



**SUCCESSFUL  
TOGETHER**

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# MILON BY NUMBERS

1970

FOUNDED  
IN 1970

23

AVAILABLE  
IN 23  
COUNTRIES

> 25,000

> 25,000  
NETWORKED  
DEVICES  
WORLDWIDE

IN 2,700  
FACILITIES  
WORLDWIDE

2,700

20

THE  
MILON ME  
MEMBER APP  
IS ALREADY  
AVAILABLE IN  
20 COUNTRIES

308 MILLION  
EXERCISES  
EACH YEAR

308  
MILLION

> 1 MILLION  
USERS  
WITH MILON CARE  
EACH YEAR

> 1 MILLION



reddot design award  
winner 2013

# MILON WORLDWIDE



## SUCCESSFUL TOGETHER COLLABORATIVE, SOLUTION-ORIENTED, INSPIRING

For more than 45 years now, we at milon have been working to provide people with the simplest, safest and most effective means of training. The result is effective training systems, smart support software and end-to-end concepts for facility operators: milon is one of the leading manufacturers of electronically controlled circuit systems.

But despite our strength as innovators, tradition is also an important part of our success: Thanks to values such as our German flair for engineering or our commitment to honesty and sustainability. Every piece of milon equipment is manufactured at our production and logistics center in Emersacker, Germany. Key aspects include the utmost attention to detail and compliance with certified quality processes. In Emersacker, our development experts specializing in mechatronics, electronics and design continually collaborate with sports scientists, trainers and studio operators to shape the future of training.

# MILON CIRCUIT TRAINING

SIMPLE. SAFE. EFFECTIVE.



## THE MILON SYSTEM – MORE TIME FOR PERSONAL SUPPORT

Equipment adjustments and the documentation of training data are fully automated, saving time and valuable resources. So there's plenty of time for providing the user with individual support. Over the long term, this results in enhanced success and satisfaction for the customer – and the trainer, too.



## 17.5 MINUTES TO BETTER TRAINING SUCCESS

milon's circuits are ideal for simple, safe, and effective strength and endurance training for every target group. Thanks to versatile and varied training, both beginners and experienced users can achieve their personal training goals.



## VERSATILE TRAINING INCENTIVES FOR EFFECTIVE SUCCESS

All training parameters (training and breaks, reps, resistance, etc.) are fully and automatically adjusted to the user's needs. The resistance can be increased during the eccentric load phase, or isokinetic and adaptive training can be performed on any of milon's strength training equipment.



## > 2,700 SUCCESSFUL STUDIOS

Training helps to improve posture and endurance – making everyday physical challenges easier. Greater overall physical strength for younger and older users. The “fat burning furnace” is kicked into action, boosting the metabolism and increasing muscle development.



## QUALITY AND INNOVATION, “MADE IN GERMANY”

Our equipment is produced in Germany and is subject to the highest quality standards. You also benefit from our innovative technology – guaranteeing maximum success for your studio.

# BUSINESS SOLUTIONS FOR FITNESS & HEALTH FACILITIES

**Reduced referral rates affect the number of new customers** due to lack of a recommendation system and no fixed methods of approaching customers.

