intenna

EQUIPT  
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## INTENZA PARTNERS WITH EQUIPT ON **BABY, YOU'RE THE BEST!** CAMPAIGN

We love to collaborate with like-minded brands. There is no one definition of what counts and what's worth doing when it comes to exercise. Ubarre celebrates the many forms of expression that live in each person and the unique way they enjoy exercising; and just like the global Intenza family, Ubarre devotees are looking for those all-important, authentic and mood-boosting moments.

ELEANOR—JAYNE BROWNE

VP BRANDING&COMMUNICATIONS  
INTENZA

REDMOND, WASHINGTON, 9 JANUARY, 2021-- PREMIUM CARDIO AND LIFESTYLE SOLUTIONS BRAND INTENZA IS EXCITED TO ANNOUNCE A NEW COLLABORATION WITH EQUIPT, WHO BRING ACTIVITY TO DAILY LIFE WITH THEIR CHIC UBARRE WEIGHTS. WITH THE START OF THE NEW YEAR MEANING A RENEWED FOCUS ON WELLNESS, THE PARTNERSHIP, CENTRED AROUND THE "BABY, YOU'RE THE BEST!" CAMPAIGN, SENDS AN EMPOWERING MESSAGE OF POSITIVE ACTION TO SET THE TONE OF MORE MOVEMENT IN DAILY LIFE. BUILDING ON BOTH BRANDS' BELIEF THAT WHETHER AT WORK OR PLAY, MOVEMENT IS KEY TO ACHIEVING OPTIMAL WELLNESS, PERSONAL GROWTH AND EMPOWERMENT, THE COLLABORATION UNDERWRITES THEIR BIGGER MISSION WHICH IS TO GENERATE AND PROMOTE A POSITIVE MINDSET WHICH ULTIMATELY LEADS TO GREAT CONSTRUCTIVE CHANGE.

### THE PERFECT SOLUTION. FOR EVERY BODY

In essence, both Intenza and Equipt are rooted in innovation, self-expression and high-performance with customer experience as the highest priority. "We love to collaborate with like-minded brands," says Eleanor—Jayne Browne, Vice President Branding & Communications at Intenza. "There is no one definition of what counts and what's worth doing when it comes to exercise. **Ubarre** celebrates the many forms of expression that live in each person and the unique way they enjoy exercising; and just like the global Intenza family, **Ubarre** devotees are looking for those all-important authentic and mood-boosting moments."

Based in Los Angeles, Equipt have been shaking up the home fitness market since 2019 with their trend-setting **Ubarre** weights and workout accessories. "**People using both our product lines share the common goal of wanting to maximise their time and workouts, on their own terms,**" says Kodi Berg, Equipt founder "**and partnering with Intenza enables our two brands to creatively deliver our mind, body and soul movement philosophy.**"

Using combined expertise to strengthen their important message "**Baby, You're the Best!**" hopes to encourage audiences to get involved, on and offline, through **#MyBest** where online communities are invited to share their personal stories.

The Intenza X Equipt campaign embodies the perfect alchemy between cardio and weight training and the alliance brings together two brands both emblematic of excellence in their fields whose all-inclusive mindset aligns perfectly with diversity, wellness and movement in all forms.

Follow the **#MyBest** movement on Instagram.

Discover Intenza on Instagram through @intenzafitnessglobal

Discover Equipt on Instagram through @equiptmovement

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KODI BERG

FOUNDER  
EQUIPT



#### ABOUT INTENZA

INTENZA IS A GLOBAL PREMIUM FITNESS AND LIFESTYLE BRAND FOUNDED IN 2012 WHOSE VISION IS TO OFFER SUSTAINABLE HEALTH AND FITNESS SOLUTIONS TO CELEBRATE THE POWER OF HOLISTIC HEALTH: MIND, BODY AND SOUL. OUR RICH HERITAGE IS BUILT FROM THE GROUND UP AND OUR HISTORY PAINTS THE PORTRAIT OF A BRAND THAT APPRECIATES THE VALUE OF TRADITION AND HOW IT CAN KEEP US GROUNDED WHILE PROPELLING US FORWARD.

BUILT AROUND THE RELENTLESS DETERMINATION TO CREATE PRODUCTS THAT PUSH THE BOUNDARIES OF DESIGN AND TECHNOLOGY WE ARE AT THE FORE—FRONT OF FITNESS INNOVATION EXEMPLIFIED BY THE RED DOT AWARD—WINNING ESCALATE STAIRCLIMBER. INTENZA PRODUCTS ARE CHARACTERISED BY THE UNIQUE COMBINATION OF IMPECCABLE ENGINEERING, TIMELESS DESIGN, UNRIVALLED CRAFTSMANSHIP AND SUSTAINABILITY. OUR LINE OF COMMERCIAL CARDIO PRODUCTS IS BUILT IN A SOCIALLY RESPONSIBLE MANNER TO MINIMISE CARBON FOOTPRINT AT OUR ENERGY EFFICIENT MANUFACTURING FACILITY LEVERAGING SOLAR ENERGY.

#### FOR FURTHER INFORMATION ABOUT INTENZA, PLEASE CONTACT

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#### ABOUT EQUIPT

ADVOCATES OF MOVEMENT, WHETHER IT BE A CARDIO DANCE AROUND THE HOUSE, ARM WORKOUTS FROM THE DESK, OR PLANKING THROUGH THE DAY, EQUIPT BELIEVES THAT BEAUTIFUL DESIGN INCENTIVES THAT MOVEMENT. THE DEFINITION OF A WORKOUT, AND HEALTH, IS NOT HOW YOU LONG YOU HAVE SPENT IN A GYM, OR ON YOUR ABS—IT'S WHAT MAKES YOU FEEL GOOD: OWNERSHIP FOR DECISIONS, GETTING BLOOD FLOW AND HELPING THE MIND, BODY AND SPIRIT.

FROM CUSTOM BALLET BARRES TO APPAREL, EQUIPT PRODUCTS CAN BE FOUND IN STUDIOS AND HOTELS AROUND THE WORLD, AND RECENTLY LAUNCHED THEIR FIRST IN—ROOM HOTEL WORKOUT VENTURE WITH THE NEWEST CANYON RANCH PROPERTY.

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