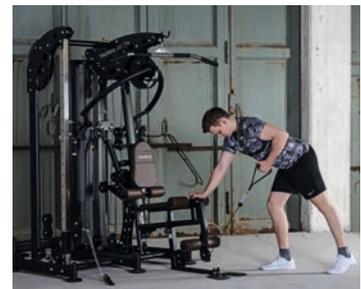
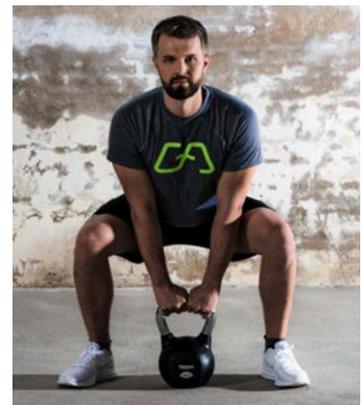
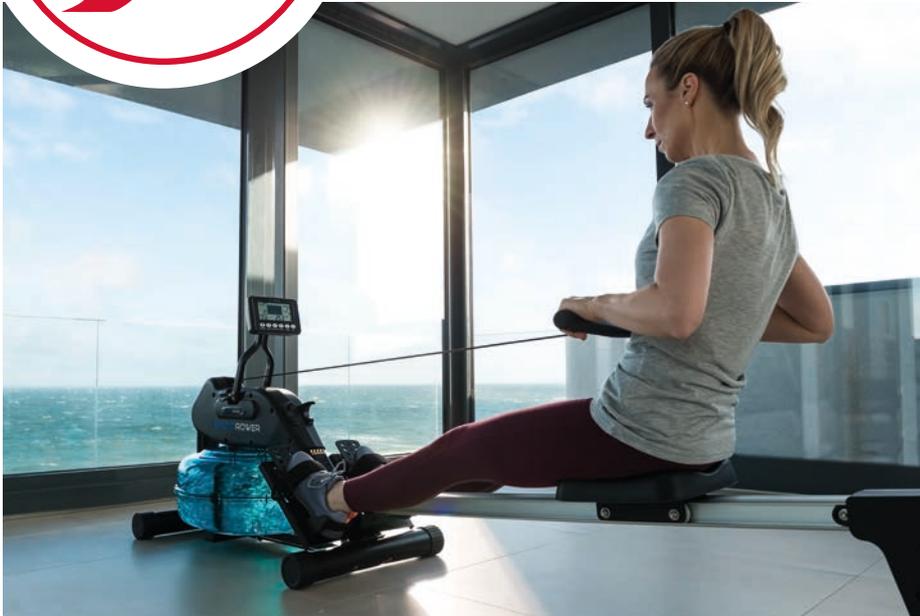




# PRESS KIT

## SPORT-TIEDJE GROUP

09/2021



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# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

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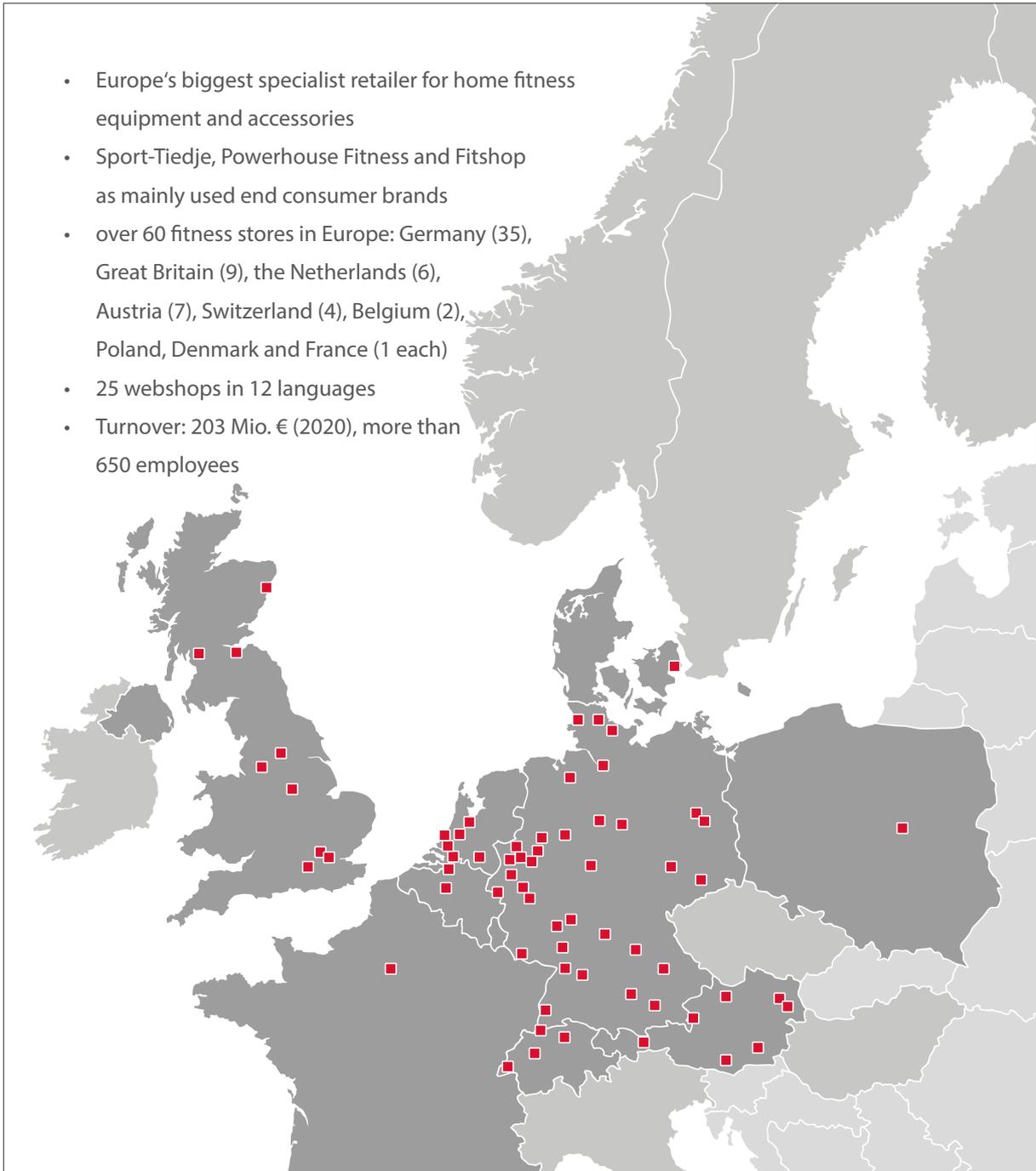
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# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