**Existing members are less satisfied** due to lack of training variation and fresh inspiration.

**Increased attrition due to lack of customer loyalty**, because the primary focus is on gaining new members.

**Lack of individual support.** No time for personal coaching.

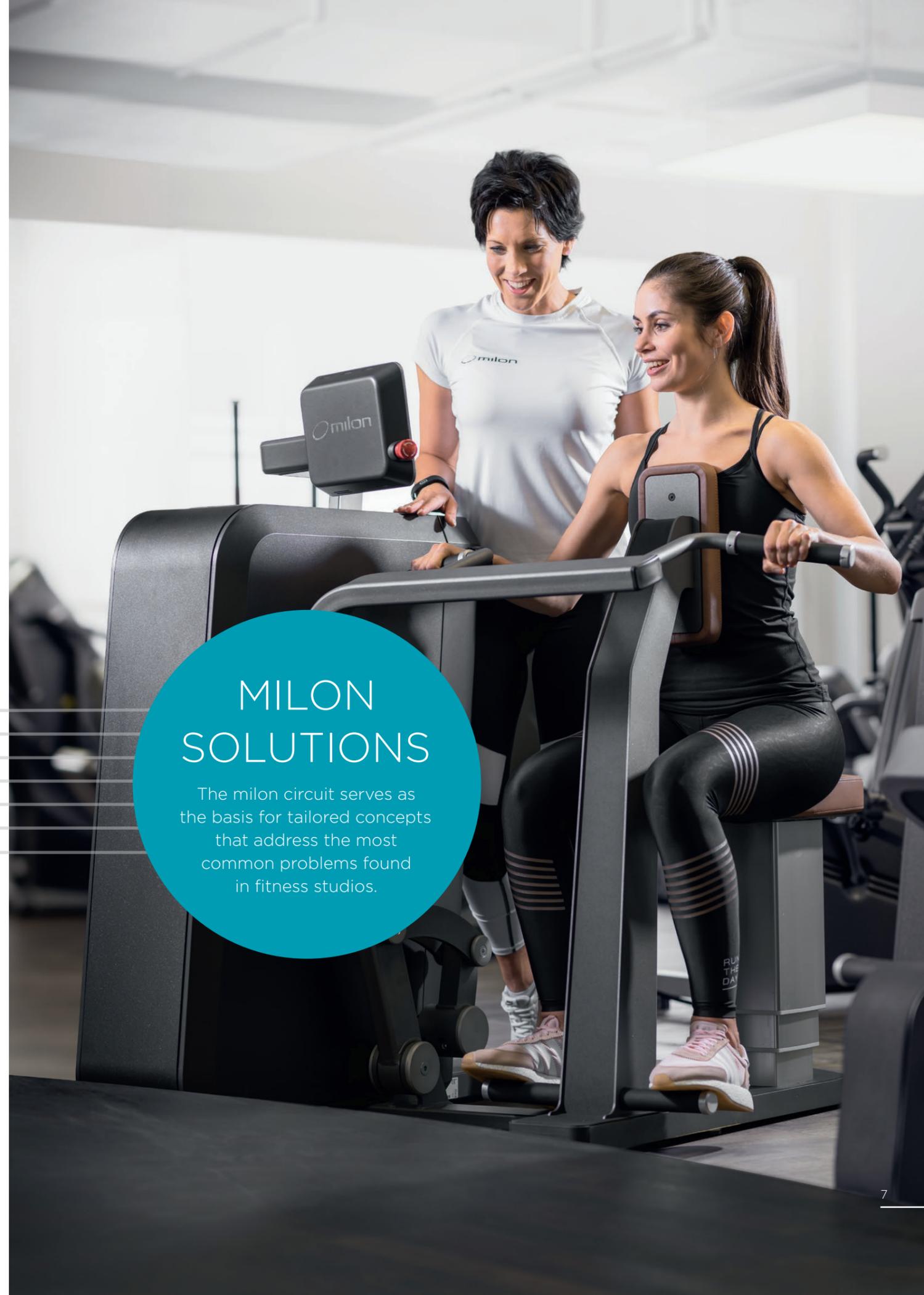
**Inefficient capacity utilization on the gym floor** due to users focusing primarily on usual cardio and weight training equipment.

**Increasing pressure from competitors due to discount facilities**, because focus is placed on equipment rather than individual support.

**Lower quality of support due to higher staff turnover**, resulting in a lack of identity and team spirit in the studio; knowledge and the studio culture can quickly be lost due to employees leaving.

## MILON SOLUTIONS

The milon circuit serves as the basis for tailored concepts that address the most common problems found in fitness studios.



# MILON CIRCUIT

## ENHANCED FLEXIBILITY FOR INDIVIDUAL REQUIREMENTS - EXPANDING THE SUCCESSFUL CIRCUIT



The classic point of entry into the world of milon. Thanks to its broad spectrum of equipment, milon's Strength-Endurance circuit is suitable both as training for the beginner and as performance training for the advanced user. This form of circuit optimizes the support offered in your studio - your trainers can place individual focus on coaching and the needs of your members.



