

Al Yousuf Sports Equipment welcomes Power Plate to its portfolio

Power Plate is a pioneer in whole body vibration technology



Dubai, Nov 22, 2019 (Issuewire.com) - Al Yousuf Sports Equipment (AYSE), the region's leading sports equipment distributor, recently added Power Plate to its growing list of brands. Power Plate's addition to the AYSE portfolio further solidifies AYSE's prominence in the UAE fitness industry and reaffirms its position as UAE's most trusted fitness equipment distributor.

Rooted deeply in whole-body vibration technology, Power Plate is a pioneer at crafting products and training programs enhancing performance across ages, lifestyles and physical abilities. Power Plate equipment has been used widely by professional sports teams, medical facilities, fitness studios, health clubs and fitness enthusiasts across the globe.

Speaking on the recent collaboration with Power Plate, Faez Abdulahad, Division Head, Al Yousuf Sports Equipment, said, "At Al Yousuf Sports Equipment, we believe in providing unique fitness solutions that revolve around improving overall health, flexibility, performance, and rehabilitation. Power Plate's equipment encapsulates all these elements, enabling our partners to provide the people in UAE with premium vibration fitness equipment and powering a new dimension in wellness solutions."

Mr. Ahmed Al Yousuf, CEO of the Al Yousuf Group, added: "The addition of Power Plate to our

portfolio is synonymous with our vision of becoming the leading distributor of globally-recognized brands in the fitness industry. Our existing clientele also stands to benefit from this partnership as it now opens up numerous possibilities for them in the domain of whole-body vibration technology. We are constantly on the lookout to provide innovative fitness solutions that are distinctly unique and Power Plate exceeded our every expectation.”

In addition to their recent collaboration with Power Plate, AYSE also holds an impeccable reputation for providing cutting-edge products and solutions to businesses of all kinds: commercial gyms and fitness clubs, boutique studios, sports centres, hotels and resorts, residential properties and other facilities. With an investment of AED 20 million towards providing innovation-centric fitness solutions, AYSE continues to be in relentless pursuit of fitness brands that share a similar vision, Power Plate being one of them.

As fitness continues to assimilate into the lifestyle and daily routines of people across the globe, Power Plate helps deliver accelerated health, fitness and performance, by meeting the needs of a wide range of audiences who are serious about their fitness, have limited time at their disposal or want to increase the intensity of their workouts. Extraordinary innovation is at the crux of Power Plate’s products making them a perfect fit for the AYSE portfolio.

Commenting on his views on the AYSE and Power Plate collaboration, Steve Wright, Vice President EME of Power Plate said *“We’re excited to forge this new partnership with Al Yousuf and look forward to supporting them in the UAE fitness industry”*

With the UAE Fitness Services Market Revenue expected to reach AED 3 Billion by 2022, AYSE will look to promote Power Plate’s range of targeted and whole-body vibration equipment to fitness facilities that encompass the commercial, corporate and hospitality segments while also featuring the brand to fitness enthusiasts looking for unique workout solutions.

For more information on Al Yousuf Sports Equipment and its brand portfolio, products and services, contact +971 56 734 3254 or email dessies@alyousuf.com

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