

# INNOVATIVE OUTDOOR FITNESS

Welcome to a world of outdoor fitness



 **NORWELL**  
OUTDOOR FITNESS

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## Welcome to a world of outdoor fitness

Norwell Outdoor Fitness was founded in 2007 by the Barkholt family from Denmark.

During travels in Asia, the family experienced how the public outdoor fitness parks everywhere offered easy access to exercise, and the perfect supplement to the family's walking and running routines.

This experience inspired the Barkholt family to develop their own unique line of outdoor fitness equipment, expressing the very best of Danish Design: quality, functionality and aesthetics.

As a front-runner within the outdoor fitness concept, Norwell quickly became specialists in designing, developing, and marketing outdoor fitness equipment.

Today, Norwell is represented by outdoor fitness parks in Europe, Asia, Australia and North America.



# The benefits of outdoor fitness

## Health benefits

Each Norwell Outdoor Fitness station is designed and developed for all – from out of shape beginners to the very fit.

By placing outdoor fitness parks in the user's own environment, maintaining and training your body is as easy as it gets. The natural consequence is an increased quality of life, and a healthier community.

## Danish design

The main element of our design – the curve – creates a lightness and transparency of construction, which combined with our choice of colour scheme, makes a Norwell Outdoor Fitness park suitable for any environment.

Representing the quality of Danish Design, every fitness station contributes to an aesthetic experience as well as having the functions required for training and maintaining your body.

## Optimum functionality

The strength training stations allow a full range of motion, making them accessible and effective to all users. By using your own body weight as resistance, the equipment is tailored to individual progress.

Movement patterns are smooth and natural, making the equipment functional and intuitive. The low impact cardiovascular equipment is safe, effective and fun to use.

The balance and stretching stations complete the pack-age, creating a complete, effective and functional work-out. The result is increased strength, increased cardiovascular capacity and overall improved health.

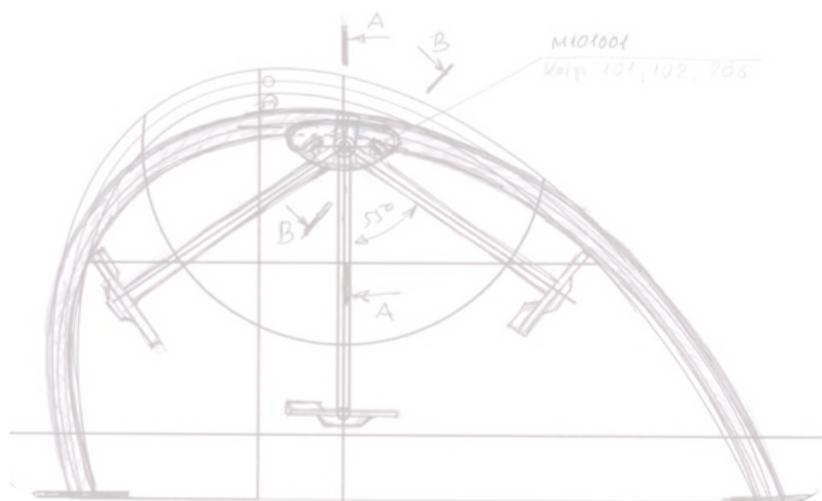
## Quality and durability

Norwell Outdoor Fitness stations are designed and developed in Denmark with the highest quality standards.

Quality is very much defined by the durability and longevity of the equipment. To ensure a long life service, Norwell fitness stations are built according to the tradition of solid Danish craftsmanship, and with the best quality materials.

Every detail is well thought out, from the high level of functionality and usability, to the appealing and aesthetic Danish Design.

With Norwell, both users and customers are guaranteed the best outdoor fitness equipment for training, and for investment as well as having the functions required for training and maintaining your body.





