

K•WELL



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## The Company

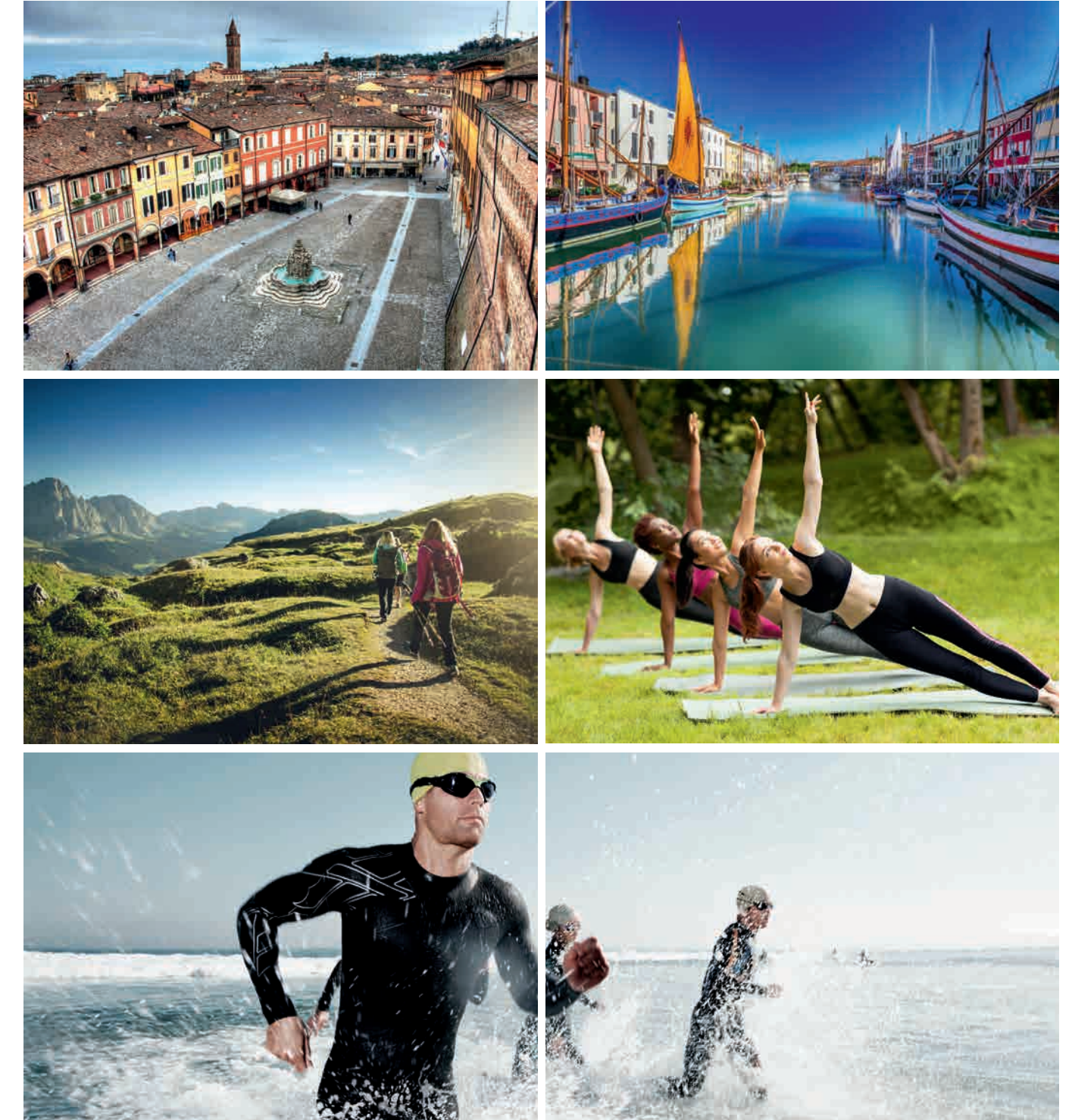
Tecnocomponent was founded in 1991 as a distributor of important foreign brands and evolved in 2006 with the Kwell brand, becoming the creator and manufacturer of fitness solutions.

With over 30 years of experience, today we operate in the area of wellness offering innovative and cutting-edge sports solutions, representing the true essence of made in Italy fitness accessories.

Kwell manufactures and distributes its products in different national and international market channels: gyms and sports centers, personal training studios, home gym, retail and e-commerce. Thanks to decades of experience and production capacity, Kwell is able to offer customized product solutions and services.