Users' motives and goals vary greatly. The expansion of the Q series range to include the latest strength training equipment now makes more varied training possible, especially when it comes to effective muscle building. This makes milon training with the new Q series more effective and individual than ever before.



We offer maximum versatility and flexibility for your training space. From cardio equipment, to expansions for individual circuits, multiple circuits, or equipment for gym floor. In addition to standard solutions, we offer you tailored individual concepts to help you to attract new members with appealing training options and retain existing customers with optimal training results and high-quality support.



# MILON Q – TRAINING WITH A SMILE

New technologies meet handling that's easy, intuitive and fun. The electronically controlled equipment in the Q series adjusts to each customer completely automatically thanks to the milonizer data and the milon CARE central training control software. Patented user guidance with the milon pendulum intuitively guides the user as they move, providing more effective and lasting motivation.

## ALWAYS THE RIGHT EQUIPMENT SETTING

Thanks to the practical user recognition feature, the smart, high-tech equipment adjusts automatically and within seconds to the user's size, training motive, and related needs.

## KEEPING TRAINING EXCITING

With milon training, you can achieve any goal in a focused way. Whether it's muscle building, losing weight, or reducing pain.

- State of the art: German quality and flair for engineering.
- Optimized training position for optimal muscle activation. Enhanced by up to 34% (compared to Premium) for better training results.



## MORE TIME

Patented training visualization. The milon pendulum displays the movement rhythm to the user and provides direct live feedback during training. Using the pendulum is extremely intuitive by tapping and swiping (like a tablet).



## MAKING ACHIEVEMENT FUN

The gamification elements on the display encourage users' instinct to play and make training more fun - which has a motivating and inspiring effect.

## EQUIPMENT SOFTWARE

- All of the member's key details can be seen at a glance on the display.
- Save up to 25% more time (compared to Premium) per member when providing equipment instructions thanks to minimal amount of explaining required and intuitive operation.
- Isokinetic strength measurement to determine the individual training resistance.
- All training types (normal, eccentric, isokinetic, adaptive) can be carried out in a fluid way which is easy on the joints.

# REACTIVE TRAINING TYPES

To achieve continuous training success, the training plan needs to be periodized. This involves setting training incentives that increase on an individual basis. At milon, periodization is accomplished with the CARE software - according to the training objective.

## ADAPTIVE TRAINING

Equipment as a training partner. No matter whether the user's power increases or decreases: The equipment automatically adjusts the weight in real time to fatigue the muscles to the maximum possible level. Hypertrophy stimulation is guaranteed.

