

## 1 Who We Are?

Fitness Superstore was founded in 2010 with the goal of becoming your one-stop shop for some of the biggest brands in gym equipment. We offer brand new and remanufactured gym equipment for home and commercial use.

### Brand New Equipment

We are an authorized distributor for top brands such as Body Solid, Jacobs Ladder, Nautilus, Power Plate, Sportsart, Stairmaster, Star Trac, Versaclimber, and more. Brand new machines ship factory direct, and include the original manufacturer's warranty.

### French Fitness

In 2019, we developed our own brand of home and commercial gym equipment called French Fitness, and currently stand as the brand's exclusive dealer. French Fitness offers an extensive range of products that covers everything you would find in a gym– flooring, treadmills, ellipticals, bikes, accessories, strength training equipment such as selectorized, plate loaded, racks, rigs, weights, and more.

**Our mission** is to revolutionize the fitness industry by offering top-tier, mid-priced gym equipment. We believe that quality shouldn't come with a hefty price tag, and everyone deserves access to exceptional fitness tools. Through innovation, integrity, and a commitment to affordability, we're reshaping the landscape of home and commercial gyms, empowering individuals and businesses to achieve their fitness goals without compromise. We pride ourselves for delivering industry-standard quality, excellent customer service, extensive warranties (10 year parts, 1 year labor), and a highly accessible 4,400 sq ft. showroom. All of our products are assembled in the USA.

### Remanufactured Equipment

Marketed at 70% off their retail prices, we carry a long list of industry-trusted brands including Cybex, Precor, Life Fitness, Technogym, Matrix, Stairmaster, Star Trac, and more. The equipment is taken from commercial fitness facilities that are upgrading or are closing their doors. We then remanufacture them to like-new condition.

All remanufactured equipment **includes a 1 year parts** and labor warranty, along with extended warranty options of **up to 5 years parts** and labor, to show confidence in the equipment we sell.

## 2 Core Competencies

- **Established company with 100+ employees**- this establishes our credibility as a legitimate and thriving gym equipment manufacturer.
- **Customer service commitment and streamlined process**- we have dedicated teams to address all queries from sales and shipping, to any future repairs, warranty claims, or other concerns.
- **Hands-on CEO**- our CEO steps in to confront any critical issues and ensure that all customer concerns are properly and promptly addressed.

- **We have our own factory, warehouse, and showroom in the USA** - we are open to customers dropping in to see our quality control process, and check or possibly test some equipment to ensure the quality before making a purchase.
- **Highly rated on various platforms** - (ShopperApproved, Google, Yelp, Bing, Trustpilot) - as customer decisions these days are highly influenced by online reviews, we are proud to say that we consistently receive 4-5 star ratings across various review platforms.

### 3 Past Performance

- **City of Yonkers Police Department** - The order includes a comprehensive set of fitness equipment, ranging from wall mount rig systems to Olympic weight plates and various accessories. We facilitated the installation too.
- **Oakland County, Michigan Sheriff's Office** - Ordered for 3 different locations a variety of equipment. Each order includes full assembly and installation services for the equipment, ensuring that it is set up correctly and ready for use.
- **City of Yuma, AZ Full-Service Fire Department** - This Fire Department has become a loyal customer of Fitness Superstore, ordering thrice so far, as they complete their fitness center within the compound of their fire station.
- **City of St Louis Fire Department, St. Louis, MO** - Placed an order for a couple of large, heavy-duty brand new equipment which were delivered to their fire department's location.
- **Louisiana State University** - Procurement of multiple folding treadmills for the Pennington Biomedical Research Center Research Study.

### 4 Our Differentiators

- All equipment are assembled in the USA
- Competitive price points for the same quality as popular brands.
- Experience and product knowledge - being operated by Fitness Superstore which is known for top quality remanufactured equipment, we are able to handle and restore some of the most popular gym equipment brands, learning how they assemble each item and their make, and applying all these knowledge into French Fitness equipment.
- Accessible showroom and warehouse
- Extensive warranty - Remanufactured equipment: 1 year parts and 1 year labor along with extended warranty options of up to 5 years parts and labor, Brand new equipment: original brand's warranties, French Fitness: 10 years parts, 1 year labor warranty.

### 5 Company Logos and Branding colors, fonts and product imagery:

Font: **Genesys**

White - **#E6E6E6**

Black - **#1D2021**

Orange - **#FF5C39**



## 6 UEI and CAGE Codes

Fitness Superstore, Inc.:

UEI: **ML34WSQUCZK1**

CAGE Code - **776U5**

## 7 Company Contact Information

Company Name:	Fitness Superstore, Inc.
Street/Mailing Address:	537 Stone Rd STE F
Street/Mailing Address:	bids.alerts@fitnesssuperstore.com
City/State/Zip Code:	Benicia, CA 94510
Toll-Free #:	844-348-7253
Phone #:	925-215-2927
Fax #:	800-346-2960
Website:	www.fitnesssuperstore.com

## 8 NAICS and PSC Codes

### NAICS Codes:

339920 - Sporting & Athletic Goods Mfg  
 423910 - Sporting and Recreational Goods  
 and Supplies Merchant Wholesalers  
 713940 - Fitness and Recreational Sports  
 Centers

### PSC Codes:

7830 - Recreational and Gymnastic  
 Equipment  
 7810 - Athletic and Sporting Goods

### UNSPSC Codes:

492015 - Fitness Equipment (General)

## 9 Other Business Certifications & Government Credentials

### California SB(Micro) Certification:

Cert. ID 2039096

### SIC Codes:

5091 - Sporting and Recreational Goods and Supplies

3949 - Sporting and Athletic Goods, Not Elsewhere Classified

7991 - Physical Fitness Facilities

### HS (Harmonized System) Codes:

9506.91.0000

### NIGP:

805-00-00