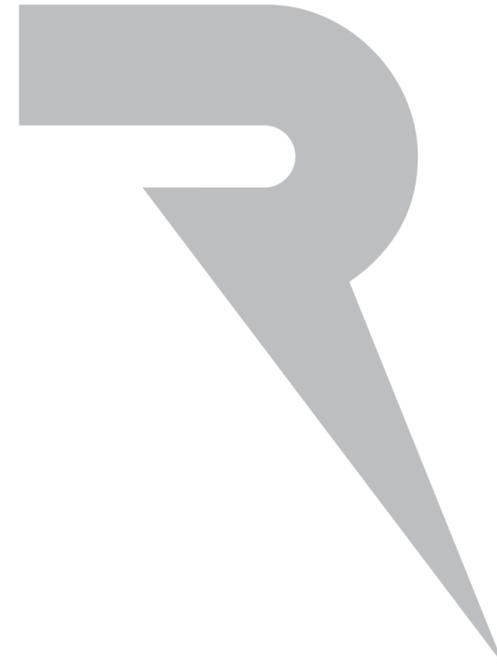


TRAIN TO REACT





**TRAIN YOUR SENSES
IMPROVE YOUR PERFORMANCE**



**WELCOME TO THE
NEUROMUSCULAR
TRAINING REVOLUTION**



REAXING

INNOVATION

**“DISCOVERING CONSISTS IN
LOOKING AT THE SAME THING AS
EVERYONE ELSE BUT THINKING
OF SOMETHING DIFFERENT”**

Innovation is our mission, discovery is our vision.

In 2010 we invented and developed Queenax. We made of it the most complete modular system for functional and suspension training and we spread it around the world. In 2011 we have been honored with our first Innovation Award for Queenax.

In 2016 we launched a new incredible project: Reaxing, an international success right away. It's about training your senses to improve your performances. A true neuromuscular training revolution. During FIBO 2016 in Cologne, Germany, we've been awarded with our second Innovation Award, this time for our Reax Board. In 2017, a few days after its international launch, our Reax Chain scored another outstanding achievement, by winning our third Innovation Award. Innovation is our DNA.

REAXCHAIN

**2017
INNOVATION
AWARD**



REAXBOARD

**2016
INNOVATION
AWARD**



QUEENAX

**2011
INNOVATION
AWARD**





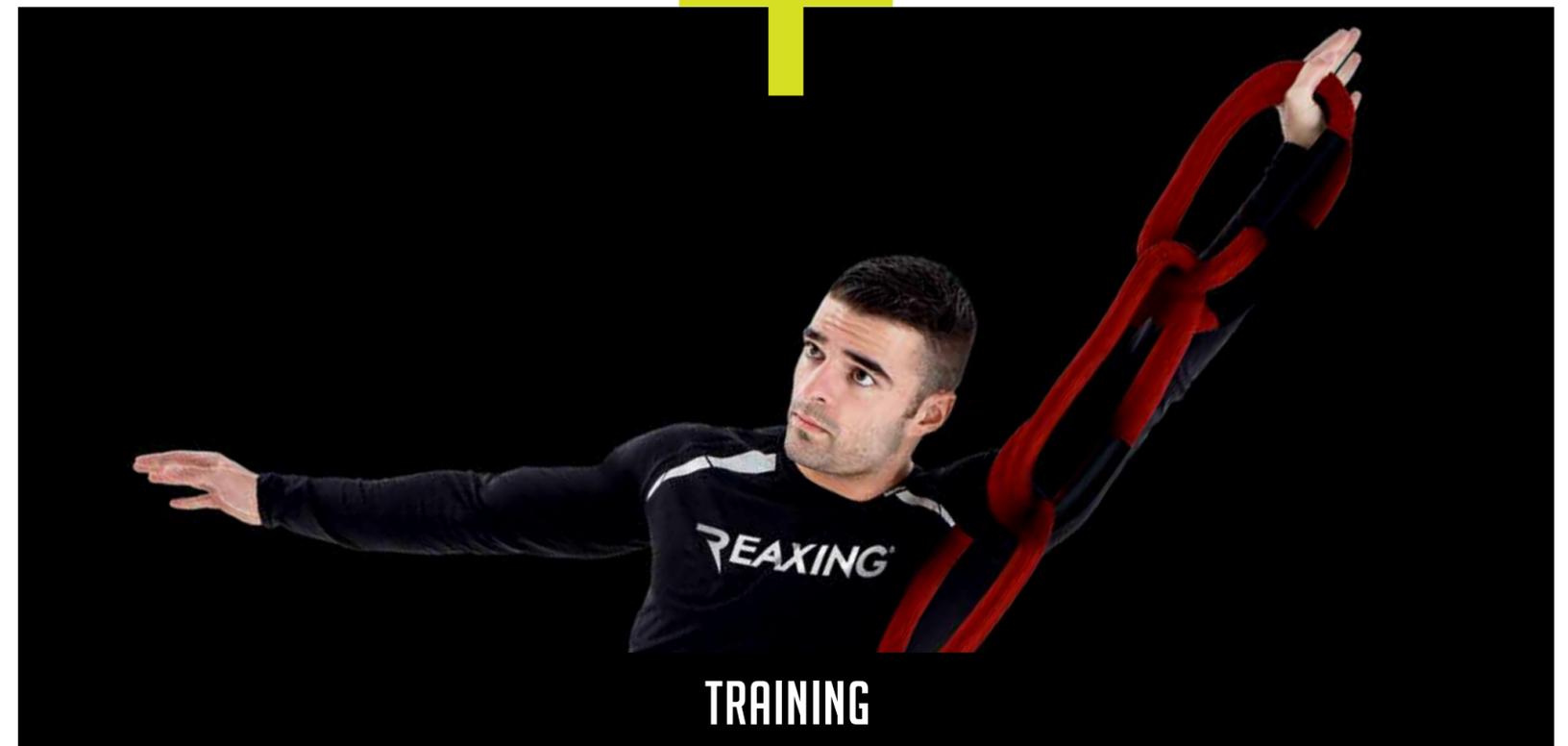
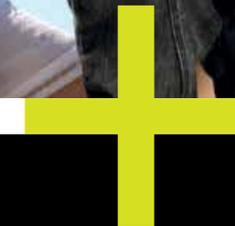
REAXING

PROJECT

**“REAXING IS A LIFESTYLE,
A NEW WAY OF MOVING,
THINKING, TRAINING”**

Reaxing finds its roots in the idea that every day we're exposed to unpredictable situations. The ability to react is the cornerstone of our psychophysical well-being. When something unexpected occurs, we are expected to react with our body and mind. These two entities are strictly connected. We receive information from our senses, then our central nervous system integrates them. Biomechanical, biochemical and biophysical reactions define our body wellness. Thinking, moving, reacting, resting and training are Reaxing verbs.

LIFESTYLE



TRAINING



REAXING

LIFESTYLE

**“AT LEAST ONCE IN A LIFETIME,
EVERYONE MUST GET BACK ON HIS
FEET AFTER A FALL”**

At least once in a lifetime, everyone must get back on his feet after a fall. Disappointments, difficulties and bad days really put a strain on our physical and psychological balance. As for every intelligent animal, these interferences should trigger our sense of reaction, which should be able to restore our balance and our adaptability. After any fall, adjustments, emotional awareness and control of our perceptions will bring us self-confidence. That's how we learn to handle our next challenges in a rational and quick way. The Reaxing behavior comes across when we drive our emotions to a proactive and positive direction.





