40 Athletic

PILATES

2026



Athletic

The best fitness solution present in all continents

With 40 years of market experience, Athletic is a fitness company that develops high-performance equipment and solution. We operate in the international B2B market, offering competitive products with a strong focus on distributors of home-use, hospitality and professional fitness equipment.

Our key differentiator lies in combining international quality, operational efficiency, and long-term partnerships—helping our customers grow in their markets through a solid, adaptable, and results-driven portfolio.

4 DECADES

Promoting health and well-being worldwide

1986

Foundation and Consolidation

Establishment of the brand and structuring of its initial operations, laying the foundations for long-term growth and industrial capability.

1996

Regional Expansion and Industrial Strengthening

Period marked by geographic expansion and reinforcement of production capacity, supporting increased scale and market reach.

2006

Internationalization and Portfolio Diversification

Acceleration of global presence combined with strategic partnerships and the expansion of product lines to serve different market segments.

2016

Global Reach and Market Maturity

Consolidation as an international player, with presence across multiple continent sand a mature, and competitive portfolio.

2026

Sustainable Growth

Focus on strengthening global leadership, operational efficiency, and long-term partnerships,with an emphasis on scalability and sustainable growth.

WHY ATHLETIC?



Reputation and Trust

- Global class brand Trusted worldwide for
- 40+ years of top-notch quality and reliability Present across 50+ countries, in
- all continents Authority in the production
- process, with in- house manufacturing of motors and electronics



Complete and Competitive offer

- Full range of fitness goods: home, hospitality and commercial equipment, Pilates gear and accessories
- Specialized R&D team to develop exclusive models



Customer Service Support

- 1% free spare parts with every purchase
- Original extra spare parts within 5 years
- Support in multiple languages



Financial Benefits

- Exclusive territory rights + competitive margins = profitable partnership
- Bonuses and incentives by achieving buying goals



Reliable Quality

- Built to last: Our gear is made to perform and endure
- Cutting-edge tech: We always pursuit for innovation
- Strict quality control from production to delivery!
- Third part pre-shipment



Sales & Marketing Support

- Marketing strategies to boost sales
- Custom online & offline marketing material
- Participation in the global main fitness events
- Sales Training programs for your team

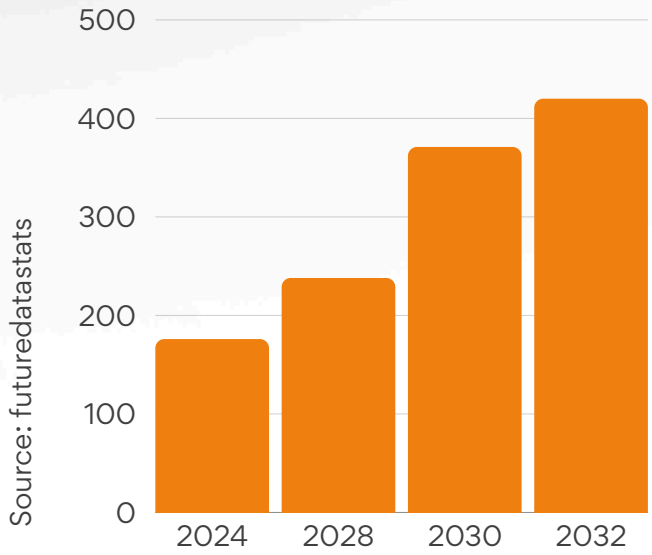


Unique Logistic Solution

- Low MOQ with big variety in a single container
- Ready-to-ship products and inventory management

A growing **Global trend**

Pilates has established itself as a primary ally against stress and burnout, placing "Exercise for Mental Health" in the ACSM global Top 10.