Located in Cesena, in the heart of the Wellness Valley, Kwell has a widespread presence on the national territory and operates, through a network of distributors, in over 15 countries. Each year it handles more than 5,000 shipments, serving approximately 3,000 active customers globally.



## Vision

In this new era, physical exercise represents the true essence of the quality of life of each individual. Kwell works every day alongside those who love to take care of their physical and mental well-being through a healthy and balanced lifestyle.



## Mission

Kwell works in support of fitness, sports and health professionals to build together a sustainable and successful business model oriented towards customer satisfaction. Our distinctive strength results into excellence quality through the Italian manufacturing, design and reliability of our products.



## Core Values

- Italian manufacturing and craftsmanship.
- Design and innovation for a unique and different production.
- Each product is safe, pleasant to the touch and to the eye and designed for frequent use and guaranteed durability over time.
- Customer oriented approach.
- Excellence customization, design and consulting of products and services.



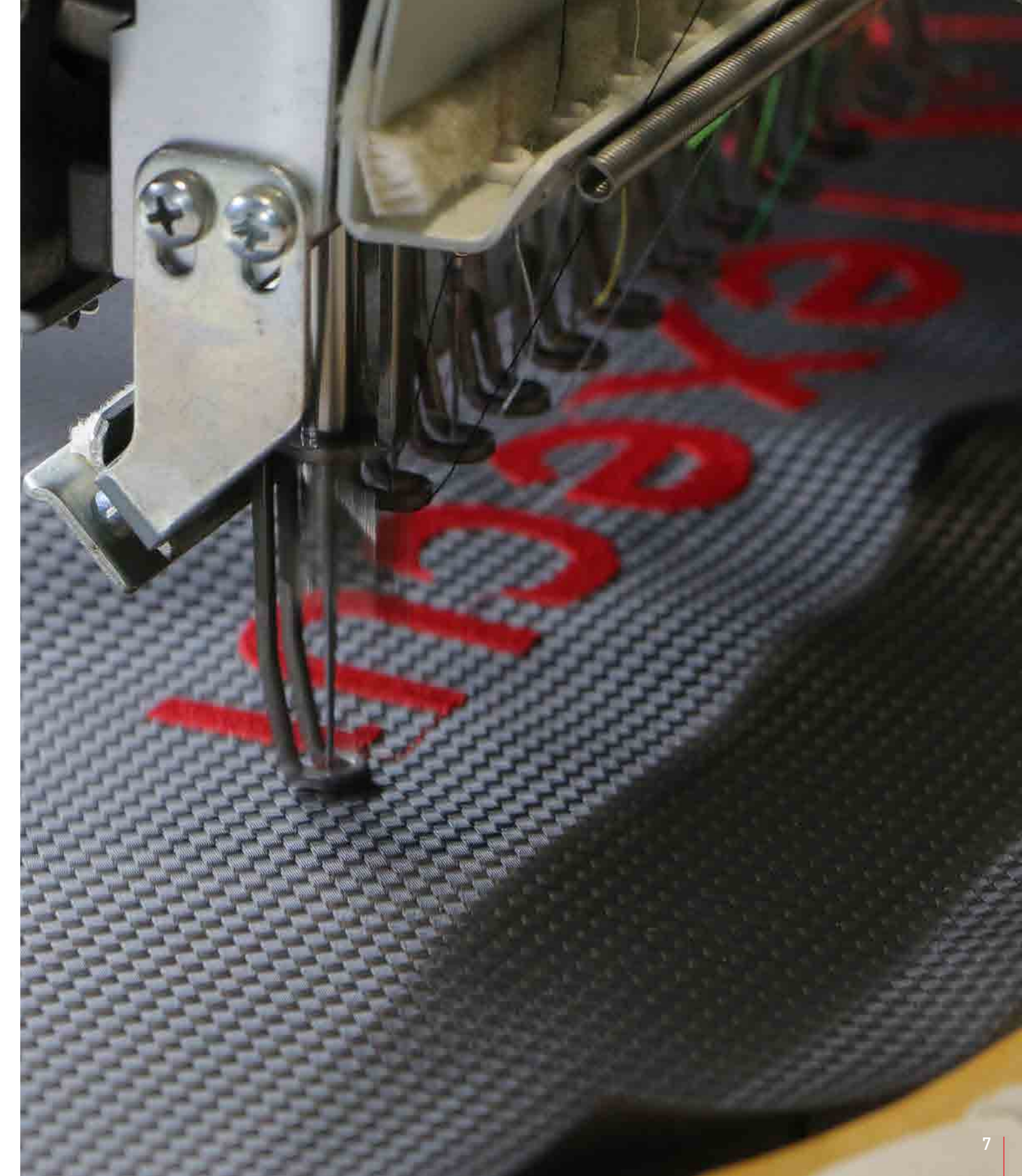
## Manufacturing

Kwell was born in one of the most important districts in Italy.