## OUTDOOR FITNESS



NW101 Chest



NW102 Back



NW103 Sit Up



NW104 Pull Up



NW105 Bar



NW106 Leg



NW107 Dual Pull Up



NW108 Armwalker



NW110 Multi Ladder



NW201 Air Walker



NW202 Cross



NW204 Hip



NW206 Rider



NW207 Triple Jumper



NW301 Twister



NW303 Balancer



NW401 Stretch



## OUTDOOR FITNESS · PARK · LEISURE



NW501B Bench



NW502 Ping Pong



NW503 Sign



NW504 Mini Sign



## SPECIAL NEEDS



NWS113 Hand Cycle



NWS114 Tai Chi



## COMBI UNITS



NWC603 Combi 1



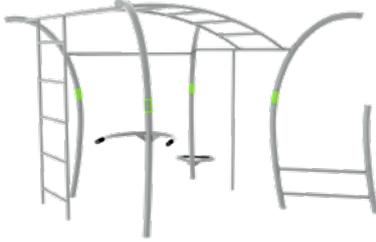
NWC605 Combi 3



NWC609 Combi 5



## TRAINING FRAMES



NWC607 Calisthenics frame



NWC608 Functional training frame



## STREET WORKOUT · PARKOUR



NWSW108 Tire Flip



NWSW109 Horizontal Ladder



NWSW110 Dual Bar



NWSW112 Step Blocks



NWSW114 Triple Pull Up



NWSW115 Parkour



NWSW116 Boxer



NWSW117 Rope





# STRENGTH



## CHEST NW101



The Chest is a seated chest press, that uses your own body weight as resistance in training.

This station improves the strength of your chest, front of shoulders and triceps.

We also recommend the Chest for senior citizens.



## BACK NW102



The Back gives you an easy and efficient way to strengthen your back and back of shoulders by using your own body weight as resistance in training.

We also recommend the Back for senior citizens.



## SIT UP NW103



The Sit Up strengthens your abdomen, thighs and hips in an intuitive way.

The level of difficulty is determined by you and your level of experience.



## PULL UP NW104



The Pull Up combines strength training of a wide range of muscle groups in your arms, shoulders, back and core.



BAR NW105

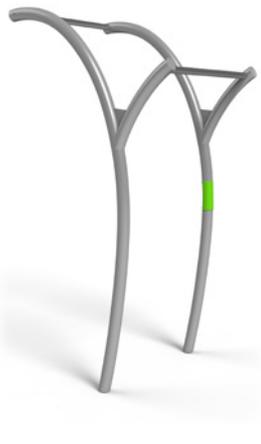
The Bar strengthens your chest, triceps, core and the front of your shoulders in the most simple and efficient way.



LEG NW106

The Leg fits all when it comes to building up strength in your thighs, legs and calves.

We also recommend the Leg for senior citizens.



DUAL PULL UP NW107

Dual Pull Up has two pull-up bars of different heights – 191 cm and 223 cm.

This gives the opportunity for combined strength training for arms, shoulders, back and core.

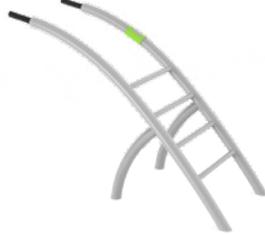


ARM WALKER NW108

With the Arm Walker, you combine endurance and strength training. This will strengthen your upper body, arms and coordination.



## STRENGTH



### MULTI LADDER NW110

Multi Ladder strengthens your abdominal muscles, thighs and hips. The difficulty is determined by you and your level.



## CARDIOVASCULAR



SENIOR CITIZEN

### AIR WALKER NW201

To walk on air is probably the greatest feeling of freedom you can have. Norwell's Air Walker gives you the full experience of a brisk walk without the strain.

We also recommend the Air Walker for senior citizens.



## CARDIOVASCULAR



SENIOR CITIZEN

### CROSS NW202

The Cross station is a comfortable way of developing leg and hip muscles, while simultaneously improving your cardiovascular endurance.

The scale of the Cross station provides for a natural running motion.

We also recommend the Cross for senior citizens.



SENIOR CITIZEN

### HIP NW204

The hip builds the strength of your hip and core while improving cardiovascular endurance.