REAXING

TRAINING

“A NEW WAY TO TRAIN TO REACT. TRAIN YOUR SENSES, IMPROVE YOUR REACTIVITY, BOOST YOUR PERFORMANCES, GET THE HIGHEST CALORIES BURNING AND REDUCE THE RISK OF INJURIES. IT’S THE NEW FRONTIER OF FUNCTIONAL TRAINING”

Reaxing is the first company in the world to develop a training methodology and a product range exploiting the “Sudden Dynamic Impulse” technology. Reaxing training is the first and only method in the world based on the gradual release of monitored impulses, through light, sound and tactile stimulations and/or sudden motor interferences. The athlete or the patient is forced to activate quick neuromuscular reactions. This unpredictability boosts training performances to a much higher level in terms of quality and quantity. As a consequence, sports performances improve, as well as metabolic activity, muscular responsiveness and reliability of post trauma recovery, while reducing the risk of injuries. Reaxing training is versatile and easily customizable in terms of endurance and strength. These features make it suitable pretty much for everyone.



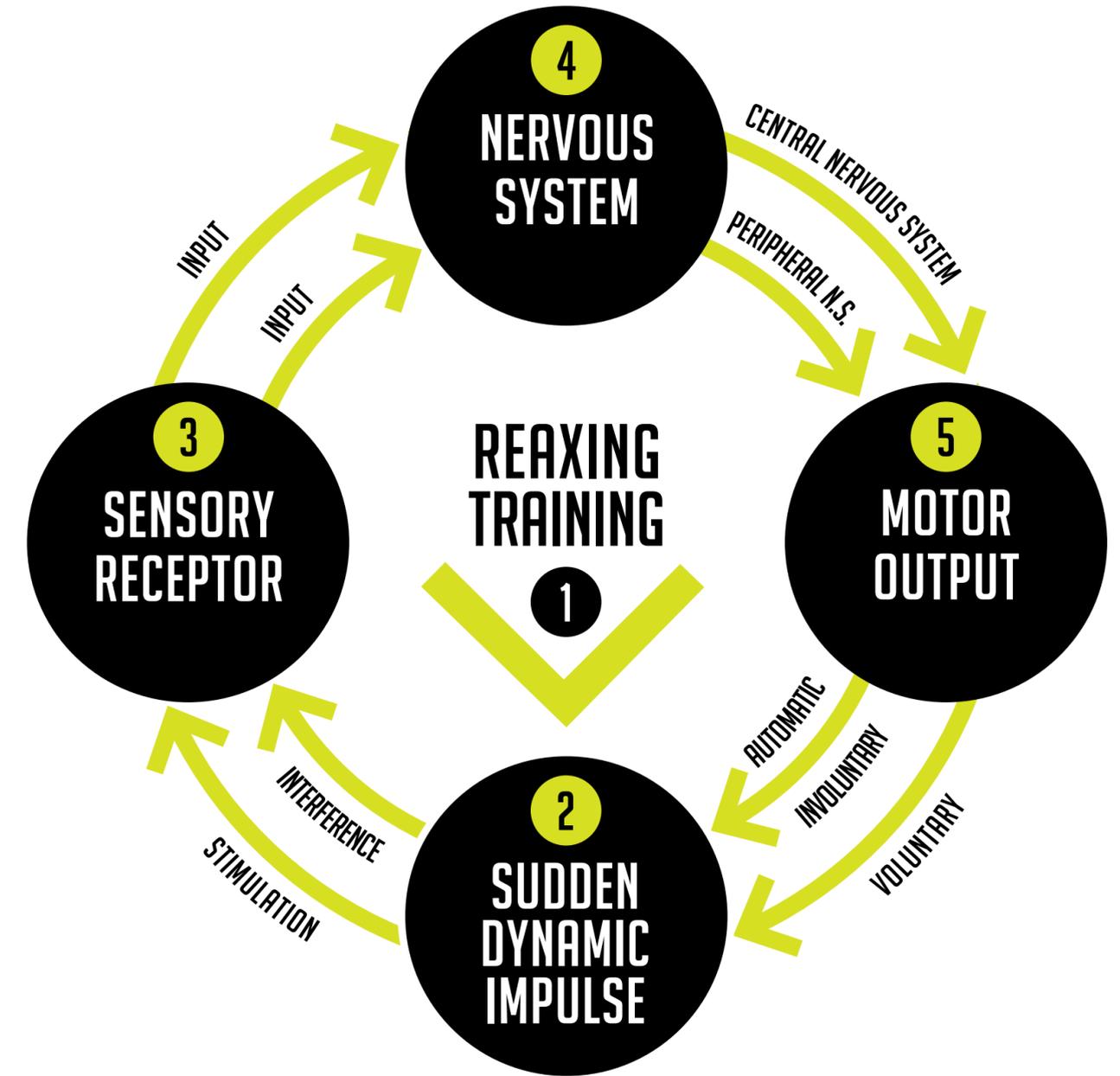


TRAINING

DIFFERENCE

“THE CAPABILITY TO REACT TO SUDDEN AND UNPREDICTABLE IMPULSES HAS NEVER BEEN TRAINABLE AT THE GYM, UP TO NOW. REAXING IS THE ONLY METHODOLOGY IN THE WORLD THAT TRAINS YOUR SENSES AND IMPROVES YOUR PERFORMANCES”

The progressive estrangement of human life from nature, and consequently from its unpredictable essence, gradually transformed our motor habits over time. Our ancestors were most certainly used to move on uneven surfaces, in environmental circumstances barely predictable. Until a few years ago, training was conceived to split workouts one muscle group at a time, using traditional gym equipment. The problem is that, in real life and in sport, our body never activates just one muscle at a time. This is why training has been reshaped, finally bringing us to Functional Training, which is a poly-functional muscular training. Yet, sport and real life activities create impulses much more different from those reproduced at the gym. The capability to react to sudden and unpredictable impulses was never trained at the gym, up to now. Reaxing is the only methodology in the world to train your senses and improve your performances.





TRAINING

KEYWORDS

“THERE ARE THREE REAXING KEYWORDS: SUDDEN, DYNAMIC AND IMPULSE. OUR OBJECTIVE IS TO TRAIN YOUR SENSES TO IMPROVE YOUR PERFORMANCES”

To understand what's missing in our traditional way of training is quite easy: what's missing is the unpredictable element that instead is always present in our everyday life and in our sport of choice.

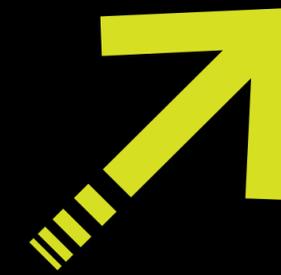
This is the reason why we selected three keywords to better explain the core of Reaxing Training and to achieve our goal : to train your senses to improve your performances.

SUDDEN



It's one of our keywords as it introduces the unpredictable effect inside our training method, integrating what normally happens in real life and during sporting activities. When we run into an unexpected hurdle while walking or we face an opponent tackle during a match, we are expected to activate neuromuscular reactions with no prior notice. Now think of your regular training: did you ever experience something like that in your everyday workout?

DYNAMIC



Life and sport are dynamic. Imagine lifting a 20-pound child; now imagine lifting a 20-pound kettle bell. No wonder it is different. The baby moves, without telling us when and how. Therefore, we are forced to activate neuromuscular reactions while we perform the movement. Try the difference and verify by yourselves how much higher the neuromuscular activity gets.