- Europe's biggest specialist retailer for home fitness equipment and accessories
- Sport-Tiedje, Powerhouse Fitness and Fitshop as mainly used end consumer brands
- over 60 fitness stores in Europe: Germany (35), Great Britain (9), the Netherlands (6), Austria (7), Switzerland (4), Belgium (2), Poland, Denmark and France (1 each)
- 25 webshops in 12 languages
- Turnover: 203 Mio. € (2020), more than 650 employees





# PRESS BRIEFING SPORT-TIEDJE GROUP

## Sport-Tiedje • Powerhouse Fitness • Fitshop

<b>Company</b>	Sport-Tiedje Group
<b>Short profile</b>	Sport-Tiedje is the biggest specialist retailer for home fitness equipment with over 60 stores in Europe and one of the most renowned online mail order companies for fitness equipment worldwide. Private customers order in one of 25 webshops in the respective national language or get their desired equipment compiled in store. Furthermore, the company provides equipment for cardio and strength training for fitness gyms, hotels, sports clubs, companies, and physiotherapeutic practices. The company offers private and business customers a large range of fitness equipment of renowned manufacturers and high-quality own brands as well as the professional assembly and competent advice before and after the purchase. This is why Sport-Tiedje employs several sports scientists, fitness coaches, and professional athletes.
<b>Industry</b>	Home fitness equipment and gym equipment
<b>Unique selling proposition</b>	<ul style="list-style-type: none"> <li>• Market leader in selling home fitness equipment in Europe</li> <li>• Manufacturer-independent</li> <li>• High-quality own brands, multiple test winners in their categories</li> <li>• Due to size good purchase conditions and hence best price-performance ratio</li> <li>• Sports-scientific advice on equipment and training</li> <li>• Broad service offering (advice, delivery &amp; install, finance, warranty extension)</li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Fitness equipment as well as accessories and sports nutrition of all renowned manufacturers</li> <li>• Biggest online range of products – more than 7,000 products</li> <li>• Own brands Taurus, cardiostrong, Bodymax, Darwin, Duke, cardiojump</li> <li>• Professional segment for business customers</li> </ul>
<b>International HQ</b>	Flensburger Straße 55, 24837 Schleswig, Germany, <a href="http://www.sport-tiedje.com">www.sport-tiedje.com</a>
<b>Markets</b>	Main market is Germany, followed by Great Britain, Austria, Switzerland, Benelux, Scandinavia and France; over 60 stores: Germany (35), Great Britain (9), Benelux (8), Austria (7), Switzerland (4), Denmark (1), Poland (1) and France (1); more than 26,000 square metres of sales area
<b>Founded in</b>	1984, GmbH since 2001
<b>Management</b>	Management Christian Grau (CEO, IT, Logistics, Online sales), Sebastian Campmann (Purchase and Store business), Dr. Bernhard Schenkel (Powerhouse, Fitshop, Corporate development, Marketing, Finance, Human Resources)
<b>Ownership</b>	100 % by Christian Grau
<b>Employees</b>	more than 650
<b>Customers</b>	more than 3,100,000 (2020)
<b>Sales and growth</b>	The Sport-Tiedje group is the Number 1 in selling home fitness equipment in Europe. The company's turnover reached 203 m. Euros in financial year 2020. In 2020, more than 500,000 orders were processed.



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop



## COMPANY HISTORY AND PRODUCT RANGE

Having started as a small sports shop in the Northern German town of Schleswig, the Sport-Tiedje Group has become the largest retailer for home fitness equipment in Europe and one of the most renowned online mail-order companies for fitness equipment worldwide. The company was founded by Ulrich Tiedje, a former player of the table tennis national league, in Schleswig in 1984. 12 years later, the computer scientist and former basketball player Christian Grau joined the company and became co-owner in 2001. In 2011, the name giver Ulrich Tiedje left as shareholder and since then Christian Grau has managed the company as sole owner.