Train alone or with a friend.

We also recommend the Hip for senior citizens.

# CARDIOVASCULAR



RIDER NW206



The Rider is an extremely effective rowing machine to train the whole body. It simulates rowing and therefore offers a very intense circuit training, with varied use of muscles in both the upper and lower body and the body load. At the same time, the device is designed so that you do not burden joints, tendons and back too much.

We also recommend the Rider for senior citizens.

TRIPLE JUMPER NW207



The three bows in the Triple Jumper form an obstacle course, that can be trained in several ways. Walk or run over the obstacles. Or used for countless on-site strength exercises such as sit-ups, push-ups and high jumps.



# BALANCE



TWISTER NW301



The Twister has two individual platforms, one you stand on and one you sit on, using the curve as support. This station improves your balance and coordination skills, combined with developing the muscles in the back.

We also recommend the Twister for senior citizens.

BALANCER NW303

With Balancer you can train balance and coordination and strengthen your body.

We also recommend the Balancer for senior citizens.





# FLEXIBILITY



## STRETCH NW401

The Stretch is very efficient for keeping the mobility and flexibility in your hamstrings, calves and gluteus when you cool down and stretch out after exercising.



## BENCH NW501B

The Bench is full of possibilities for training your abdomen, back, arms and legs - and for resting comfortably.

We also recommend the Bench for senior citizens.



## PING PONG NW502

The Ping Pong table offers a fun and very beneficial way to get fit, in a playful yet competitive way.

With the Ping Pong you will train your coordination, movement and speed at the same time.

We also recommend the Ping Pong for senior citizens.



# SPECIAL NEEDS

## HAND CYCLE NWS113

The Hand Cycle trains upper body strength and improves cardiovascular function.

Exercising on the Hand Cycle works your upper body the same way a stationary bike works your legs.



## TAI CHI NWS114

The Tai Chi trains the muscles in your arms and shoulders.

Working out on the Tai Chi improves the cardiovascular functions and increases the flexibility of upper body joints.





COMBI NWC603

With the Norwell Combi Unit 1 you have, as the name suggests, several different ways of working out, all in one.

The combi Unit 1 takes up little space and you can train together with others at the same time.



COMBI 3 NWC605

Combi Unit 3 is an outdoor training station for training multiple muscle groups.

Go on air with the Air Walker, boost your balance on Twister and improve your circuit function and leg muscles on Stepper.

The combi Unit 3 offers several training options simultaneously and takes up little space.



COMBI 5 NWC609

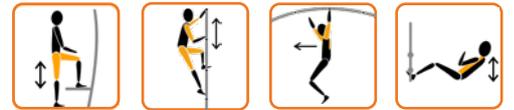
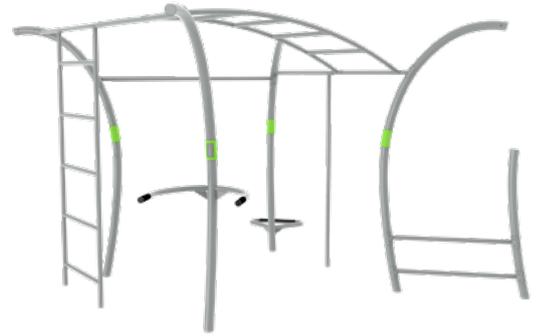
Combi Unit 5 is an outdoor training station for training both back and chest.

The combi Unit 5 can be used together with others.





## COMBI UNITS / TRAINING FRAMES



### CALISTHENICS FRAME NWC607

With our new Calisthenics frame, both trained and novice can achieve a well-trained body without the use of heavy weights.

Body weight training has become a very popular form of exercise where only your imagination sets limits. Therefore, this frame challenges the more demanding athletes who put the bar higher, and for the beginner is a new way to become strong.

Our efficient and sculptural frame has more than 15 different training exercises, and can be used by many users at a time.



### FUNCTIONAL TRAINING FRAME NWC608

With the Functional Training frame, the focus is on movements where you strengthen more muscles at a time, and at the same time get the pulse up. With exciting elements such as boxing ball, endless rope and gym-rings.