IMPULSE



It's the last keyword of the new frontier of functional training. Unpredictably generated impulses is exactly what we need in order to train our senses, to improve reactivity, flexibility and neuromuscular responsiveness. According to each individual motor goal, Reaxing Training deals with two different types of impulses: light, sound and sensory stimulations, generating voluntary and conditioned motor responses (when the traffic light is green, our body moves forward), and interferences or alterations, generating unintentional and spontaneous responses (when we hit an obstacle, our body involuntarily reacts to keep balance).



TRAINING

BOOSTER

“STIMULATE YOUR EYE SIGHT
TO IMPROVE PERFORMANCE,
REACTION TIMES, BALANCE
AND LATERAL VISION”

FULL VISION



Sight is one of the main senses used by our body while performing a given motor gesture. Full vision is the easiest way to train with Reaxing, keeping full visual capability during the motor gesture.

STROBO VISION



Temporary reducing your visual capability is possible by wearing specific stroboscopic glasses. An appropriate setting allows the user to reduce the visibility for a given time and frequency. Reaxing Training becomes more complex and fosters reactivity as well as lateral or peripheral vision.

ZERO VISION



Wearing a specific eye mask allows the user to blind his or her sight for the whole exercise. This method brings the training to an even more complex level, due to the combination of zero-vision difficulties and sudden interferences typical of Reaxing.



TRAINING

TARGET

“THANKS TO ITS CUSTOMIZED PROGRAMS, REAXING TRAINING IS SUITABLE FOR EVERYONE, FROM CHILDREN TO ADULTS, FROM PRO ATHLETES TO BEGINNERS.”

Kids, elderly, pro athletes and beginners can use the Reaxing method for regular training activities or motor rehabilitation in post-trauma recovery. The modularity, the adjustable intensity and number of impulses make Reaxing method suitable for all tastes: Reaxing training is for everyone! Let's train to react!

ALL AGE GROUPS



PRO-ATHLETES



INJURED



KIDS



TRAINING

WHERE

“REAXING INCREASES RETENTION AND HELPS ACHIEVING OPERATORS’ PRIMARY BUSINESS OBJECTIVES”

Reaxing training is versatile and customizable. Thanks to these features, it can be easily implemented in Fitness Clubs, High Performances Centers, and Rehab studios. Some products and training programs are suitable for swimming pools, expanding the services offering of pool centers as well as hotels and resorts.

Reaxing training is particularly effective for proprioception and skills development. This makes it perfect for schools specific programs and activities, treating kids’ motor skills development.

FITNESS CLUBS



HIGH PERFORMANCE CENTRES



REHAB STUDIOS



SWIMMING POOL





SPACE

SOLUTIONS

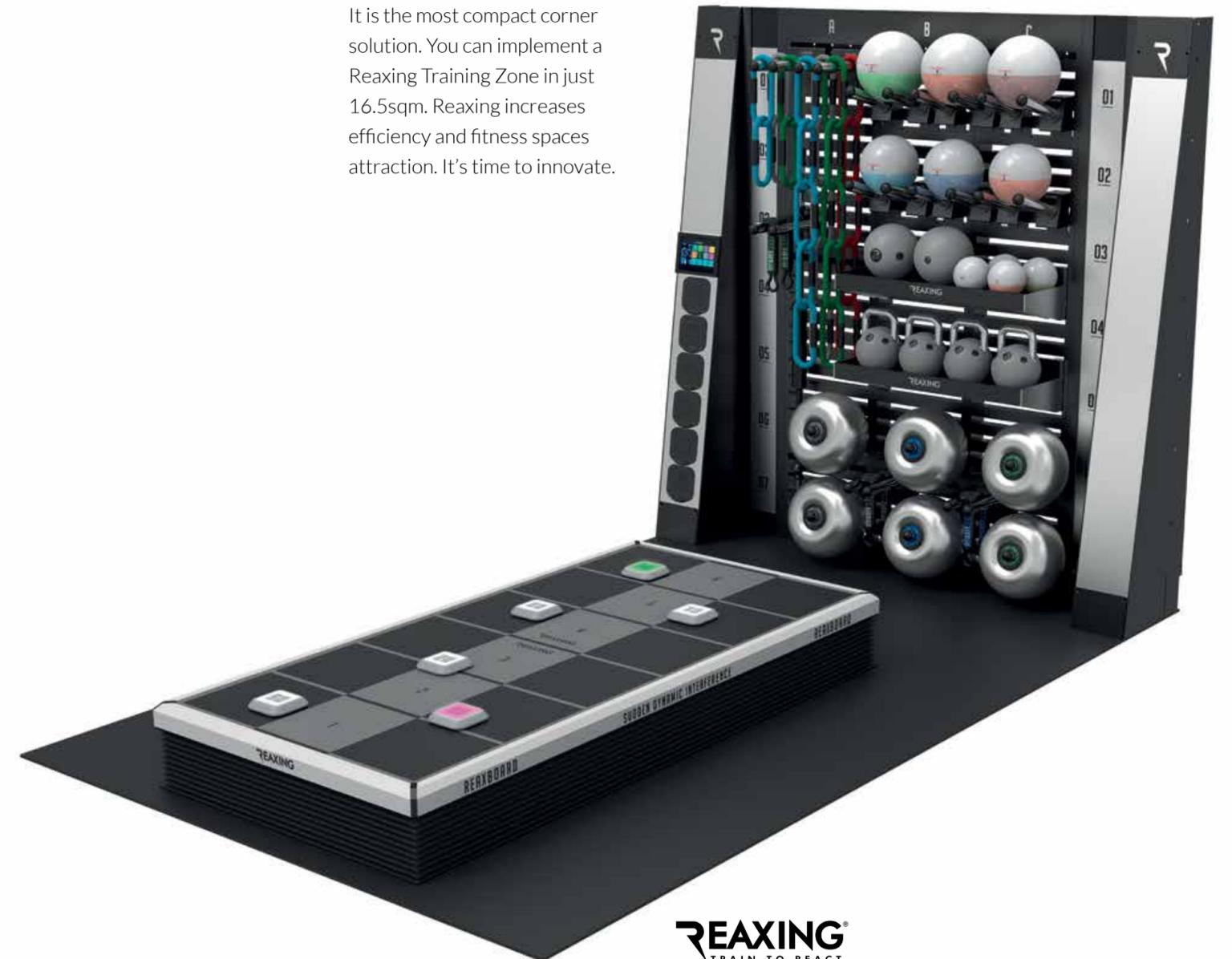
“WE CREATE REAXING TAILOR-MADE AREAS, PERFECT FOR ANY ENVIRONMENT.”

If you wish to add value to your facility, all you have to do is implement a tailor-made area for Reaxing Training. From a corner to a wall solution, from an island to an entire room, from a 10sqm space to infinite, we build tailor-made solutions for any kind of space.

A wide range of products, endless custom solutions. You just have to pick your favorite one. What are you waiting for? Reaxing innovates and transforms your spaces!

REAXING CORNER

It is the most compact corner solution. You can implement a Reaxing Training Zone in just 16.5sqm. Reaxing increases efficiency and fitness spaces attraction. It's time to innovate.





