

DESMOTEC-PININFARINA ISOINERTIAL TRAINING SYSTEM WINS THE ELEVATE 2019 HUMAN INNOVATION AWARD

The benefits in human performance provided by Desmotec V.PLUS and D.PLUS by Pininfarina are recognized by the UK's Largest Physical Activity Trade Show

Turin, May 29th, 2019 – Desmotec-Pininfarina Isoinertial Training System from **HaB International** is one of the seven outstanding solutions to receive industry recognition at **Elevate** in the **Innovation Awards**. Specifically, **Desmotec V.PLUS and D.PLUS by Pininfarina** are the winners of the **Best Innovation for Human Performance**, demonstrating the most impacting benefits in the category.

The jury, composed by experts at Elevate, COPA and Elite Sports Expo, recognized the effectiveness of the machines' innovative system declaring "This product has great potential and will make a difference". The project dates back to 2017 when innovation and design found full expression in the partnership established between **Desmotec**, Italian leader in the technologies for isoinertial training, athletic preparation, fitness and rehabilitation, and **Pininfarina**, iconic 360° design house.

The goal was to create a new range of isoinertial machines, able to combine a very attractive appearance with ease of use and maximum versatility, of interest to a multiplicity of sports disciplines, and suitable for use by everyone.

Through design, Pininfarina referred to its core business, the automotive, reinterpreting the red disk in the center of the machines as the representation of the motor. Indeed, the attention of the onlooker is immediately captured by this element, which stands as the heart of the machine: the wheel whose rotary motion is transferred to all the other parts.

For Pininfarina design is always complementary to performance and sportiness. Desmotec-Pininfarina Isoinertial Training System is beneficial for elite performance training, recreational sport activities and endurance athletes. The two machines provide the ability to generate greater forces compared to traditional training methods (up to 40%-50% increase), guaranteeing extensor muscle chain performance enhancements, lower cardiopulmonary efforts, a unique neuromuscular activation and stimulation of specific micro adaptations capable of rebuilding damaged muscle tissue. The Desmotec V.PLUS and D.PLUS by Pininfarina represent today the highest expression of fitness training in terms of technology and design.▲





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