A training form that challenges all levels, and a completely new approach to exercise and strength training.



# STREET WORKOUT



TIRE FLIP NWSW108

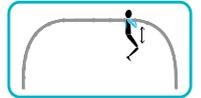


With Tire Flip you can do a variety of functional strength exercises.

For example, the stabilization of muscles is trained both in the abdomen and in the back.



HORIZONTAL LADDER NWSW109



The Horizontal Ladder trains endurance and strength.

It also strengthens the upper body, arms and improves coordination.



DUAL BAR NWSW110



Dual Bar is ideal for abdominal muscles, strength and balance.

Extremely effective for the chest, arms and shoulders.



STEP BLOCKS NWSW112



Step Blocks is a versatile exercise station that can be used for full-body workout.



# STREET WORKOUT



## TRIPLE PULL UP NWSW114

Triple Pull Up has three pull up bars of different heights. It can be used by up to three people at the same time.

Popular with people who want to work their upper body, including shoulders, back, arms and body.



## PARKOUR NWSW115

With Parkour you can strengthen your body awareness, muscle mass and balance while moving over, under, and through obstacles.

- There is nothing right or wrong.



## BOXER NWSW116

NEW

With Boxer you can strengthen your body awareness, muscle mass and cardio level. You have to activate your entire body, including your core, shoulders, and hips, to effectively control your movements as you hit the bag.



It helps you burn calories and strengthen your major muscle groups in a funny and speedy way.



## ROPE NWSW117

NEW

With the endless rope outdoor fitness station you can strengthen your body awareness, muscle mass and cardio level.

By pulling the endless rope up and down you improve the strength in your core and upper body: shoulders, chest and arms.



# INSPIRATION - ACTIVITYPARK

Let us inspire you, and help you create the perfect outdoor multisport and fitness park . . .





# PACKAGES



## Norwell Starter (minimum 34,5m<sup>2</sup>)

1. NW101 Chest
2. NW202 Cross
3. NW301 Twister
4. NWSW110 Dual Bar
5. NW503 Sign



## Norwell Standard (minimum 78m<sup>2</sup>)

- |                     |                     |
|---------------------|---------------------|
| 1. NW101 Chest      | 6. NW202 Cross      |
| 2. NW102 Back       | 7. NW206 Rider      |
| 3. NW103 Sit Up     | 8. NW301 Twister    |
| 4. NW104 Pull Up    | 9. NWSW110 Dual Bar |
| 5. NW201 Air Walker | 10. NW503 Sign      |



## Norwell Urban 1 (minimum 77m<sup>2</sup>)

- |                       |                  |
|-----------------------|------------------|
| 1. NW103 Situp        | 4. NW203 Stepper |
| 2. NW105 Bar          | 5. NW401 Stretch |
| 3. NW107 Dual Pull Up | 6. NW503 Sign    |



## Norwell Urban 2 (minimum 22m<sup>2</sup>)

- |                  |                 |
|------------------|-----------------|
| 1. NW104 Pull Up | 3. NWC603 Combi |
| 2. NW301 Twister | 4. NW503 Sign   |



## Norwell Street Workout (minimum 66m<sup>2</sup>)

- |                              |                                    |
|------------------------------|------------------------------------|
| 1. NW103 Situp               | 5. NWSW112 Step Blocks             |
| 2. NWSW108 Tire Flip         | 6. NWSW114 Triple Pull Up w. rings |
| 3. NWSW109 Horizontal Ladder | 7. NW503 Sign                      |
| 4. NWSW110 Dual Bar          |                                    |



## Norwell Functional Training (minimum 51,3m<sup>2</sup>)

1. NW201 Air Walker
2. NW202 Cross
3. NWC608 Functional Training Frame
4. NW503 Sign

# Parks & Recreation

The intuitive Norwell Outdoor Fitness stations – serving as an outdoor gym, free to use and always available – will increase the frequency and length of time spent in your parks and recreational areas.

