



The Wellness Company

Technogym in partnership with Vitra showcases Corporate Wellness at Orgatec 2018

At this year's edition of **ORGATEC FAIR** (Cologne October 23-27) – the most important trade fair for office design and furniture – **TECHNOGYM** will be present within Vitra's **project 'WORK'** by showcasing its corporate wellness program, a complete turnkey solution for companies which includes the corporate gym and a complete educational program for employees on the different components of wellness, consultancy and facility management.

Wellness is with no doubt a global macro trend and the awareness on the benefit of regular physical exercise and healthy lifestyle is rapidly growing both among people and corporations. In the increasingly competitive scenario of the modern business world, leading enterprises stand out from the competition not only for the quality of their products and the popularity of their brands, but also, and especially, for the worth of their human resources. The precondition for creativity and productivity is a healthy, well-trained body, as physical and mental or psychological well-being are closely linked. This is the reason why many international companies have launched Corporate Wellness plans: complete programs to promote and protect health on the workplace, including special areas for physical exercise, nutritional plans and health care programs.

For each company Technogym develops a bespoke project based on space available, company population and specific needs by addressing the three main pillars of wellness: physical activity, a healthy diet and a positive mental approach.

When it comes to the corporate gym, a key element of the program, Technogym is the only company able to deliver a fully personalized wellness experience to each single employee thanks to its Mywellness digital platform, allowing users to connect to their personal profile both on Technogym equipment and on the mobile, when outdoor.

Alongside the possibility to discover the overall program, at the Technogym space @Vitra "WORK" project, visitors will find a selection of the product of the PERSONAL COLLECTION designed in cooperation with the architect Antonio Citterio. A set of unique training products, made with premium quality materials and precision craftsmanship, the perfect mix between the very best in terms of biomechanics, technology and performance with outstanding design and finest materials.

"Wellness represents a concrete and substantial social opportunity: for governments to reduce health service costs, for companies to grow productivity, and for communities to be healthier and happier. Wellness at work is a key asset for companies. A corporate wellness programme represents a long-term investment in a more positive, creative and productive workforce" – Nerio Alessandri – Technogym Founder and CEO.