US$
176 bi
in 2024

US$
420 bi
Until 2032

+71%
YoY increase in Reformer Pilates bookings

#1 Most Rebooked Category worldwide for 3 consecutive years

#3 ranked global fitness trend worldwide for "Fitness Programs for Older Adults"

63% of Gen Z exercisers specifically look for Reformer Pilates classes

+66% YoY growth in overall Pilates reservations

Source: Les Mills, ACSM Worldwide Survey of Fitness Trends, ClassPass



PURE BALANCE LINE

The human body is the most perfect machine in existence, and movement is its ultimate expression.
To achieve excellence in practice, technique must find its ideal partner.
Equipment that doesn't just support weight, but understands movement.
For too long, the market accepted the standard as the limit.
But Athletic is not built on limits.
We are built on evolution.



Introducing the New Athletic Pilates Line. More than a new generation of equipment, it is a manifesto of respect for the body and practice. We have raised the bar, redesigned the experience, and united brute strength with pure sophistication. Because when your body decides to push further, your equipment must be ready to keep up.

To bring this vision to life, every millimeter of our new line has been re-engineered to deliver a flawless user experience



Ultra-Firm and Reinforced Structure



Tactile Comfort and Resilience (High-Density Foam and PU)



100% Aluminum Details

Feel the strength. Feel the touch. Experience the fluidity.

Discover the New Athletic Pilates Line.

CADILLAC FULL TRAPEZE 3 IN 1

05017

STRUCTURE: Rubber wood, PU finish, Aluminum Rail

PRODUCT SIZE: 2430 x 830 x 2020 mm

MAX USER WEIGHT: 150 kg



HIGHLIGHTS:
High class springs, multifunction, flexibility and wide applicability

CADILLAC FULL TRAPEZE

05016

STRUCTURE: Rubber wood, PU finish

PRODUCT SIZE: 2500 x 760 x 2000 mm

MAX USER WEIGHT: 150 kg



HIGHLIGHTS:
Multifunction, high class springs, height of the structure and wide applicability

REFORMER WITH FULL TRAPEZE

05018

STRUCTURE: Rubber wood, PU finish, Aluminum rail

PRODUCT SIZE: 2430 x 830 x 2020 mm

MAX USER WEIGHT: 150 kg



HIGHLIGHTS:
Multifunction, flexibility, height, wide applicability

REFORMER WITH HALF TRAPEZE

05019

STRUCTURE:

Rubber tree

Rubber wood, PU finish, Aluminum rail

PRODUCT SIZE: 2450 x 730 x 1980 mm

MAX USER WEIGHT: 150 kg



HIGHLIGHTS:
Multifunction, flexibility, wide applicability

REFORMER

05020

STRUCTURE: Rubber wood, PU finish, Aluminum Rail

PRODUCT SIZE: 2430 x 730 x 380 mm

MAX USER WEIGHT: 150 kg



HIGHLIGHTS:
Professional and precise training, multifunction, wide applicability

STEP CHAIR

05021

STRUCTURE: Rubber wood, PU finish

PRODUCT SIZE: 800 x 630 x 1100 mm

MAX USER WEIGHT: 150 kg



ALUMINUM REFORMER

05010

Introducing the new **Athletic Aluminum Reformer**, the standout of our Pure Balance 2026 line. Built with a full aluminum frame and track, along with a PU finish, it guarantees unmatched strength and a sophisticated look. The user experience is elevated by premium microfiber upholstery and the precision of 5 high carbon Korean-imported springs. Capable of supporting users up to 150 kg, it is the perfect solution for studio optimization, featuring an easy-to-clean design, non-slip pads, and an easy-to-store vertical position. This complete equipment comes with a long box and a jump board included, ready to maximize the profitability of your client's space.



Soft touch upholstery &
Easy to clean



Premium aluminum
structure





Easy to store in vertical
position



Non slip pads

FRAME MATERIAL: Aluminum frame with metal support legs

FRAME FINISH: PU (Polyurethane) coating finish

MAIN COVER MATERIAL: Aluminum

UPHOLSTERY MATERIAL: Premium microfiber upholstery

TRACK: Full aluminum track

PRODUCT SIZE: 2390 x 900 x 370 mm

MAX USER WEIGHT: 150 kg

PRODUCT WEIGHT: 75 KG



LADDER BARREL

05022

STRUCTURE: Rubber wood, PU finish

PRODUCT SIZE: 1120 X 630 X 900 mm

MAX USER WEIGHT: 150 kg



SPINE CORRECTOR BARREL SET

05023

STRUCTURE: Rubber wood, PU finish

PRODUCT SIZE: 930 x 460 x 280 mm / 500 x 480 x 170 mm (2)