The fitness stations attract people of all ages and walks of life, and invite you to enjoy exercising in a natural and relaxed environment.

We suggest the Norwell Standard package for parks and recreational areas.



# Hotels & Resorts

A Norwell Outdoor Fitness park at your hotel or resort, will add to the quality and range of activities available to your guests and visitors.

The intuitive fitness stations will attract people of all ages who enjoy spending time outside in the fresh air. The opportunity to work out in a relaxed environment under a clear sky will be appreciated and remembered.

We suggest the Norwell Standard package for hotel and resort areas.



# Housings & Apartment blocks

A Norwell Outdoor Fitness park in the grounds of housing developments and apartment buildings adds value to the whole area. It also sends an important message about prioritizing a healthy lifestyle, social integration and good design.

A fitness park is the perfect meeting place, offering easy and free access to maintain and train your body.

We suggest the Norwell Starter package for the grounds of housings and apartment buildings.



# Schools & Educational institutions

Staying healthy and active is more important than ever.

Especially our children and young people need to be inspired to get away from the in-active lifestyle with iPads and computer. Outdoor fitness on the school ground increases the students ability to concentrate and learn.

We suggest the Norwell Street Workout package for schools and educational institutions.



# Companies & Workplaces

It is a well-known fact that fit and thriving employees are a big asset to any company. A Norwell Outdoor Fitness park near or in the grounds of your business, is an easy and very cost benefit investment in the health, wellbeing and efficiency of your employees.

A fitness park also represents a powerful statement about creating work-life-balance for your employees.

We suggest the Norwell Standard package for the corporate grounds.



# Street Workout

Our outdoor fitness equipment for Street Workout is designed for those who want a little extra challenge.

Street Workout is globally a very popular form of physical activity that takes place primarily in parks and public facilities. - The activity is a combination of athletics, calisthenics and sports, and the name is a modern expression of body weight training outside.

Street workout is more challenging for athletes, as it is typically required to lift their own weight.

The hallmark of Street workout is that it is performed where access is freely available in the urban environment.



# Senior communities

We all know how physical activity has a positive effect on the quality of life, and as seniors it is even more paramount to maintain and improve our physical and mental wellbeing the best we can. An 6 pack set suitable for seniors to maintain health and stay active. The fitness stations in this package have a lower resistance and are especially chosen to meet the physical needs of senior citizens.

## Healthy aging

To have a healthy aging is on everybody's wish list, and the key is maintaining the body through exercise.

A Norwell Outdoor Fitness park can provide an important benefit to all senior communities: e.g. healthy outdoors activities, socializing, adding movement into everyday life, helping maintain independence, and improving physical and mental wellbeing.

Anyone can join – our intuitive stations are designed for all, from those challenged by physical limitations or illness, to the rather fit and mobile.

This also makes an outdoor fitness park a perfect place for grandparents to spend time with their grandchildren.





# Our app

The Norwell first-of-their-kind Smartphone app uniquely combine new technology and exercise in a fun, motivating way.

By using our innovative app you can:

- Log in your training
- Invite your friends and create a community
- Get instruction and training for each station
- Find the closest Norwell park via GPS map

Our Norwell Smartphone App works on both Apple and Android devices.

You can download the apps at the App Store and Google Play, and also via our website, where you will find full instructions of use.



## QR CODES GIVE ACCESS TO INSPIRATION

The ID band on each fitness station not only indicates type of equipment. It also contains a QR code leading directly to training videos on our website. The videos show several different suggestions for efficient exercises on each fitness station.

They can inspire you to get the most out of your training efforts on the stations, and even to make your own training program.

## DOWNLOAD NORWELL OUTDOOR FITNESS APP:



Apple



Android



## SIGN NW503

The Norwell Sign shares information about the training concept and the Norwell Smartphone App, and gives a progressive signage to your Norwell Outdoor Fitness park.

Customized graphic design on the sign is possible.

