



ONE PARTNER. EVERY NEED.

WHY LEADING FACILITIES CHOOSE LIFE FITNESS / HAMMER STRENGTH OVER PIECEMEAL SUPPLIERS.

Reduce complexity. Elevate consistency. Maximize impact.

When it comes to outfitting your facility, the choices you make behind the scenes matter just as much as the ones your members see. **Managing multiple vendors might seem flexible, but the hidden costs**—time-consuming coordination, inconsistent aesthetics, and disjointed service—**can erode your efficiency and your brand experience.** That's why more leading fitness, hospitality, and recreation operators are turning to **Life Fitness and Hammer Strength as their single-source partner.** The comparison below breaks down exactly why. From product depth to long-term service, see how consolidating with one trusted partner can drive greater impact across your entire operation.

	LIFE FITNESS / HAMMER STRENGTH	PIECEMEAL VENDORS
PRODUCT BREADTH	✓ Cardio, strength, functional, accessories, recovery—all in one place	⚠ Requires multiple vendors to fill key categories
VISUAL COHESION	✓ Unified design, branding, and color options across zones	⚠ Inconsistent look and feel
PROCUREMENT SIMPLICITY	✓ One PO, one contract, one partner	⚠ Multiple negotiations, POs, and billing cycles
FACILITY DESIGN SUPPORT	✓ On-staff experts + 3D planning tools	⚠ DIY or outsourced at extra cost
DELIVERY & INSTALL COORDINATION	✓ Managed logistics, install, and timelines	⚠ Risk of delays and coordination issues
TRAINING & PROGRAMMING	✓ Integrated digital workout solutions	⚠ Varies widely or not offered
SERVICE & WARRANTY	✓ Centralized service and parts support	⚠ Fragmented and harder to manage
DIGITAL INTEGRATION	✓ Interconnected ecosystem across cardio + strength	⚠ Minimal to no tech integration
BRAND TRUST	✓ Preferred partner to global fitness, hospitality, and rec brands	⚠ Lower visibility, less trust
STRATEGIC PARTNERSHIP	✓ Long-term support beyond the sale	⚠ Transactional or short-term focus

Your time, budget, and member experience matter. Don't settle for fragmented solutions.

Simplify your facility. Partner with the global leader in fitness solutions. Contact us to plan your unified, high-performance space.