Beginning in 1999 customers can order fitness equipment online at [www.sport-tiedje.de](http://www.sport-tiedje.de) with more international shops following. This laid the foundation of the expansion of Sport-Tiedje. After many

different ranges of products were traded online first (e.g. inline skates, table tennis tables, sports shoes, fitness equipment), the company quickly focussed on the advice- and service-intensive and also logistically challenging business with home fitness equipment. „At first, many other dealers made a bolt for the online sales of sport shoes and wear, which is easy to process logistically, and turned their back on the more demanding business with bulky equipment“, the owner Christian Grau explains. „We concentrated on this niche and already had the first order from China after a few weeks. We had the first 177 results for the search term „Kettler“ on T-Online, the leading search engine in Germany at that time“, says owner Christian Grau says.

### Consequent realisation of the multi-channel concept with online and store presence

This strong online presence in Germany was the basis for further expansion. From the beginning the company focused on a multi-channel concept – long before this phrase was used in the language of marketing. Sport-Tiedje developed its webshop and also had it translated into further languages and began to launch and expand the chain of fitness stores.

Due to the fact that the headquarters are close to Denmark, Danish was the first foreign language, the webshop was translated to in 2003, further languages followed. Today, Sport-Tiedje sells and rents home fitness equipment and accessories via 25 online shops in 12 languages.

The expansion of the online presence was followed by the expansion of bricks and mortar stores. In 2003, Sport-Tiedje





# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop



opened fitness stores in Munich, Dusseldorf, and Berlin. The international expansion started in 2005 with the opening of branches in Vienna and Zurich. In 2013, the stores in Brussels and Amsterdam were opened under the brand T-Fitness.

## Acquisitions strengthen the business

In April 2015, Sport-Tiedje took over a leading competitor in the Benelux region with the purchase of OZI Sport B.V. Under the name Fitshop, the company operated four fitness stores in the Netherlands (Bodegraven, The Hague, Rotterdam, and Roosendaal) as well as the domains fitshop.nl and fitshop.be at that time. In addition, the domains fitness-rent.nl and fitness-dump.nl belonged to OZI Sport, which operated an innovative rental business as well as a sale platform for second hand fitness equipment. Due to the acquisition, Sport-Tiedje has also acquired a central warehouse in the Netherlands, which is continuously being expanded as a hub for the strongly

growing Benelux business.

In November 2015, Sport-Tiedje took over the British fitness specialist Laidir Leisure Ltd., which sells home fitness equipment under the brand „Powerhouse Fitness“ via nine stores (at that time) in England and Scotland as well as via the website powerhouse-fitness.co.uk. Furthermore, the nationwide known own brand Bodymax belongs to Powerhouse. Laidir is the Scottish-Gaelic term for strength, which fits perfectly well with the founder David P. Webster OBE, who was a nationally known weight lifter, strength athlete, and enthusiastic participant of the Scottish Highland Games. In 1980 he founded the company to purchase weights and strength equipment for the Scottish Amateur Weight Lifting Association (SAWLA), of which he was President at that time. In 1995, David P. Webster received the „Order of the British Empire (OBE)“ for his services to sports from Her Majesty the Queen Elizabeth II. In 1983 and 1986, both his sons Nigel and David jr. joined the company. At first, the company focused on the equipment of gyms. In 1987, the first fitness store was opened in Glasgow. Over the years, several other fitness stores were opened in Scotland and England. Since 2000, Powerhouse offered its products via the website www.powerhouse-fitness.co.uk. In 2011, Powerhouse Fitness launched its first own brand for cardio and strength equipment: Bodymax.

## Good advice is essential - for home fitness equipment as well as for professional equipment

„It is our company's philosophy to offer the customers the best product for them with the best service and at the best price-performance ratio“, Grau says. Those are not just idle words. Having the biggest team of qualified staff in the market – sports scientists, former professional athletes, and fitness coaches – customer service is actively lived. This means purchasing the appropriate equipment as well as the assembly service and the advice for the subsequent training. The success proves the company right. In August 2020, the company welcomed the three millionth customer. „Our sales have continuously increased during the last years“, Grau



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

says. „And that’s mainly thanks to recommendations of our customers.“ Just one example: After a first order from a small town in Greenland, throughout the years, it has been observed that the frequency of orders from Greenland has increased from one order a month to four or five orders nowadays and that the word-of-mouth recommendation has continuously worked its way up along the western coast of Greenland.

The target group is broad: Sport-Tiedje caters for the active senior to the Olympic competitive athlete persons of all ages and fitness levels, who want to keep in shape and healthy. Buyers are also those persons, who want to work actively with their body, who want to improve their fitness and flexibility, who want to define muscle groups with strength training or who want to lose weight with cardio training. In addition, Sport-Tiedje offers wellness and massage products, boxing products, sports nutrition as well as play and leisure equipment for children in its range of products.

Sport-Tiedje customers do not only honour advice and service when purchasing, but mainly the product quality. The result: Hardly any returns. The proximity to manufacturers in Europe, Asia, and America, and the status as one of the most important clients make it possible for Sport-Tiedje to bring new products exclusively to the market. „When something is new and revolutionary on the European market, we are almost always the first offering it“, Grau says. For many of the well-known brand manufacturers, the company is the biggest sales partner in Europe.