## ISOKINETIC TRAINING

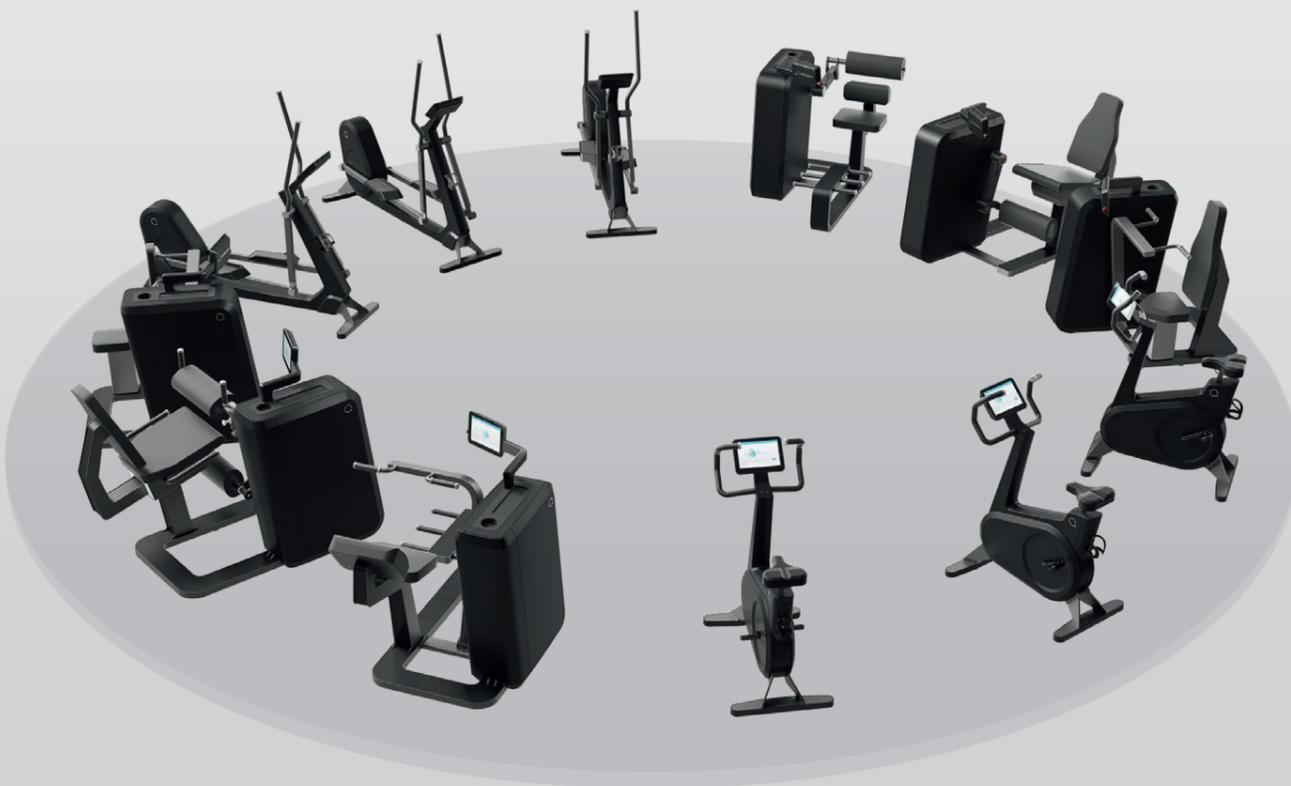
Resistance is varied in every phase of motion at a uniform speed. This ensures that full strength is applied throughout the entire rep. All motion segments are performed with an equal amount of power. This reduces the warm-up time and prevents muscle soreness. Ideal for therapy and competitive sports.

## NORMAL TRAINING

The concentric (muscle shortening) and eccentric (muscle lengthening) loads are identical. This loading and the associated form of training are comparable to conventional mechanical equipment using a constant weight.

## ECCENTRIC TRAINING

The training resistance is increased in the eccentric (muscle lengthening) phase of movement, making training up to 30% more effective in comparison to training with a constant weight. This is because the muscles, tendons, and ligaments are utilized in an ideal way.



# CHOICE OF OBJECTIVE FOR ALL TARGET GROUPS

The new Q series equipment makes it even easier for the user to input their motivation and therefore their training objective. Using predefined training regimes, all training parameters adjust according to the individual training objective and style. After all, the user won't be truly satisfied unless their training corresponds to their own needs.

## PAIN-FREE TRAINING

This regime addresses the root causes underlying physical discomfort and can reduce pain.



## WEIGHT REDUCTION

Does your customer want to lose weight or reduce body fat? In order to lose weight, the key to success lies in the specific combination of endurance training and moderate strength training in the high reps range.



## MUSCLE BUILDING

Building up muscle mass requires a training load with an elevated weight. Training large muscle groups is a particularly important part of an effective muscle building program.



## FIRMING

For women especially, fitness training often begins with the goal of improving their figure. In such cases, specifically targeted strength training is the most effective way to reduce body fat.



# MILONIZER



## Measure, weigh, test, and analyze in a totally new dimension.

The milonizer can determine the user's body measurements in a matter of seconds using an innovative scan system based on biometric markers. The measured data is automatically communicated to the milon CARE control software and all milon equipment is perfectly preset to the user's body dimensions. An in-depth analysis of the user's current performance level is created taking into account the various tests.