REAXING WALL

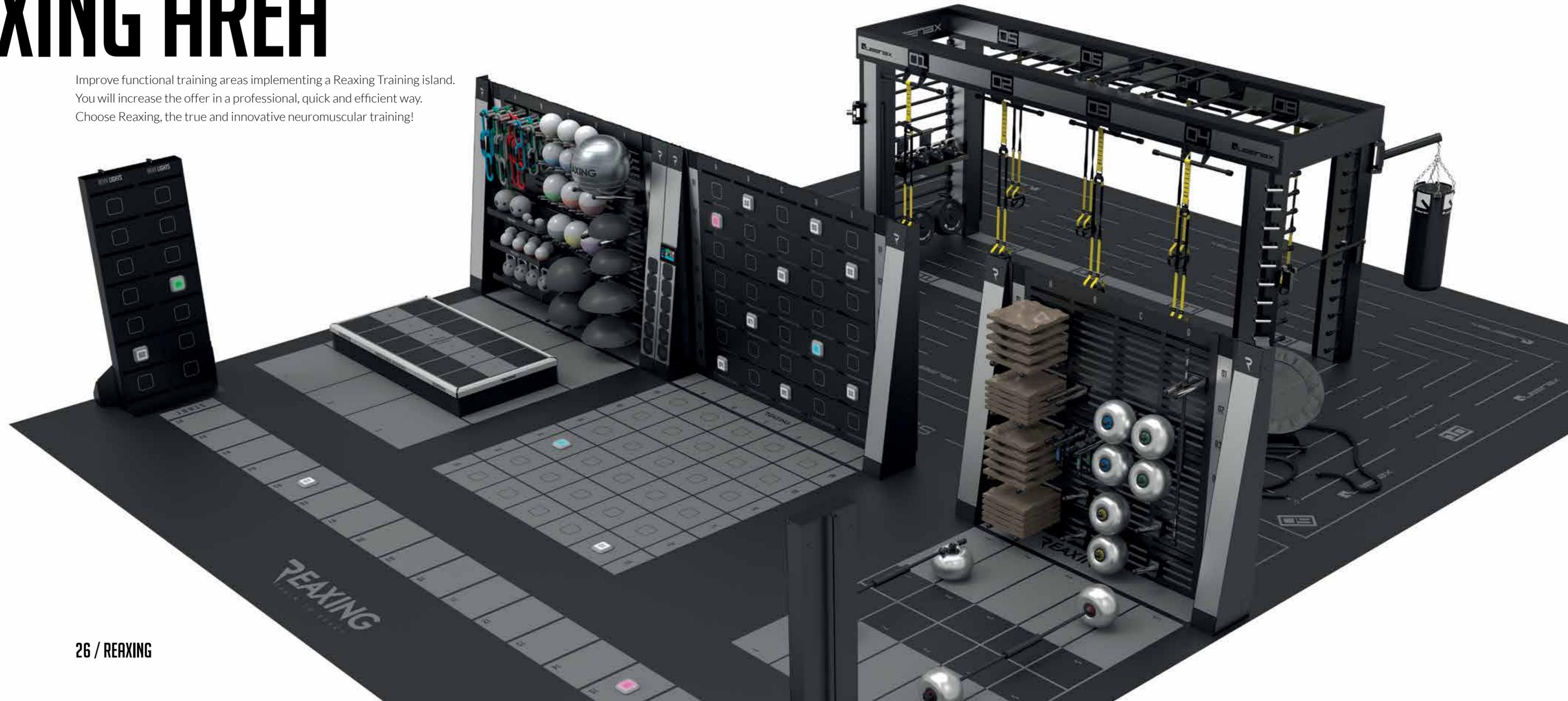
Organize spaces in a smart way, spice up less efficient or unused areas.
Optimize walls to mark new available services. Change your training method!





REAXING AREA

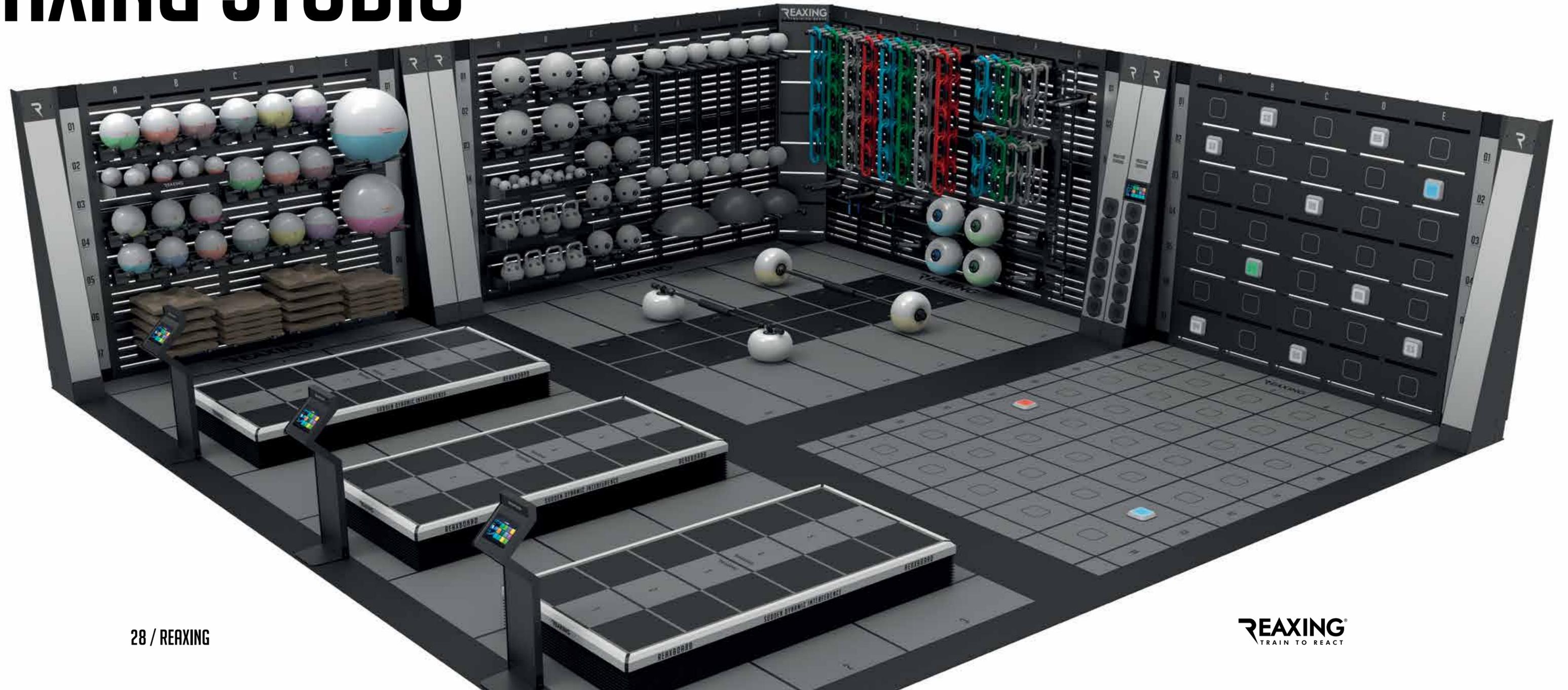
Improve functional training areas implementing a Reaxing Training island.
You will increase the offer in a professional, quick and efficient way.
Choose Reaxing, the true and innovative neuromuscular training!





REAXING STUDIO

Do you want to give a fresh boost to a workout room? Reaxing is the best solution. You can create a groundbreaking and efficient space, and most of all revenue generating. Increase your sales! Choose Reaxing!