## MINI SIGN NW504

The Norwell Mini Sign shares information about training concepts and the Norwell Smartphone App, and gives a progressive signage to your Norwell Outdoor Fitness park.

Customized graphic design on the sign is possible.



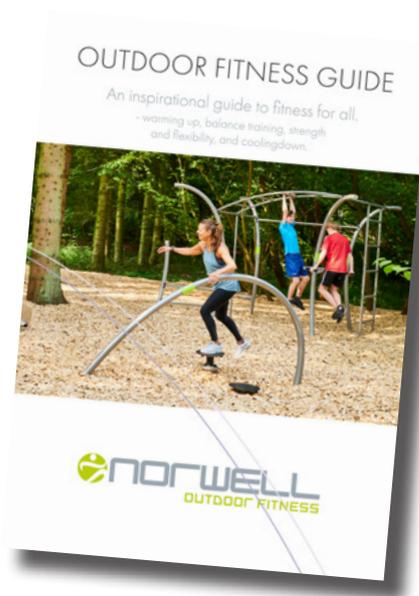
# Our fitness guide

## FITNESS GUIDE

The Norwell outdoor fitness guide for adults is an inspirational guide to fitness for all.

The guide is organized in four sequences: warming up, strength training, strength and flexibility, and cooling down. In each sequence, a number of exercises are suggested with a full description of type, function, physical level, and instruction supported by a pictogram and a QR code.

It will inspire you to get the most from your efforts on the Norwell stations in the fitness parks.



## Technical specs & warranties

### STANDARD HIGH QUALITY EQUIPMENT:

PC (Powder Coated)

MATERIAL: Steel grade S235

FINISH: Sandblasting, E-coating, Priming and Powder Coating

### EXCLUSIVE HIGH QUALITY EQUIPMENT:

SS (Stainless Steel)

MATERIAL: Stainless Steel SS304

FINISH: Brush polished

MAIN FRAME DIAMETER: Ø 76 mm

PC STEEL THICKNESS: 3.5 mm

SS STEEL THICKNESS: 3.0 mm

RUBBER MATERIAL: EPDM rubber, complying to PAH test (Polycyclic Aromatic Hydrocarbons) on handles and foot rests.

PLASTIC MATERIAL: PA66 (nylon)

BOLTS AND NUTS: Stainless steel with locking feature

BEARINGS: Sealed stainless ball bearings

ID BAND: Water and U.V. resistant adhesive film

MANUFACTURING STANDARDS: ISO 9002

PRODUCT STANDARDS:

The Norwell equipment is tested and approved by TÜV Product Service GmbH according to EN16630:2015.

### PC WARRANTY:

10 years against failure due to material or manufacturing defects and corrosion breakthrough on pipes, foundations and welds.

### SS WARRANTY:

15 years against failure due to material or manufacturing defects and corrosion breakthrough on pipes, foundations and welds.

### RUBBER, PLASTIC AND MOVING PARTS

2 years warranty against failure due to material or manufacturing defects and corrosion breakthrough on all moving parts, and against failure due to material or manufacturing defects on plastic and rubber parts.

### WARRANTY COVERAGE

The warranties do not cover:

- Surface corrosion
- Surface corrosion as a result of wear and tear
- Damages as a result of vandalism
- Damages as a result of insufficient or lack of maintenance

Warranty coverage requires compliance with the descriptions for installation and maintenance as provided by Norwell Outdoor Fitness.

Please contact us for upgrades available for sites within 5 km of saltwater.





DANISH DESIGN

ALL PRODUCTS ARE AVAILABLE IN TWO MATERIALS

As standard the Norwell products are delivered with a powdercoated finish, but for special projects it is possible to order the items in the Premium stainless steel finish. Though be aware that the time of delivery will be a bit longer for those special productions.



Powder coated steel



Premium stainless steel



[www.norwelloutdoorfitness.com](http://www.norwelloutdoorfitness.com)

Norwell A/S · Bystævnet 21C · DK-5792 Aarslev · Tel.: +45 6268 1658 · [info@norwell.dk](mailto:info@norwell.dk)