## BENEFITS FOR TRAINERS AND FACILITY OPERATORS

- ✓ Save time giving training and set up instructions
- ✓ More time for individual support
- ✓ Innovative test station is highly motivating and fun for users



### Fitness test function:

Fitness tests



Mobility tests from the five company



Scan function



Automatic data transmission



Integrated scale



# MILON CARE

## The next generation of smart training control.

milon CARE is the complete training and support software that combines all fitness center areas in your training or therapy facility into a Connected Training System (CTS). The software maps all training in the training space as well as defined processes in the studio.

CARE can operate all of the different milon series machines (Basic, Premium, Q) from a central location. No matter whether as an individual machine, in a circuit, in combination with multiple circuits or also across multiple systems. We have just the right solution for your facility.

**Perspective:** efficient, comprehensive fitness studio management

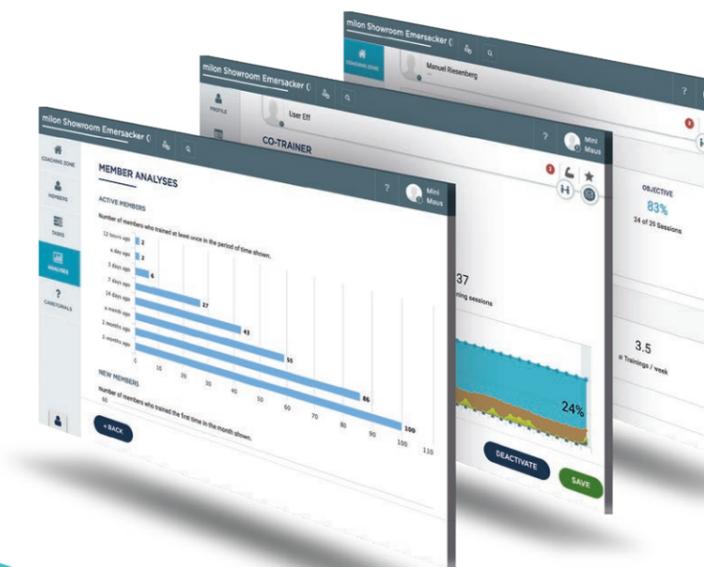
**Customer loyalty:** higher customer satisfaction through ideal support quality

**Monitoring:** effective control and organization of tasks, fitness center processes and support chains

**Freedom:** Training can also be planned for the entire training space

**Connect:** updates and news can be sent directly by the trainer

**Motivation:** enhanced support quality, more individual attention, and more effective support in helping to achieve training objectives



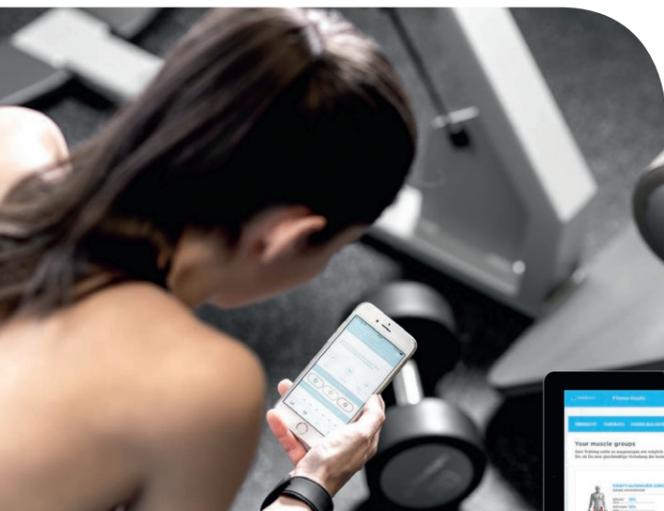
**Insight:** clear, high-quality training analyses, planning, and monitoring in real time

**Knowledge:** qualitative assessment of the training (e.g. range-of-motion, heart rate, muscle balance ratio, training development, attendance)

**Co-responsibility:** co-trainer suggestions; the trainer makes the decision

**Support:** individual training support including training logs and feedback

# MILON ME



**The direct connection to your fitness club member.**  
 milon ME is the free app for your members. It makes it easier for them to view their own training data - anywhere, anytime. The integrated news function now makes communicating with your members even easier, more effective, and faster and provides continual motivation.