MAX USER WEIGHT: 150 kg



SPINE CORRECTOR BARREL

05024



STRUCTURE: Rubber wood, PU finish

PRODUCT SIZE: 835 x 600 x 380 mm

MAX USER WEIGHT: 150 kg

ARC BARREL

05025



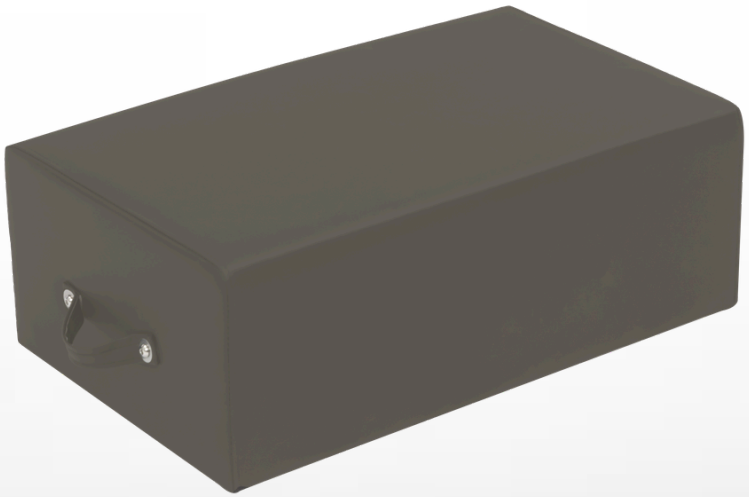
STRUCTURE: Rubber wood, PU finish

PRODUCT SIZE: 470 x 465 x 210 mm

MAX USER WEIGHT: 150 kg

LONG BOX

05026



STRUCTURE: Plywood, PU finish

PRODUCT SIZE: 700 x 410 x 240 mm

MAX USER WEIGHT: 120 kg

ACCESSORIES



YOGA BRICK

ATHY011-3 / 13489

PRODUCT SIZE: 30x60x90mm

MATERIAL: EVA

ATH011-4 / 16034

PRODUCT SIZE: 40x60x90mm

MATERIAL: EVA



One of the best yoga and pilates accessories

YOGA MAT

ATHY001

PRODUCT SIZE: 1730x610x30mm up to 1830x610x60mm

MATERIAL: PVC

ATHY002

PRODUCT SIZE: 1730x610x30mm up to 1830x800x150mm

MATERIAL: NBR



Durable to everyday use, portable and easy to clean

YOGA ROLLER

ATHY018-33

PRODUCT SIZE: 140x330mm

MATERIAL: EVA + PVC

COLOR OPTION: RED / BLUE



The best way to release muscle tension, and improve muscle blood flow

MASSAGE STICK

ATHY067

PRODUCT SIZE: 450mm lenght

MATERIAL: PP + TPR



Improve muscle soreness and aid recovery reducing stiffness

MASSAGE BALL

ATHY058

PRODUCT SIZE: 750mm

MATERIAL: PVC



Ideal for proprioception exercises and muscle relaxation

PILATES RING

ATHY064

PRODUCT SIZE: 380MM

MATERIAL: EVA + PP + NBR



Lightweight, perfect for improving your force and adjust your posture

YOGA BALL

ATHY042

PRODUCT SIZE: 550mm up to 85mm

MATERIAL: PVC



Improve flexibility, strength and enduranced

BALANCE BOARD

ATHBB01 / ATHBB02 / ATHBB04

PRODUCT SIZE: 360x53mm up to 390x75mm

MATERIAL: PVC



Portable and lightweight: compact and easy to carry, convenient for storage and use

BOSU BALL

ATTHY049

PRODUCT SIZE: 58mm

MATERIAL: PVC



Multipurpose Workout Ball: Combines elements of cardio, strength, and flexibility

CONTACT US

athleticvisionfitness.com

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