Located in Cesena, in the heart of the Wellness Valley, we make use every day of the expertise of craftsmen who respect and enhance Italian manufacturing to create unique upholstery in terms of use, design and touch.

Its functional handcraft products are guaranteed over time.

Kwell represents the true essence of artisanal fitness, designed and made in Italy.





K.WELL



CROSS TRAINING



FUNCTIONAL TRAINING

- PERFORMANCE
- EXECUTIVE
- SMART
- OUTDOOR



GROUP TRAINING



REVORING



YOGA AND PILATES



## CROSS TRAINING

Kwell offers a wide range of iron accessories for fitness, functional training and cross training.

- Equipment: rigs, indoor/outdoor entirely adjustable structures and cages, multifunctional solutions designed and produced in Italy such as Mekkano and Iron bench, different types of racks to meet the needs of professionals and enthusiasts.
- Strength accessories: Kwell offers a wide collection of strength accessories such as barbells, dumbbells, bumpers, discs and benches to meet the needs of professionals in gyms, pt labs, functional boutiques and crossfit boxes.





## FUNCTIONAL TRAINING

Italian craftsmanship, tailor made and customizable products and safe.

These are the principles that characterize the range of functional products of our brand: power bags, bulgarian bags, kettlesoft, plyometric boxes, balls, bands, anklets and much more.

4 product lines: Performance, Executive, Smart and Outdoor, each one with its own specific identity, designed and made to meet the customers needs.





## PERFORMANCE

Performance is the new top quality functional product line of Kwell. It is a modern and essential production, thanks to the constant researches of our Style Centre and R&D department.

The evolution of the materials and fabrics, the elegance of the texture, the finishing touch and the reinforced seams, result in a product line of stronger resistance, specifically designed for meeting the needs of the most demanding athletes.

Performance is completely conceived, designed and produced in Italy.

- Made in Italy waterproof fabrics
- New handles ensuring intense strain resistance and an easy handling of the tool
- Double seams and structural product reinforcements

## EXECUTIVE

Executive is the Kwell line of high-end and made in Italy functional products, conceived for all those centers that choose quality, safety and elegance.

43 products: power bags, balls, kettlesoft, pliobox, anklets, punching bags, gyballs, hammers and proprioceptive platforms.

- Total black design for functional upholstered tools and titanium design for rubber tools
- Italian design and craftsmanship
- Materials: Italian virgin rubber and technical fabrics, designed for high intensity training
- International safety certifications valid in the EU and USA