Members can also track their progress with milon ME. From training sessions and training regularity, to special achievements.



## Tracking the training plan

Shows correct way to do exercise

Overview of training and progress

Training stats

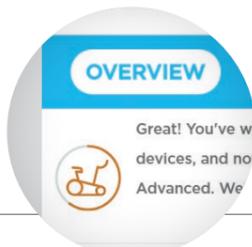
For milon devices and equipment-free exercises

Evaluation of trained muscle groups

Studio ranking with other members in same age bracket

Share training successes

Members can also track their successes with milon ME. From training sessions and training regularity, to special achievements.



# MILON MARKETING

## Support for your success.

We are pleased to provide you with advertising materials to help you promote your center and communicate the value and characteristics of milon by giving you free and unlimited access to our milon brand store.

The milon brand store hosts an extensive selection of digital and print ready marketing items such as banners, images, videos, social media content, etc. (including white label and customizable tools). All of these resources are available for you to download and use under the terms of use of milon industries GmbH, so please take full advantage of these tools.



## CONTENT PROVISION

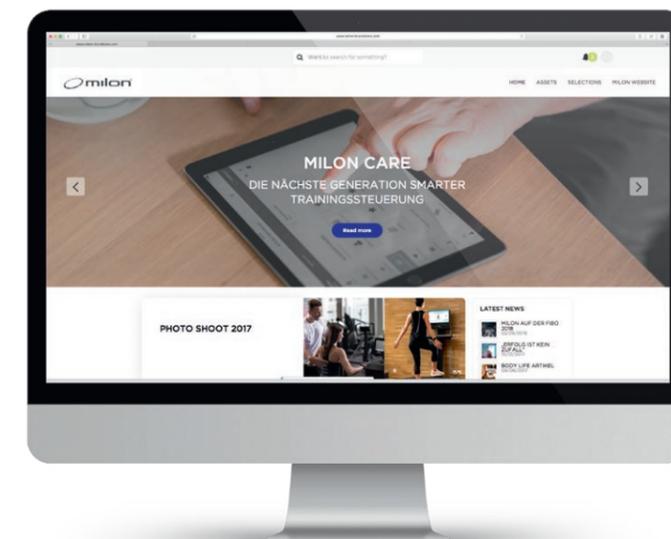
The milon brand store gives you access to our advertising materials for the products in your studio.

All of the documents are available for download free of charge and can be used in accordance with the Terms of Use of milon industries GmbH.

To get your free access or additional information, please contact our milon brand store team directly at [brandstore@milon.com](mailto:brandstore@milon.com).

## Available materials include the following:

- Photo material (image, equipment, circuit)
- Video material (image, equipment, circuit)
- Logos and icons
- milon CI/CD manual
- Product information



# INTERNATIONAL ACADEMY

## Developed from practical experience.

With our unique solutions package, you are laying the foundations for making successful use of your milon systems. Based on our many years of experience, the training courses have a high practical content and are geared towards coaching excellence.

With the International Academy, milon's tried-and-tested standards from Germany can now be delivered around the world.

**Practical training:** The aim of the training course is to enable the gym to put these proven concepts directly into practice and to work successfully straight from day one. These include:

- The best way to address clients and establish contact
- Productive referral programme
- Successful membership sales
- Effective, long-term support for your members

## THESE SERVICES INCLUDE

- ✓ Implementation of the milon concept
- ✓ Training with equipment
- ✓ Work made easier with milon CARE
- ✓ Efficient member support with help from milon