Being the specialist for home fitness equipment, the Sport-Tiedje Group currently has the biggest online range of products in stock with more than 7,000 products. That’s how Grau explains: „For us, quality and service go together, because training successes and fun happen, when the equipment meets the requirements and targets of a buyer.“ More than 150 employees work at Sport-Tiedje in three customer care centres



in Schleswig (for customers in Germany, Austria, Switzerland, Poland, Czech Republic, France, Spain, Scandinavia, Italy, and worldwide), in Bodegraven (for the Benelux region) and Glasgow (for Great Britain and Ireland), of it several sports scientists, sports and fitness merchants as well as former competitive athletes. Sport scientists also advise the customers in the stores, conduct fitness analyses, and define training plans. „For an effective home fitness training, the customer needs to know how to train correctly with the equipment“, Grau says.

All employees of Sport-Tiedje are as sports-enthusiastic as himself: „That’s transferred to our customers as well.“ After an in-store purchase, the Sport-Tiedje staff delivers the equipment to the customer’s premises, install it, and answer further questions.



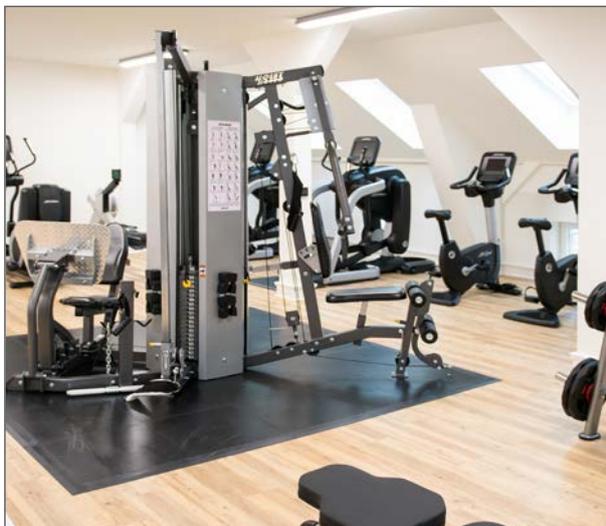
# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Besides home fitness equipment, Sport-Tiedje offers a wide ranging selection of professional equipment for business customers like gyms, companies, hotels, physiotherapists or fire brigads. The specialists from Northern Germany ensure optimal planning and realisation of fitness facilities – a service, which is used by more and more companies for creating an inhouse fitness room for employees. „This field is strongly expanding. We expect a distinct growth, because more and more companies realise the positive effects of fitness facilities for the satisfaction and health of the employees“, Grau explains.

Also the list of prominent customers is long: From football players and other competitive athletes to actors and presenters as well as entrepreneurs and Russian oligarchs.

When an American President missed his favourite machine at a fitness facility of a hotel during an important security conference, Sport-Tiedje provided a remedy within a very short time. This had consequences: Throughout the last five years, Sport-Tiedje has equipped more than 100 embassies and consulates with fitness equipment at home and abroad.





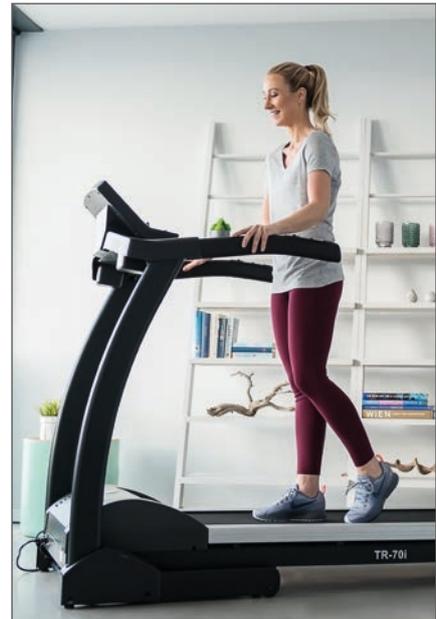
# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

## SUCCESSFUL OWN BRANDS

A further advantage of Sport-Tiedje's range are the own brands cardiostrong, Taurus, Darwin Fitness, Bodymax, cardiojump, Duke Fitness and Taurus Wellness. All these brands have a clear positioning and address different customer segments.

The brand cardiostrong was introduced in 2010 and focuses on fitness equipment for cardio training at home. cardiostrong machines are optimised for home use by timeless design, small space requirement, folding mechanisms, many training programmes and a wide variety of entertainment functions. cardiostrong equipment addresses quality conscious starters, ambitious athletes, convalescents and families. The top lines of every category are approved for semi-commercial use, like for example in Hotels or corporate gyms. cardiostrong offers treadmills, elliptical cross trainers, rowing machines, upright bikes and recumbent bikes. Many of these products received top rankings in independent product comparisons and tests. In 2020, the brand cardiostrong has been awarded „Top 3 Fitness brand“ in Germany by DISQ (Deutsches Institut fuer Servicequalitaet) and the news channel n-tv. In addition, cardiostrong received the German Brand Award multiple times, the last time in 2019.