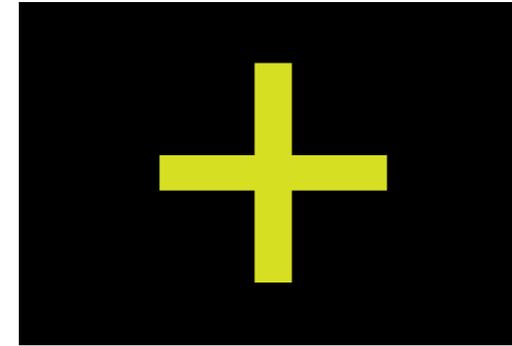


TRAINING

RESULTS

“WHEN A TRAINING METHOD HAS A CLEAR LOGIC BEHIND IT, IT’S EASY TO NOTICE THE RESULTS”

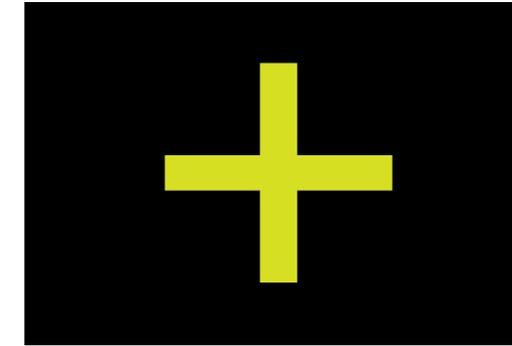
We won't have to struggle to make you understand how Reaxing Training produces better results than traditional training. That's because logic is on our side. Combining this essential fact to all the testing we conducted to prove our thesis right, we can definitely state our results and our theories are confirmed. It's time to react!



METABOLISM



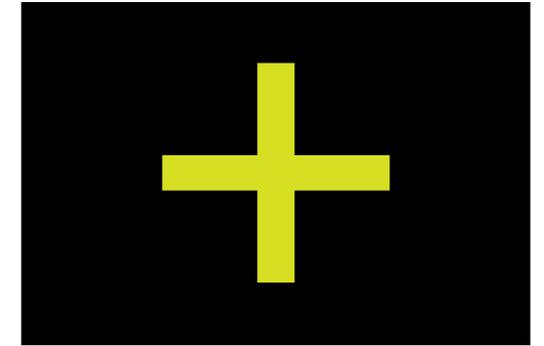
The increased neuromuscular activity causes an increased metabolic activity in the same time frame.



PERFORMANCE



The extra brain activity needed to process and manage unpredictable impulses, as well as the considerable muscle activation, guarantees improved performances.



REACTIVITY



Training to react to interferences or sudden impulses improves reactivity, reducing at once the risk of injuries.



RANGE

PRODUCTS

Reaxing is the first company in the world to develop a training methodology and a product range exploiting the "Sudden Dynamic Impulse" technology. This wide range of easy-to-use tools releases several sensory stimulations and motor interferences, boosting training performances to a much higher level in terms of quality and quantity. Nobody but us has ever thought of creating a range of products to train body and mind to react to everyday sudden and unpredictable impulses. Training with the "Sudden Dynamic Impulse" method and products will help you progressively develop attitudes and motor perceptions of the utmost importance. This will give you confidence not only in sport and fitness activities but also in your everyday life.





REAXBOARD



THE SMART FLOOR

Reax Board is an incredibly "smart" floor able to reproduce and generate sudden balance interferences during the motor gesture.



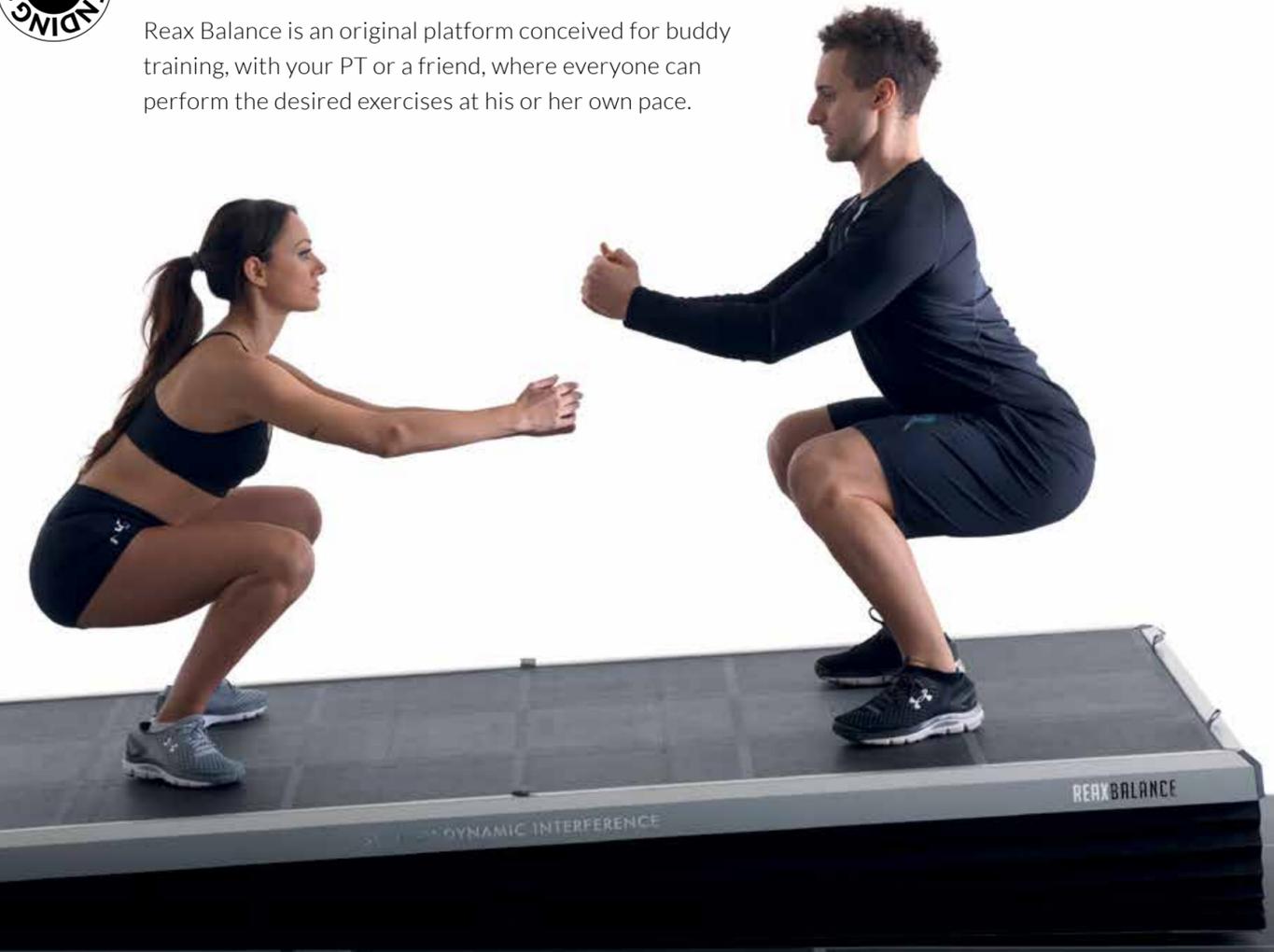
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REAXBALANCE



THE BUDDY BOARD

Reax Balance is an original platform conceived for buddy training, with your PT or a friend, where everyone can perform the desired exercises at his or her own pace.