## SMART

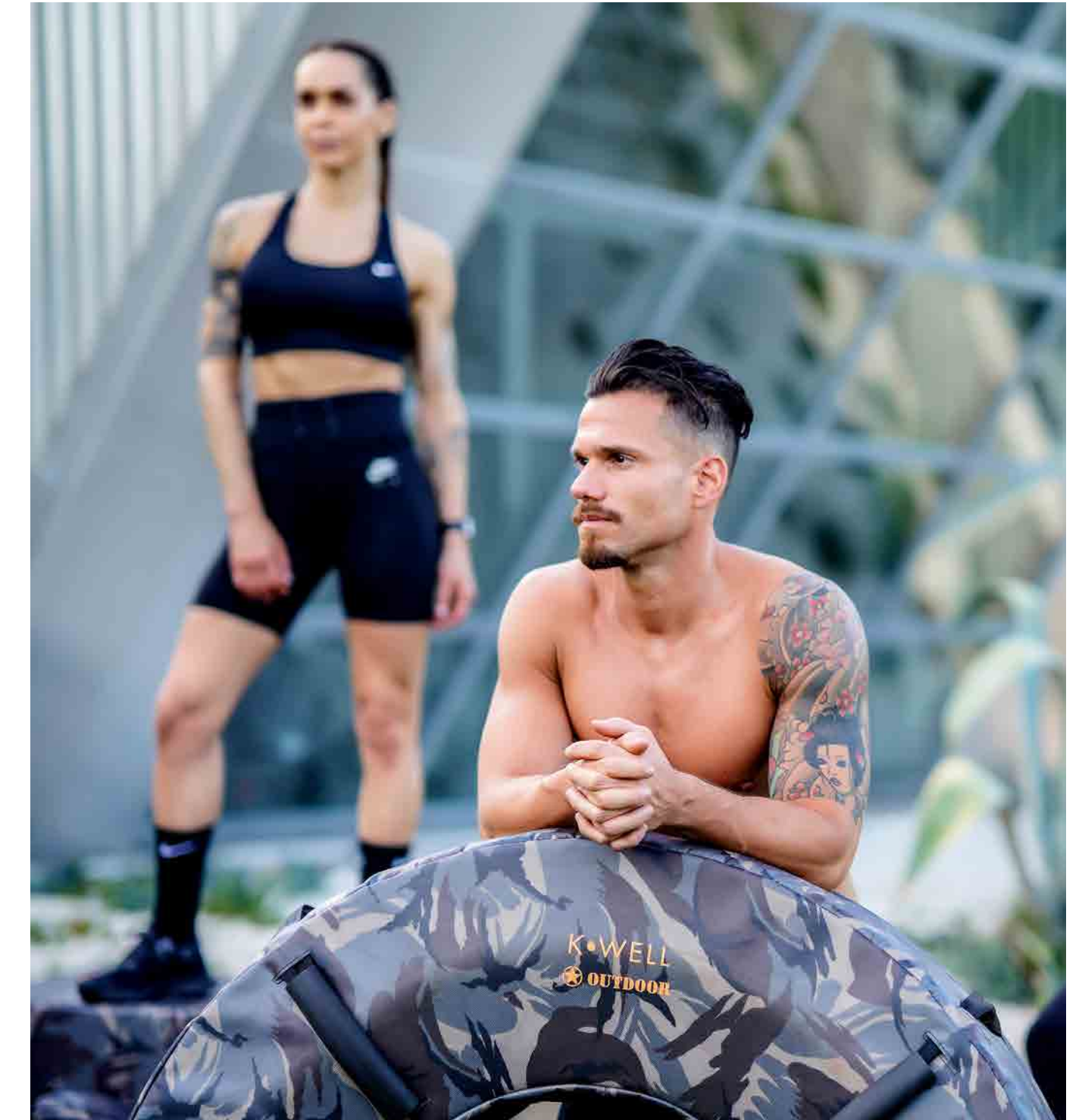
Smart is the Kwell functional social product line. Its special feature is the variety of colors, lively and bright, for a modern and dynamic fitness center. The technical texture and the Italian manufacturing make Smart line reliable and functional. The hashtags on the label allow you to get in touch with the Kwell sports community, in Italy and around the world.

- 38 products: bags, balls, kettlesoft, pliobox, revolve
- Italian design and craftsmanship
- Technical fabrics, designed for high intensity training
- Special hashtags for social networks

## OUTDOOR

Outdoor is the Kwell line for outdoor functional training, the new fitness trend. Its features are unique: doubled thickness, surface treatments for maximum hold and triple shielded padding. These materials resist bad weather, keeping the shapes and characteristics of traditional functional training products unchanged. Designed, produced and tested entirely in Italy.

- Cover material: PVC Camouflage
- Temperature resistance: -30 ° C / +70 ° C
- Tear resistance: 30 kg over 5 cm
- Crease resistance: 100,000 cycles without cracks
- Antimicrobial, UV rays protection





KOWELL  
Made in Italy

## GROUP TRAINING

Kwell owns iconic Italian fitness brands, and through the acquisition of original production lines, it guarantees the quality and complete reliability of unique products such as Aerobika step and Fitboxe bag.