The brand Taurus, introduced 2008, stands for maximum performance. Under this brand numerous cardio and strength machines are being offered as well as a wide variety of products for functional fitness, weight training and boxing. The products are intended for intensive workouts and accordingly stable and long-lasting. Target customers are professional athletes and private customers with highest requirements for performance and safety. Many Taurus products are authorised for semi-commercial and full-commercial use. Hotels, health care facilities (rehab clinics, physiotherapists), personal trainers, gyms and institutions (police, fire fighters, prisons, military) value the longevity, the high manufacturing and product quality as well as the attractive price performance ratio of Taurus equipment. The broad assortment allows a complete fit-out of fitness facilities in the consistent Taurus look. In 2020, the brand Taurus has been awarded „Top 3 Fitness brand“ in Germany by DISQ (Deutsches Institut fuer Servicequalitaet) and the news channel n-tv. In addition, Taurus received the Plus X Award for „Best brand of the Year“ in the fitness category in 2019 and 2020. Many Taurus products received top rankings in independent product tests and comparisons

Darwin Fitness has been introduced in 2015 and focuses on large cardio and strength equipment with a fresh and modern design. The machines address the segment of price conscious fitness beginners for moderate training. Darwin Fitness offers certified quality in the entry-level market, since these products also pass through the Sport-Tiedje quality management process.



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The brand Bodymax, introduced in 2011, is an own brand of the British subsidiary of Sport-Tiedje Group, the products are offered almost exclusively by Powerhouse Fitness. Bodymax covers a broad assortment of almost every segment of the fitness market: cardio and strength equipment, weights and dumbbells, fitness accessories, minitrampolines and a broad assortment of products for strength training. Bodymax is one of the strongest brands for strength training in the United Kingdom.

The brand cardiojump, introduced in 2019, focuses on garden and fitness trampolines as well as other products around sports and fun outdoors, like Airtracks.

Duke Fitness has been introduced in 2019 as a brand for low-cost cardio equipment for light training. Customers, who want to bring more movement in their lifes enjoy safe machines of solid quality in modern design.

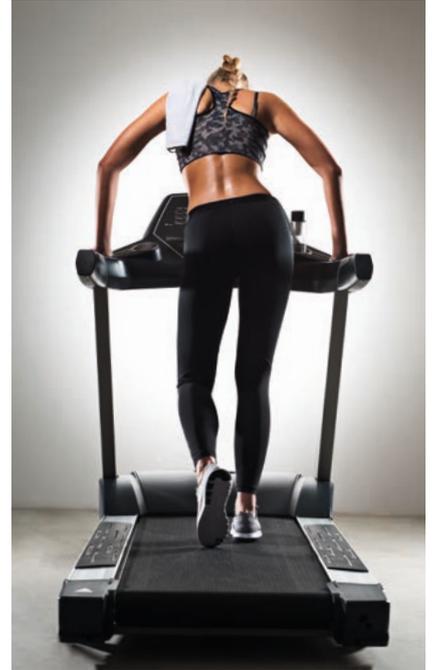
The Taurus Wellness brand has been introduced in 2020 and stands for Massage and Wellbeing. Currently, massage chairs in different sizes and a variety of massage devices are on offer.





# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop





# PRESS BRIEFING SPORT-TIEDJE GROUP

## Sport-Tiedje • Powerhouse Fitness • Fitshop

### MARKET

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The market of fitness equipment is basically divided in two areas.

1. The equipment of fitness gyms and companies, clubs, medical facilities as well as other institutions like fire departments and prisons („Commercial and B2B“).
2. The sale of home fitness equipment to end consumers for private use at home.

The commercial market is mainly dominated by manufacturers like Technogym, Life Fitness, Precor, and Johnson Health Tech (Matrix), who sell the equipment directly to the bigger chains of fitness gyms. The market share of retailers like Sport-Tiedje is much higher regarding smaller chains of fitness gyms as well as the B2B business, because the project volumes are smaller and hence are often too small to be of interest to the manufacturers for a direct sale.

The B2C market for fitness equipment is a part of the wider sports retail market, which was approximately 40 bn. € in Europe in 2018. The biggest sports markets in Europe are:

- France (with a volume of approximately 9.5 bn. €),
- Germany (with a volume of approximately 8 bn. €), and
- Great Britain (with a volume of approximately 6 bn. GBP).

Further important markets for Sport-Tiedje are Switzerland with a sports retail market volume of approximately 2 bn. CHF as well as Austria with a sports retail market volume of approximately 1.5 bn. €.

Before the Corona pandemic the equipment market had a share of approximately 2 to 4 % of the overall sports retail market, which implies a European market volume of 800 m. € to 1.6 bn. €. Accordingly, the fitness retail market volumes in Germany would lie between 160 and 320 m. €, in Great Britain between 120 and 240 m. GBP, in Switzerland between 40 and 80 mio. CHF, and in Austria between 30 and 60 m. €.

An American manufacturer of fitness equipment estimated in January 2021 that the worldwide market for home fitness equipment would increase from 3.6 bn. \$ to more than 6 bn. \$ due to the Corona pandemic. Sport-Tiedje owner Christian Grau comments: „Due to the diversity of the market participants in size and range of products, there are hardly any reliable figures. However, we assume that due to the Corona pandemic the customer interest for home fitness rises sustainably.“



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Fitness equipment and accessories are mainly sold via the following channels:

- Fitness specialist Retail (local and online): The home fitness market in Europe is characterised by a multitude of very different and often only national or even regional market participants. Real multinational home fitness specialists, who sell online as well as offline, and are independent of a manufacturer.
- Online Pure Player with fitness focus: Here are some suppliers, who work nationally or Europe-wide. However, these often concentrate on one range of products (nutritional supplements, strength sports, Functional Training, Cross Fit).
- Sports Retailers (local and online): The percentage of sports retailers in the market of fitness equipment decreases continuously. Among these companies like Sports Direct, Decathlon as well as several, individual sports specialist retailers of the Intersport and Sport2000 group, it can be observed that the fitness space is reduced successively, because the general sports retailers cannot provide trained staff for the sophisticated advisory service and because other ranges of products (primarily textile) generate higher square metre sales at the mostly central inner-city locations. Therefore, the offer of equipment is rather small and decreasing here. Regarding the fitness business, these retailers concentrate on small equipment and accessories (i. e., weights, mats, massage rollers) and apparel for fitness training.
- Online retailers like Amazon, Otto, Costco, Argos etc.
- Seasonal, temporary, and intensively advertised single items of big retailers of the food business (Aldi, Lidl, Tesco) or the non-food business (Tchibo, Argos). However, due to the complexity of the business, these offers declined distinctively particularly regarding cardio training equipment in the last years.