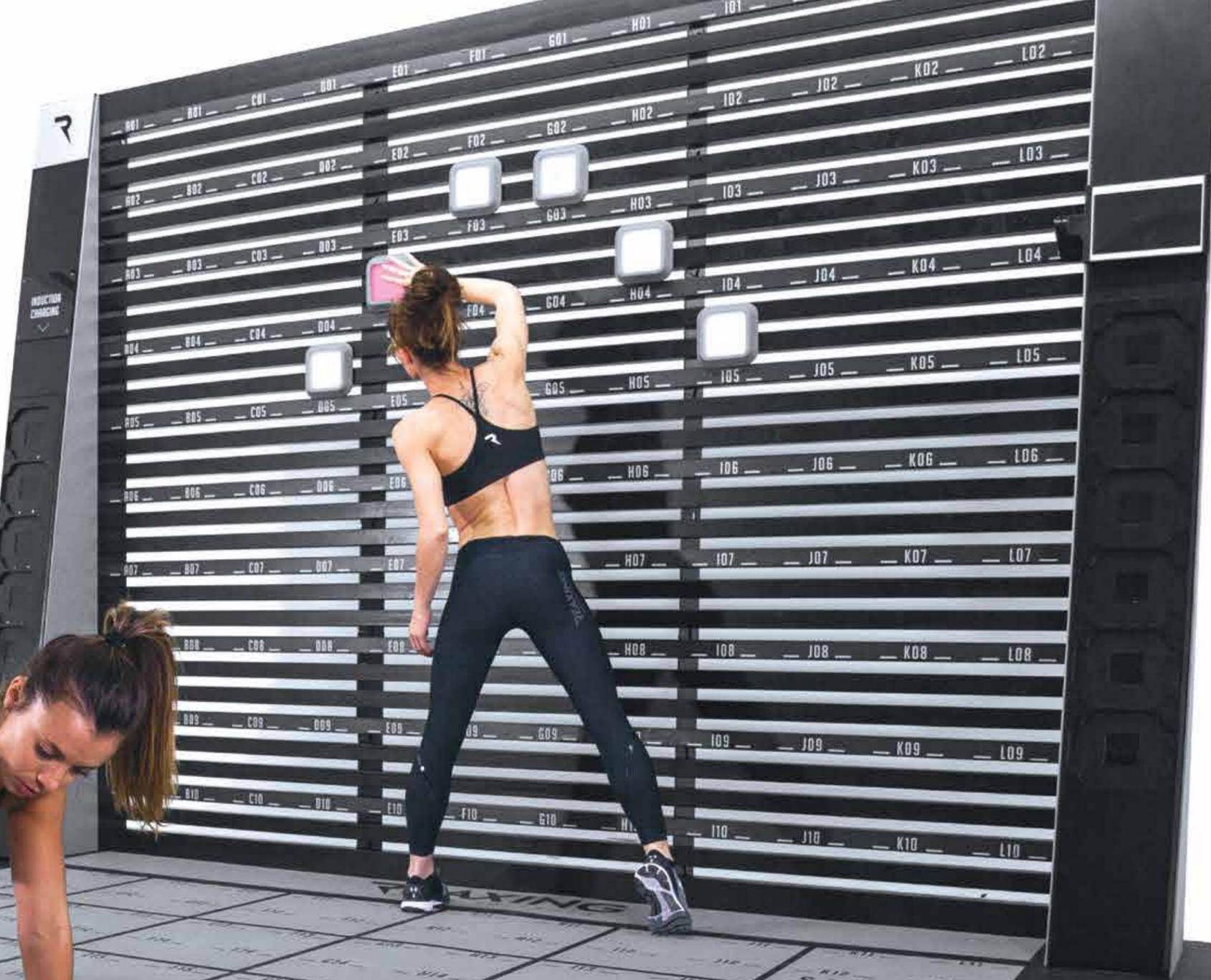
REAXING
TRAIN TO REACT



REAXLIGHTS

THE CLEVER LIGHTS

Reax Lights is a system of lighting satellites able to make any free body exercise interactive, self-motivating and more effective than ever.

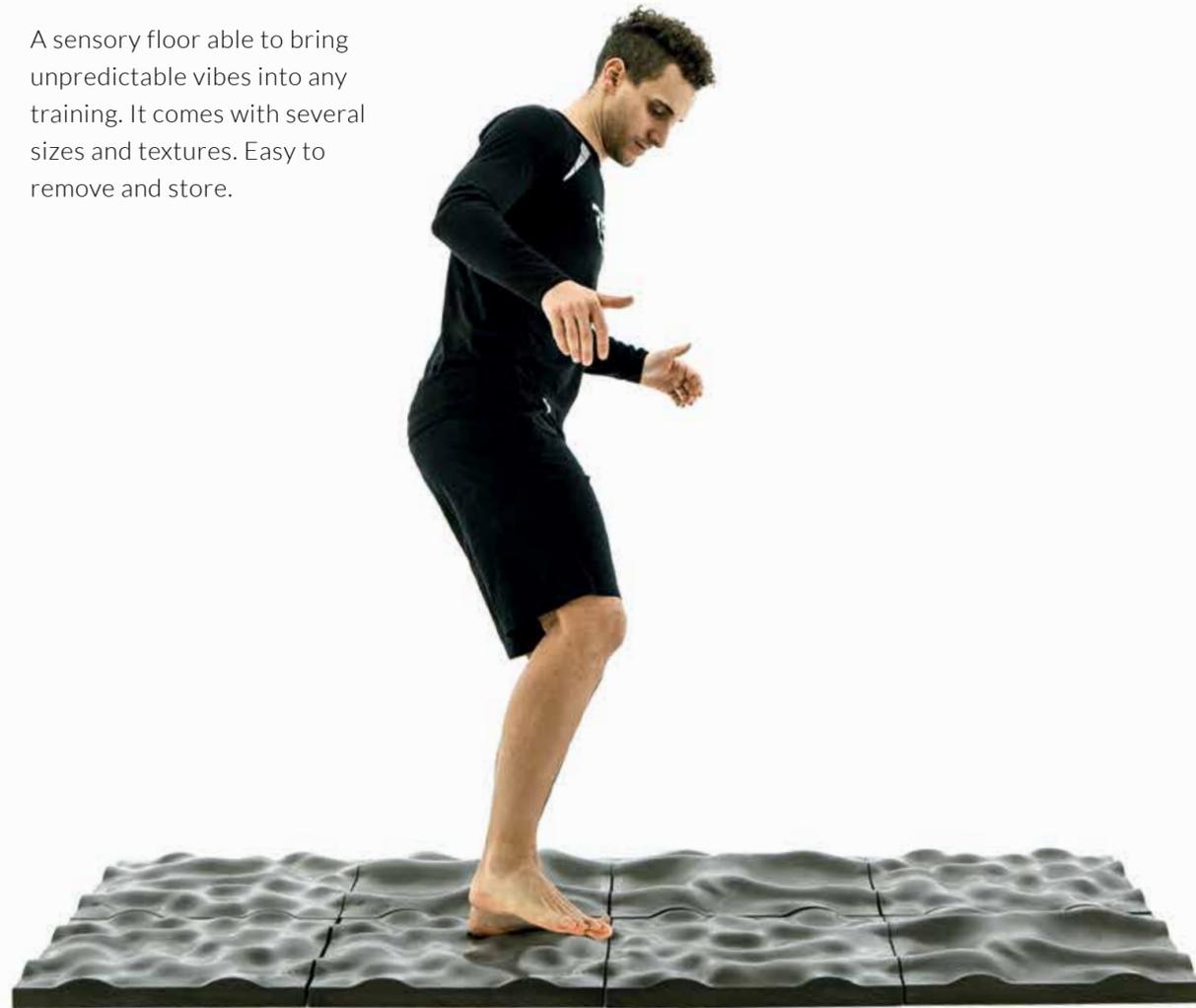




REAXIFLOOR

THE INTERACTIVE FLOOR

A sensory floor able to bring unpredictable vibes into any training. It comes with several sizes and textures. Easy to remove and store.