# MILON SERVICES

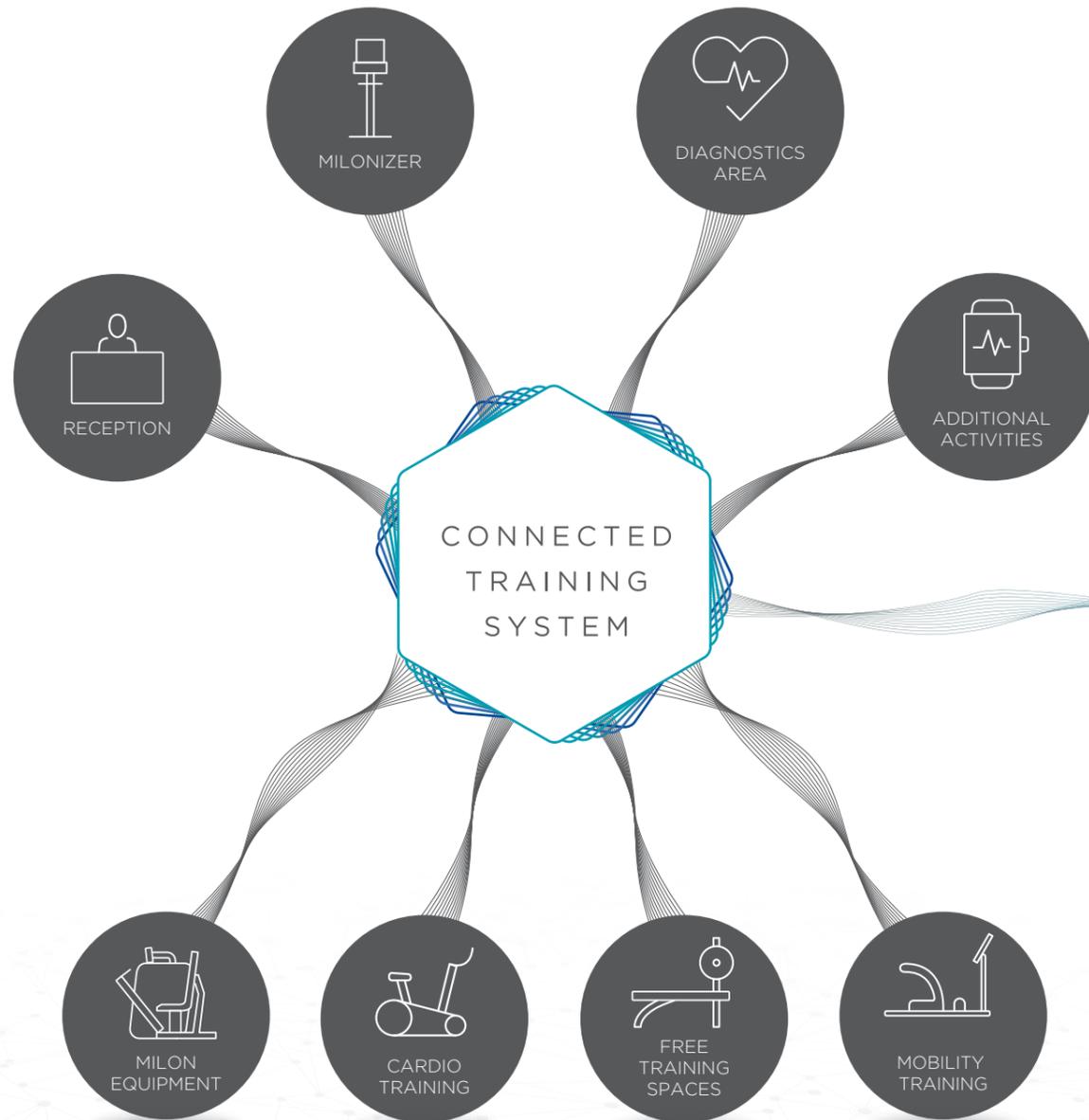
## MILON EQUIPMENT SERVICE

### ALWAYS THERE FOR YOU

milon training equipment is renowned because of the great care and the certified quality processes used at our production and logistics center in Germany which enable us to deliver high quality equipment with a long service life. If there are technical problems in spite of this, you will enjoy milon's full support as part of our extensive warranty services which ensures the utmost reliability of your equipment, while keeping downtime to a minimum.