The online mail order business with sports equipment has increased continuously throughout the last years. Sport-Tiedje benefits from it with above average market growth. „Being the market leader in selling home fitness equipment, we were able to expand our market position consequently“, Grau explains. There are many reasons that the growth will continue: The health consciousness of the population increases and hence the understanding to be responsible for the own health. The demographic development also offers chances for Sport-Tiedje: People want to stay fit longer and buy equipment, which they can use at home. Also, more and more people work in home-office settings and thus relocate their fitness training to their home.



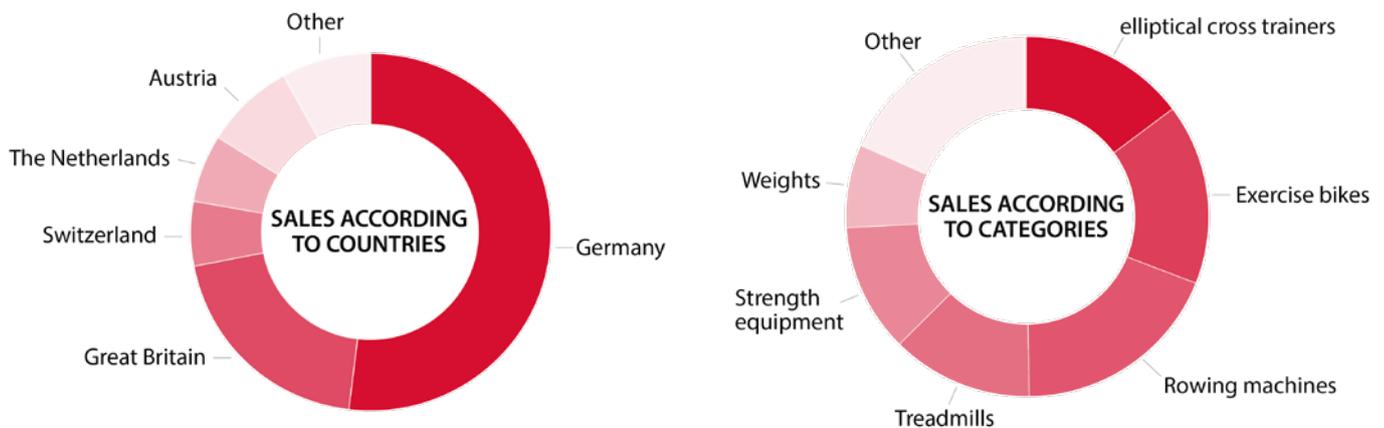
# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

## SPORT-TIEDJE GROUP FACTS:

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On the basis of the external sales of the affiliates, the distribution of sales is illustrated according to countries and categories.



- More than 203.0 M. € of turnover in 2020
- More than 35 years experience on the market for home fitness
- More than 650 employees in Europe, of it 150 customer service employees of 13 nations (customer service in 12 languages)
- More than 75 service technicians in local employment (with more than 60 own transporters)
- Highly-qualified staff, of it sports scientists, competitive athletes, fitness coaches, etc.
- over 60 specialist fitness stores in Germany, Great Britain, the Netherlands, Austria, Switzerland, Belgium, Poland, Denmark and France (sales area of about 26,000 sqm)
- Online offer of about 7,000 products
- High rack warehouses of more than 30,000 sqm in Buedelsdorf (DE), Bodegraven (NL), and Glasgow (GB)
- Stock availability of 98 percent
- More than 3,100,000 customers
- More than 500,000 orders in 2020



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

## WEBSHOPS

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www.sport-tiedje.com  
www.sport-tiedje.de  
www.sport-tiedje.at  
www.sport-tiedje.ch  
www.sport-tiedje.co.uk  
www.sport-tiedje.fi  
www.fitshop.gl  
www.sport-tiedje.li  
www.powerhouse-fitness.co.uk  
www.fitshop.be  
www.fitshop.ch  
www.fitshop.dk  
www.fitshop.es  
www.fitshop.fr  
www.fitshop.it  
www.fitshop.nl  
www.fithop.no  
www.fitshop.pl  
www.fitshop.pt  
www.fitshop.se  
www.t-fitness.cz  
www.fitness-dump.be  
www.fitness-dump.nl  
www.fitness-rent.be  
www.fitness-rent.nl  
www.t-fitness.com

## OTHER WEBSITES

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www.cardiostrong.com  
www.cardiostrong.de  
www.cardiostrong.es  
www.taurus-fitness.com  
www.taurus-fitness.de  
www.taurus.fitness.es  
www.bodymax-fitness.com  
www.darwin-fitness.de  
www.darwin-fitness.dk  
www.darwin-fitness.co.uk  
www.darwin-fitness.es  
www.darwin-fitness.fr  
www.darwin-fitness.nl