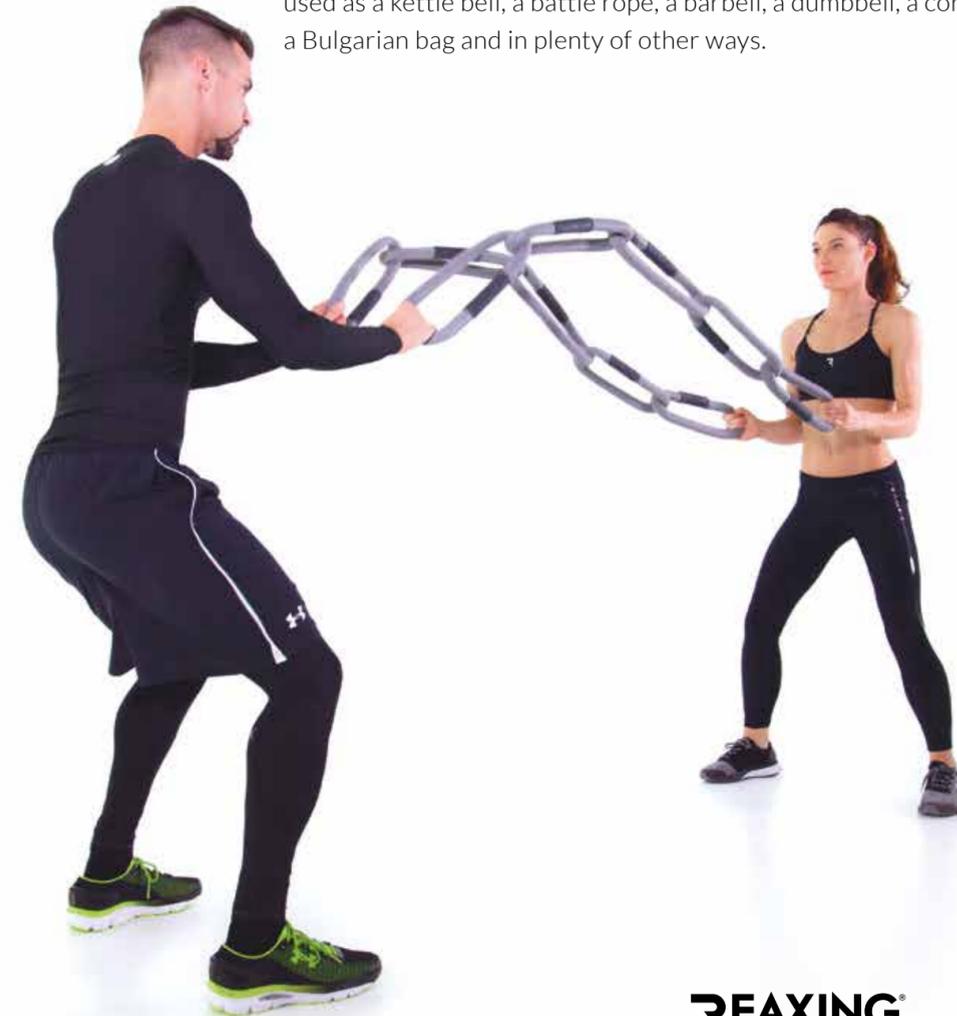
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REAXCHAIN



THE MUTANT WEIGHT

Reax Chain is composed by flexible and adjustable rings. It can be used as a kettle bell, a battle rope, a barbell, a dumbbell, a core bag, a Bulgarian bag and in plenty of other ways.



REAXING
TRAIN TO REACT



FLUILIFT

THE BOUNCING LIFT

Thanks to its innovative bouncing system, Fluilift alters the motor gesture in an unexpected way.

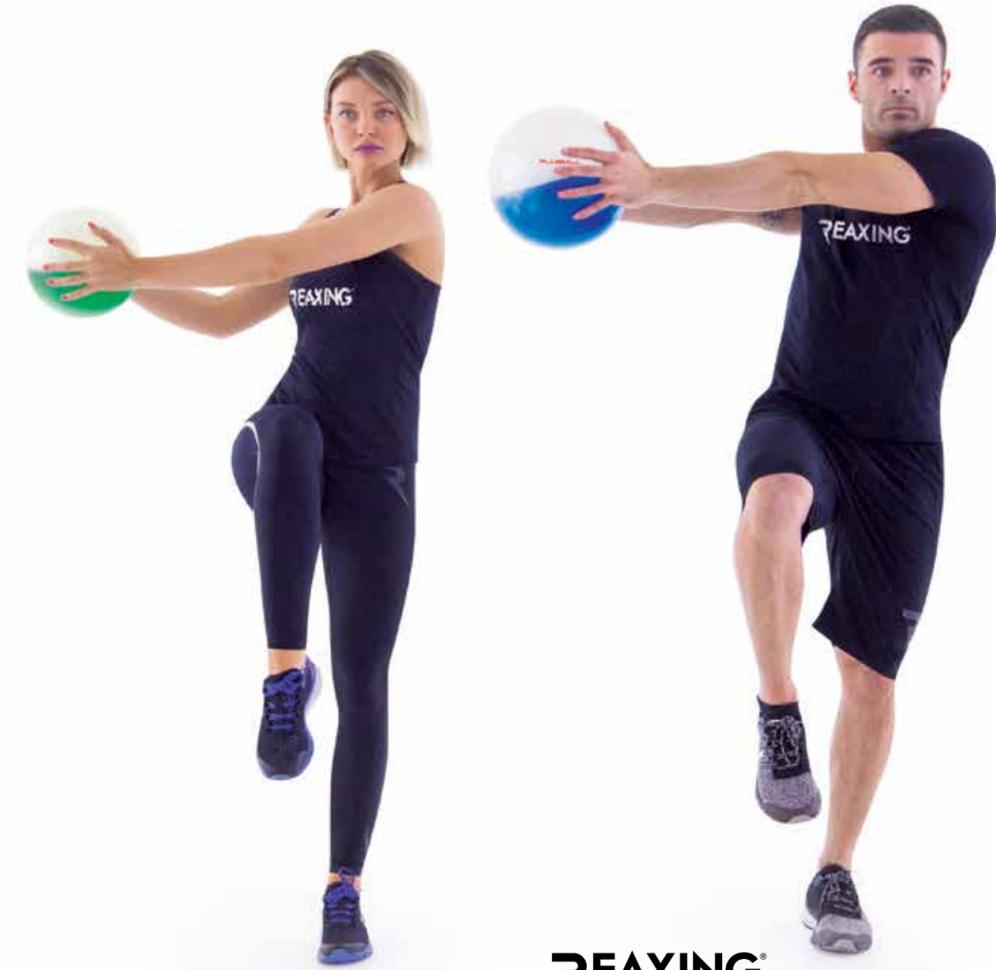


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FLUIBALL

THE DYNAMIC BALL

Fluiball turns any exercise in a proper neuromuscular training. Water destabilizes any workout and training sessions become fun and effective.



