



Woodway treadmills unleashes SpeedBoard phenomenon

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Exercise equipment manufacturer Woodway has launched its latest product called SpeedBoard, which is the newest of its portfolio of non-motorized treadmills, according to [The Post & Courier \(Charleston, S.C.\)](#).

SpeedBoard has created quite a buzz among members at health clubs across the nation. The latest in treadmill innovation, Woodway introduced SpeedBoard in March at the International Health and Racquet Sports Association trade show in San Francisco.

It features a sophisticated curved design and smooth system that allows its user to speed up and slow down instantly, rather than pushing buttons and waiting for the running belt to follow suit.

The Post & Courier said that ultimately, the SpeedBoard and other Woodway products add up to a better value because they use less electricity and require less maintenance and last four times longer than most treadmills.

Waukesha, Wis.-based Woodway USA designs and manufactures exercise equipment that is distributed throughout the globe. Woodway features treadmills and other equipment for fitness, performance, medical, home fitness and fitness evaluation purposes, and also recently developed the innovative desk treadmill.

Director of Sales and Marketing Eric Weber told DailyVista that [Woodway's](#) primary strength has and continues to be in the human performance market.

"This unit was designed to create another tool for our coaches and athletes to use that better simulated the cardiovascular demands specific to their sport or activity," he said. "The primary goal was to make a performance tool and the green aspect was part of the project but only if we could accomplish it without sacrificing on performance."

Weber said that the best benefit of using the SpeedBoard is the ability to react – like speeding up and slowing down – as quickly as the user would like. The SpeedBoard also allows facilities and users an effective treadmill experience that doesn't consume electricity.

Weber said that the SpeedBoard product has the consistent qualities and characteristics of Woodway's other product offerings with additional advantages. The company's marketing strategy has been tweaked to accommodate the latest addition to its treadmill line.

Woodway's formal advertising includes attendance at industry trade shows, press releases and even word-of-mouth promotions via its treadmill enthusiasts on blogs, Twitter and various Web sites.

“We do not budget any money for media spend, but are planning for continued growth via our primary and secondary markets,” Weber said. “These are markets where the Woodway brand is extremely well established as the leader. This product adds just another offering to compliment our position giving these clients another tool to accomplish their activities and goals.”

He added that Woodway is pleased with its current progress and will continue to target sports performances facilities, fitness clubs, personal training studios and other elements of the athletics industry.

“Brand recognition for this product has already exceeded expectations for this stage of the product introduction and therefore we will continue to move forward with our plan,” Weber said. “We expect the product to add a new component to the markets we already work within. In addition, we anticipate the ‘green’ aspect of the treadmill to add greater penetration into certain sectors of our markets that in the past have been more cost conscious, not necessarily new markets.”

Our source said that Woodway does not currently work with any agencies, and added that the most recent initiatives have been done internally.

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