## SOCIAL MEDIA



[sport-tiedje.de/blog](https://sport-tiedje.de/blog)



[youtube.com/user/sporttiedje](https://youtube.com/user/sporttiedje)



[facebook.com/SportTiedje](https://facebook.com/SportTiedje)



[instagram.com/sporttiedje](https://instagram.com/sporttiedje)



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

## MANAGEMENT

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### **Christian Grau, CEO and Managing Director of Sport-Tiedje**

CEO, IT, Logistics, Sales

Even while studying, Christian Grau (born in 1976) worked as student for the sports shop of then-owner Ulrich Tiedje. Since then, the fitness expert and former basketball player has remained loyal to the company, became co-owner in 2001, and has expanded Sport-Tiedje to Europe's biggest speciality store and online retailer for home fitness equipment. Since 2011, Christian Grau has been the sole owner of the Sport-Tiedje GmbH.



### **Sebastian Campmann, Managing Director**

Purchasing and Store business

Sebastian Campmann (born in 1980) has worked as managing director of Sport-Tiedje since 2010. He studied sports sciences and completed an education to sports and fitness retailer, and, since 2007, he has worked in different functions for the company, amongst others, as store manager in Cologne and Dortmund. As a Managing Director, he is responsible for the store business, the expansion of the national and international store network, the purchasing department and the development of Sport-Tiedje's own brands.



### **Dr. Bernhard Schenkel, Managing Director**

Marketing, Corporate Development, Finance, Human Resources, Powerhouse, and Fitshop

Dr. Bernhard Schenkel (born in 1977) joined Sport-Tiedje as Managing Director in July 2012 and is responsible for marketing, corporate development, finance, human resources and the acquired subsidiaries in UK and NL. He holds a degree in business administration and a doctorate in marketing from the University of Mannheim. Before joining Sport-Tiedje, he worked six years with Celesio AG, a pan-European pharmaceutical wholesaler and retailer. He passed through different professional stations and was responsible Director Global Strategic Marketing & Business Innovation there last.



# PRESS BRIEFING SPORT-TIEDJE GROUP

## Sport-Tiedje • Powerhouse Fitness • Fitshop

### COMPANY AWARDS

The Sport-Tiedje Group has been awarded regularly as one of the best retailers for Fitness equipment. In a survey about customer's satisfaction with online shops across the whole of Germany Sport-Tiedje was named the best shop for buying fitness equipment and now holds the title „Bester Online-Shop“ (Best Online Shop).



In 2020 Sport-Tiedje was named „Bester Online Händler“ (Best Online Retailer) as well as one of the best retailers for Fitness Equipment over all by Handelsblatt. It is the leading German-language business newspaper and as been named the most trustworthy German newspaper several times.

The customer's survey „Deutschlands beste Online-Shops 2020“ (Germany's best Online-Shops 2020) by the German Institute for quality of service and German news television n-tv named Sport-Tiedje „Gesamtsieger Shops Sportgeräte“ (Overall Winner Shops Sports Equipment). Also Sport-Tiedje made 1st place in categories „Angebot“ (product range), „Service“ (customer service), and „Preis-Leistungs-Verhältnis“ (price-performance ratio) and „Internetauftritt“ (Web presence). 2020 Sport-Tiedje has won this award for the 5th time in a row.





# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

## BRAND AWARDS

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### cardiostrong



Quelle:  
[disq.de](http://disq.de)



Quelle:  
[german-brand-award.com](http://german-brand-award.com)



### Taurus



Quelle:  
[disq.de](http://disq.de)



Quelle:  
[plusxaward.de](http://plusxaward.de)



Quelle:  
[german-brand-award.com](http://german-brand-award.com)



# PRESS BRIEFING SPORT-TIEDJE GROUP

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## BRAND AWARDS

## TEST WINNER AND AWARDS

Equipment	Test discription	Award
<b>cardiostrong BC60</b> 	Awarded with the PLUS X AWARD for High Quality and Ease of Use	
<b>cardiostrong BC70</b> 	ETM- jury statement „excellent“ (03/2017)	
<b>cardiostrong BX30</b> 	Test winner of the comparison of exercise bikes in the Belgian public tv RTBF (02/2016)	
	Price-performance winner in the test of exercise bikes by department of biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	
	Approved security and quality by the the independent certifier Hansecontrol	