# CONNECTED TRAINING SYSTEM BY MILON



## DESIGN YOUR OWN **CONNECTED TRAINING SYSTEM** BY MILON TODAY

### All member details via software.

The edge that your knowledge gives you as a trainer or studio operator is a success factor which is becoming more and more important. Digital networking plays a key role here.

A Connected Training System from milon lets you link the various areas of your studio together - but there's more: The various areas can also communicate intelligently with one another. As a decision-maker, you can identify the needs of your customers in real time and respond to them in a specifically targeted way. No matter what type of facility you have, the system is always tailored to your needs. We offer the ideal solution, perfectly tailored to each establishment, whether physical therapy, multi-function facility or boutique studio.



Enhanced decision-making support

Integration of existing equipment and software solutions

Greater membership retention

Centralized software controls customer communications

Efficient planning and control of all activities

More time available to motivate and coach your customers

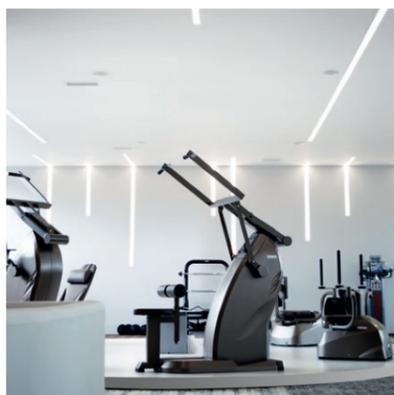
CTS network partner:

- five
- MATRIX
- InBody
- POLAR
- /cardioscan

and > 10 other partners



## SUCCESSFUL TOGETHER



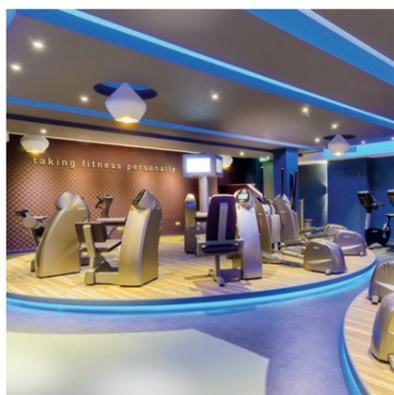
**ZEN CLUB**  
BUDAPEST, HUNGARY



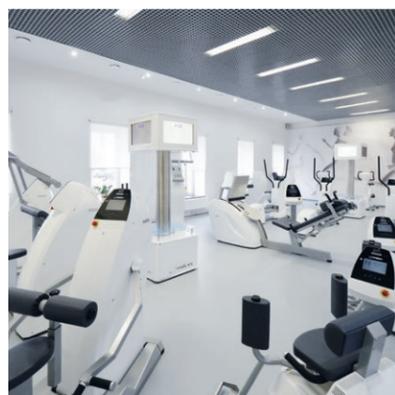
**JUKA DOJO**  
HAMBURG, GERMANY



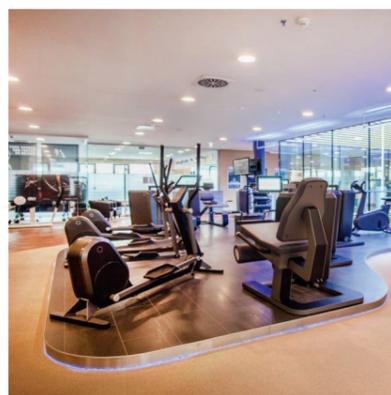
**MILON PREMIUM  
SPA & FITNESS**  
SEOUL, SOUTH KOREA



**HEALTHHAUS**  
ST. HELIER, UK



**MILTRONIC CLUB**  
MOSCOW, RUSSIA



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## **COLLABORATIVE**

ESTABLISHING SUSTAINABLE RELATIONSHIPS

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## **SOLUTION-ORIENTED**

PROMOTING INDIVIDUAL GOAL ATTAINMENT

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## **INSPIRING**

GETTING PEOPLE MOVING

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