REAXING
TRAIN TO REACT



REAXRAFT

THE FLOATING BOARD

Water destabilizes any motor gesture performed on this special floating board. The particular non-slip surface gives you comfort, grip and safety.





REAXTOOLS

PREMIUM SOLUTIONS

The Reaxing product line is enriched by a wide range of innovative tools conceived for functional training. Every tool is based on the **"Shock Absorber System Technology"** that reduces the impact on the surfaces.





COMING SOON

REAX RUN



UNLEASH YOUR SENSES

An innovative treadmill that gives you the most exciting running experience ever.

Reax Run unleashes your run for you to experience challenging trails and Nordic walking.

A visionary "live control" allows PTs, strength & conditioning coaches and physiotherapists to interact with their athletes, clients and patients during their training sessions, releasing incredibly effective and stimulating motor impulses.

Thanks to its impressive technology and all the available programs, you will train your sensory perception to:

- improve your balance,
- enhance your performances,
- increase your metabolic activity,
- prevent the risk of injuries,
- reduce recovery time in post trauma phases,
- boost the neuromuscular activity.

INDOOR

REAXRUN

OUTDOOR





SERVICE

CUSTOMER

“THIS IS NOT A SERVICE, IT’S AN ATTITUDE”

For any need, our company will help you find the best solution in terms of design, D&I, marketing, post-sales support. We can offer customized solutions in addition to standard ones. We are ready to react!

PROJECT



We can get any environment ready for Reaxing. We can design a Reaxing zone, a Reaxing studio, or a layout of your pool, providing the most space efficient solutions. Just say the word and we will work with you for a perfectly customized solution. We offer installation services and testing for all our products in your wished location, as well as a complete educational program on their correct use and maintenance.

MARKETING



We can back you up with marketing strategies to help you communicate with your customers. Most of the products have digital starter kits available, in particular promotional campaigns ready to be implemented in your promo activities.

POST-SALES



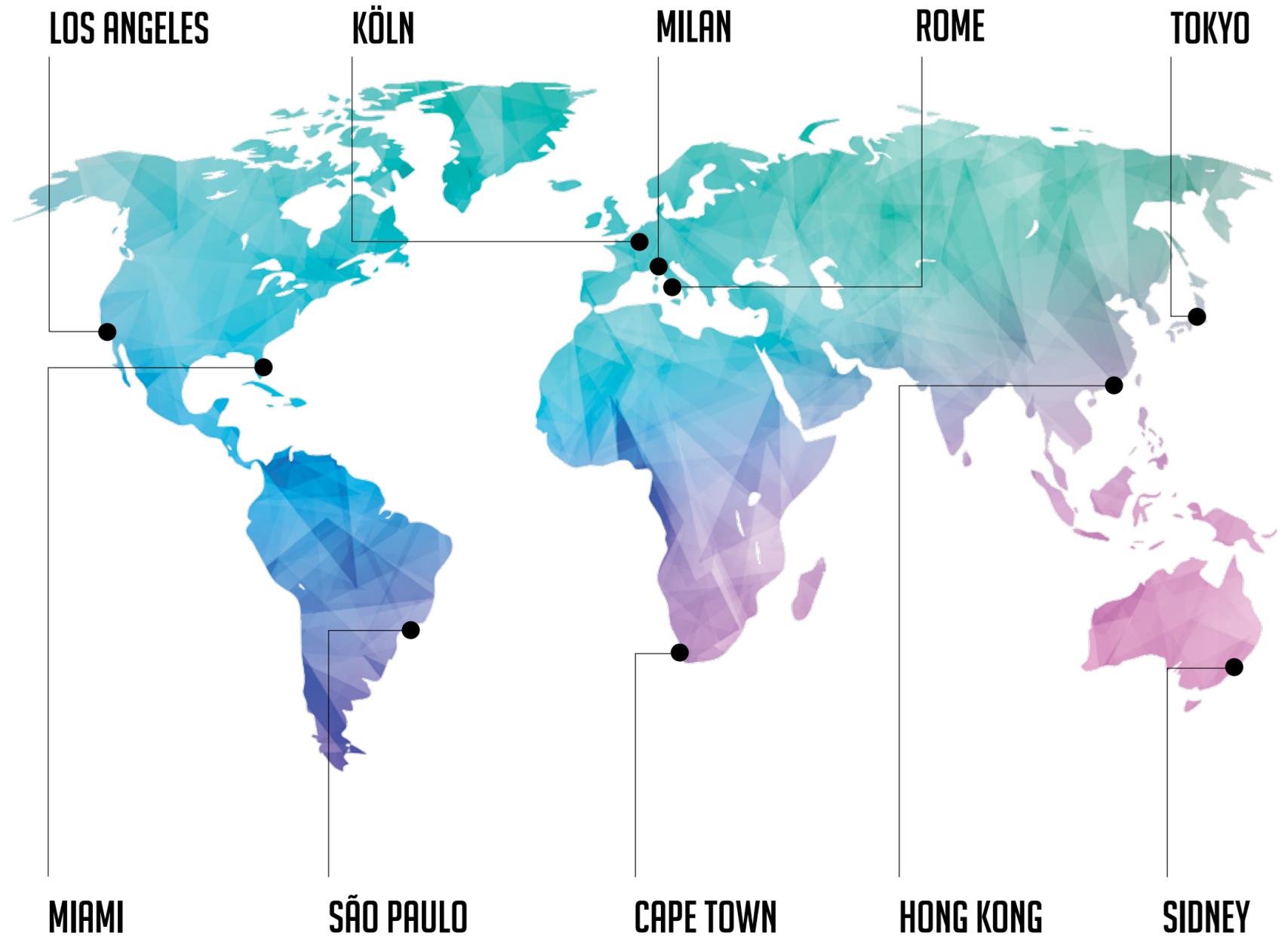
Thanks to our efficient technical support services, our interventions are quick and helpful even when it comes to product maintenance tips.



REAXING

WORLDWIDE

“COME MEET US AND GET TO KNOW US. YOU’LL FIND US AROUND THE WORLD TO SPREAD THE WORD ABOUT REAXING TRAINING. IT’S TIME TO REACT”





REAXING

EDUCATIONAL

“TAKE PART IN ONE OF OUR CLASSES AND LEARN HOW TO USE OUR PRODUCTS AT THEIR BEST.”

Reaxing fully supports your activities and allows you to use the whole range of products in the best way. All our courses are developed to train fitness professionals, providing them with programs suitable for their needs and in line with the **“Reaxing Training Method”**. Professionals in the fitness field and qualified Master Trainers have created and developed a wide range of educational programs, all with a highly qualifying a tude and a clear and simple educational method behind. Check our website www.reaxing.com for updates and the availability of courses.



LEVEL 1

REAXING TRAINER

LEVEL 2

REAXING SPECIALIST

LEVEL 3

REAXING MASTER



REAXING

COMMUNITY

**“LIMITS ARE MEANT TO
BE BROKEN, LET’S TRAIN
TOGETHER TO REACT”**

We believe in tenacity, perseverance, courage and most of all in the strength to act and react. At Reaxing, we want to speak up for those who turned a hostile twist into a great success. We won't give up. We'll keep trying and we'll talk you into believing that limits are meant to be broken. Are you a man, a woman, an athlete, a trainer or a sport pro? Do you share our values and vision? Then... what are you waiting for? Join our community. Let's start a new exciting chapter together. Write to info@reaxing.com and we'll get in touch with you straight away.



REAXING[®]
TRAIN TO REACT

WWW.REAXING.COM