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Equipment	Test discription	Award
<b>cardiostrong BX50</b> 	ETM test rating „good“ (02/2015)	
<b>cardiostrong BX60</b> 	<p>Test winner of the comparison of exercise bikes of the Swiss consumer protection television show Kassensturz (01/2015)</p> <p>Test winner of the comparison of exercise bikes by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)</p>	
	ETM test rating „excellent“ (03/2017) The jury's statement: „The BX60 offers the best training experience of the bikes tested.“	
<b>cardiostrong BX60 Touch</b> 	ETM-Testsieger mit dem Urteil „sehr gut“ im Ergometer-Test (02/2020)	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<b>cardiostrong BX70i</b> 	ETM test rating „very good“ (09/2015)	
<b>cardiostrong EX40</b> 	Test winner of the ETM test of elliptical cross trainers (08/2011)	
	Price-performance winner of the test of elliptical cross trainers by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	
<b>cardiostrong EX60</b> 	Awarded with the German Design Award „Special“ 2017 as well as the Plus X Award in the categories: High Quality, Design, and Ease of Use	 
	ISPO Awards 2017/2018	
	German Design Award „Special“ 2017	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<p><b>cardiostrong EX70</b></p> 	<p>ETM Testurteil „Sehr gut“ (12/2019)</p> <p>Plus X Award 2019 in den Kategorien „High Quality“, „Design“ und „Bedienkomfort“</p> <p>Plus X Award: Bestes Produkt des Jahres 2019</p>	  
<p><b>cardiostrong EX80</b></p> 	<p>ETM test rating „very good“ (12/2014)</p>	
<p><b>cardiostrong EX80 Plus Touch</b></p> 	<p>German Design Award „Winner“ 2020</p>	
<p><b>cardiostrong EX90</b></p> 	<p>2nd place in the test of elliptical cross trainers by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)</p>	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<b>cardiostrong EX90 Plus</b>  	Winner of the ISPO Gold Award 2016/17, award as best strength and cardio equipment	 <b>ISPO AWARD GOLD WINNER</b> 2016/2017
	Test winner Plus X Award (2016): Best product 2016/2017 as well as in the categories „High Quality“, „Design“, „User comfort“ and „Functionality“	 
	ETM test rating „very good“ (08/2015)	
<b>cardiostrong TX50</b>  	Bestes Laufband unter 1.000 € im ETM-Laufband-Test (02/2012)	
	3. Platz im Laufband-Test des Institut für Biomechanik im Sport der TU München (Fit for Fun 12/2015)	
<b>cardiostrong TX70</b>  	Hier fehlt Text	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<p><b>cardiostrong TX90</b></p> 	<p>Plus X Award (2017/2018): Best Product 2017/2018 and in the categories „High Quality“, „Design“, „Functionality“</p>	
<p><b>cardiostrong RX40</b></p> 	<p>ETM test rating „very good“ in the test of rowing machines (05/2016)</p>	
<p><b>Darwin HT40</b></p> 	<p>ETM-Testurteil „gut“ im Ergometer-Test (02/2020)</p>	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<p><b>Darwin Evo 30</b></p> 	<p>Preis-Leistungs-Sieger im Indoor Cycle Test der Fit for Fun (12/2016)</p>	
<p><b>Taurus B900</b></p> 	<p>Testwinner and best price-performance ratio at a test of 6 weight benches by department of biomechanics in sport of the TU Munich (11/2016)</p>	
<p><b>Taurus IC90 Pro</b></p> 	<p>Test rating: „Good“ by epartment of biomechanics in sport of the TU Munich (published by Fit for Fun 12/2016)</p>	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<b>Taurus Row X</b> 	Red Dot Design Award 2018 winner	 <b>reddot design award</b> winner 2018
	Plus X Award 2017: „High Quality“, „Design“, „Ease of use“	 2017 ausgezeichnet für: High Quality Design Bedienkomfort
<b>Taurus RX7</b> 	ETM test rating „very good“ (05/2016)	 Taurus Fitness R7 <b>SEHR GUT</b> 94,93 % Im Test: 12 Rudergeräte Testurteile: 5x sehr gut, 6x gut, 1x befriedigend www.etm-testmagazin.de Heft 05/2016
	Plus X Award 2018 „High Quality“, „Design“, „Ease of Use“, „Ergonomics“	 2018 ausgezeichnet für: High Quality Design Bedienkomfort Ergonomie
	German Design Award „Special“ 2019	 <b>GERMAN DESIGN AWARD SPECIAL 2019</b>



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<b>Taurus T9.5</b> 	ETM test rating „good“ (02/2012)	
<b>Taurus T9.9</b> 	Test winner of the test of treadmills by department for biomechanics in sport of the TU Munich (Fit for Fun 12/2015)	
	Plus X Award 2019 „High Quality“, „Design“, „Ease of Use“	
<b>Taurus 9.9er Serie</b> 	Plus X Award 2020 in den Kategorien „High Quality“, „Design“, „Bedienkomfort“ und „Funktionalität“	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<b>Taurus Ultra Force</b> 	Winner price-performance ratio in a test of multigyms by department of biomechanics in sport of the TU Munich (11/2016)	
<b>Taurus Ultra Trainer</b> 	Plus X Award GOLD 2018: Best product of the Year  Plus X Award 2017/2018: „High Quality“, „Design“, „Ease of Use“, „Functionality“	 
<b>Taurus X7.1</b> 	ETM test rating „good“ (12/2014)	
<b>Taurus WS7</b> 	Test rating: „good“ in a test of 6 multi gyms by department of biomechanics in sport of the TU Munich (11/2016) - 2nd place of 6 tested multigyms	



# PRESS BRIEFING SPORT-TIEDJE GROUP

Sport-Tiedje • Powerhouse Fitness • Fitshop

Equipment	Test discription	Award
<b>Taurus SelectaBell</b> 	ETM test rating „excellent“ (11/2018)	
	Plus X Award 2018/19 „High Quality“, „Functionality“	 
	Red Dot Award 2019 winner	 <b>reddot award 2019</b> winner
<b>Taurus Design Line Pulley</b> 	Plus X Award 2021 in den Kategorien „High Quality“, „Design“, „Bedienkomfort“, „Funktionalität“ und „Ergonomie“	



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