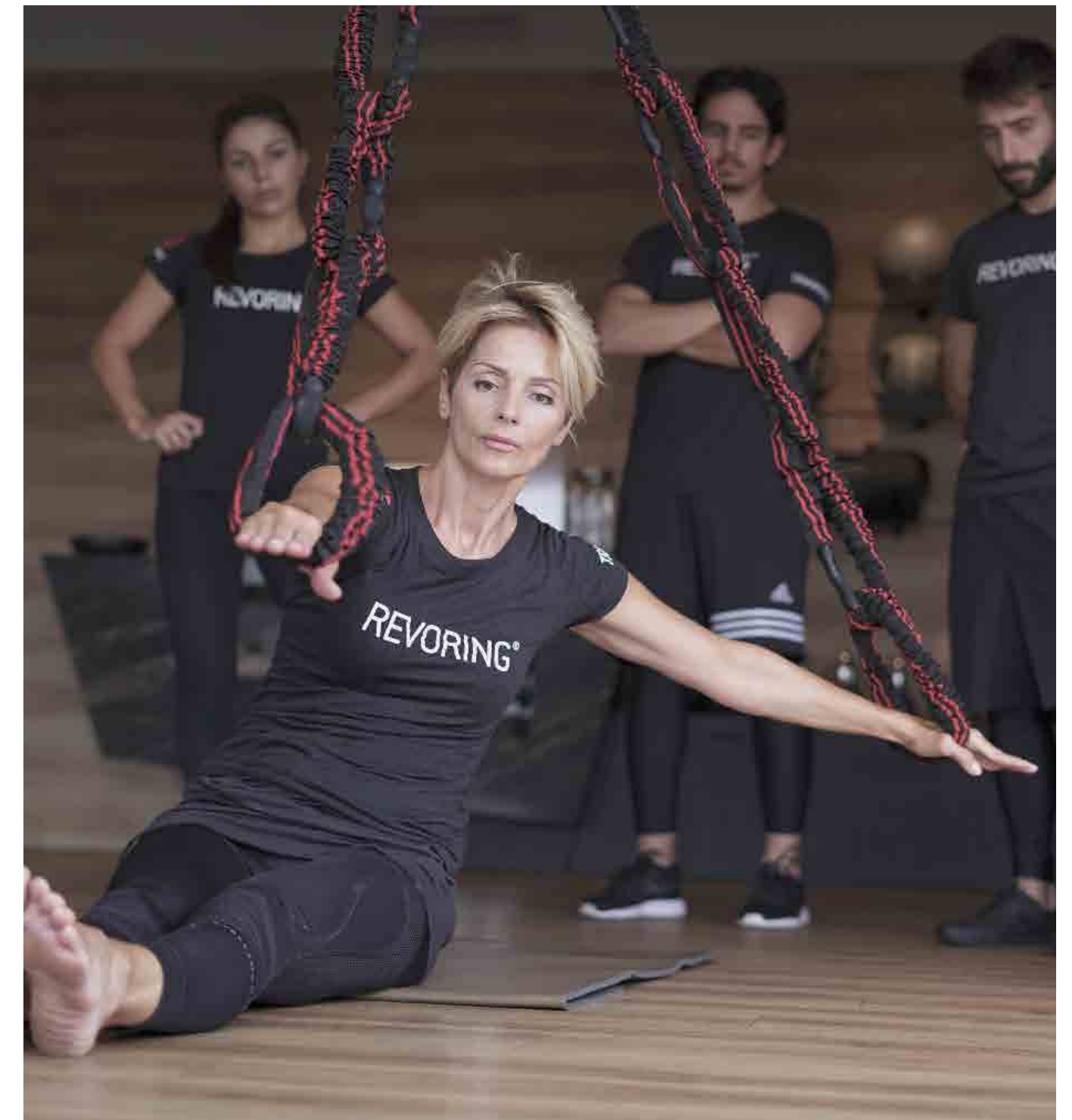
## REVORING

Revoring is the unique system of functional, individual and group elastic training, suitable for everyone.

This tool combines the benefits of suspension training with those of elastic resistance, for a complete and innovative workout. With a low joint impact, Revoring allows an infinite number of movements to improve flexibility, elasticity and strength.

Revoring Academy was founded in 2017, and thanks to the expertise of qualified Master trainers, it exported the method all over the world.

At the gym, outdoors or at home:  
Revoring is safe, intuitive, easy to use and transport.  
Professional version and Home training version available.





## YOGA AND PILATES

Kwell offers an entire collection of cushions, seats, rollers and accessories for yoga and pilates, designed and produced in Italy and fully customizable.





K-WELL





## Unik

### Build your own identity

Unik is the customization service of Kwell: your logo on our products.

The customization process of the upholstered products takes place through high-frequency embroidery by fast and precise cutting-edge machinery, which allow us to reproduce any type of brand in its various colors and finishes.

To ensure a high quality result, Kwell works with production partners with many years of experience, technical materials designed to last over time and pleasant to the touch and to the eye, as well as high-strength yarns.

The key strength of Unik consists in a complete control of the production chain, strongly focused on quality, flexibility of quantities and speed of production.





## Kwell Project and Design

Since 2015 we have been helping wellness industry professionals to create sports centers in line with their business idea and the most advanced solutions in the sector.

From the creative to the executive design, comparing all the possibilities and providing a complete supply of technical flooring, rack stations and accessories.

### Our Customers

- Architectural and technical advice
- Fitness interior design
- Products supply
- After-sales service





## International Partnerships

Thanks to its leadership and visibility on the domestic market, Kwell has been acting for many years as official distributor of renewed international fitness brands, such as Reebok Fitness, Pavigym and Bonpilates.



Made in Italy, passion for details and 20 years of experience in manufacturing, design and innovation make Kwell the best business partner for the international fitness community.

Luca Bettini  
CEO founder of Kwell

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