

REAXING®



ABOUT US

WELCOME TO REAXING



REAXING is a philosophy of life and an innovative training methodology based on a patented technology.

The innovation of this technology consists in delivering, during the motor gesture, sudden sensory impulses to force and/or encourage the user to react.

From this technology was born a line of exclusive products with greater effectiveness than normal equipment and which thus allows to accelerate the training results.

RESULTS AXELERATOR

REAXING PRODUCTS ARE THE REAL **RESULTS AXELERATOR**

Unlike any traditional product, they simultaneously and way more effectively activate the sensory and the neuro motor systems, with better physical, mental and metabolic results.



DISCOVERY IS SEEING WHAT EVERYBODY ELSE HAS SEEN
AND THINKING WHAT NOBODY ELSE HAS THOUGHT.

Albert Szent-Gyorgyi

INNOVATION IS OUR DIRECTION
DISCOVERY IS OUR DESTINATION

MILESTONES

- 2010 We invented Queenax, the first and only complete modular system for functional and suspension training.

- 2011 We won our first Innovation Award for Queenax.

- 2015 We launched the Reaxing project, an instant international success in the training sector. A real revolution.

- 2016 During the FIBO fitness fair in Germany we were awarded with our second Innovation Award for the Reax Board: the Smart floor.

- 2017 We received our third award for our Reax Chain. The only training tool with soft, flexible and unpredictable features.

- 2020 We launched One Infinity One: the first "All in one functional station" for proprioceptive, cognitive and neurofunctional training. It represents the synthesis of our DNA.

- 2021 We have now reached 50 countries all over the world.

AWARD-WINNING INNOVATIONS



TRAIN TO REACT
IMPROVE YOUR PERFORMANCE

CONCEPT

PHILOSOPHY_TECHNOLOGY_METHODODOLOGY



PHILOSOPHY

BORN TO REACT

Reaxing is a philosophy to deal with the everyday life. Training to react to become resilient to life and to its small and big unexpected daily events. Being Reaxing means being able to face and manage the daily unpredictable challenges by reacting in a positive and proactive way.



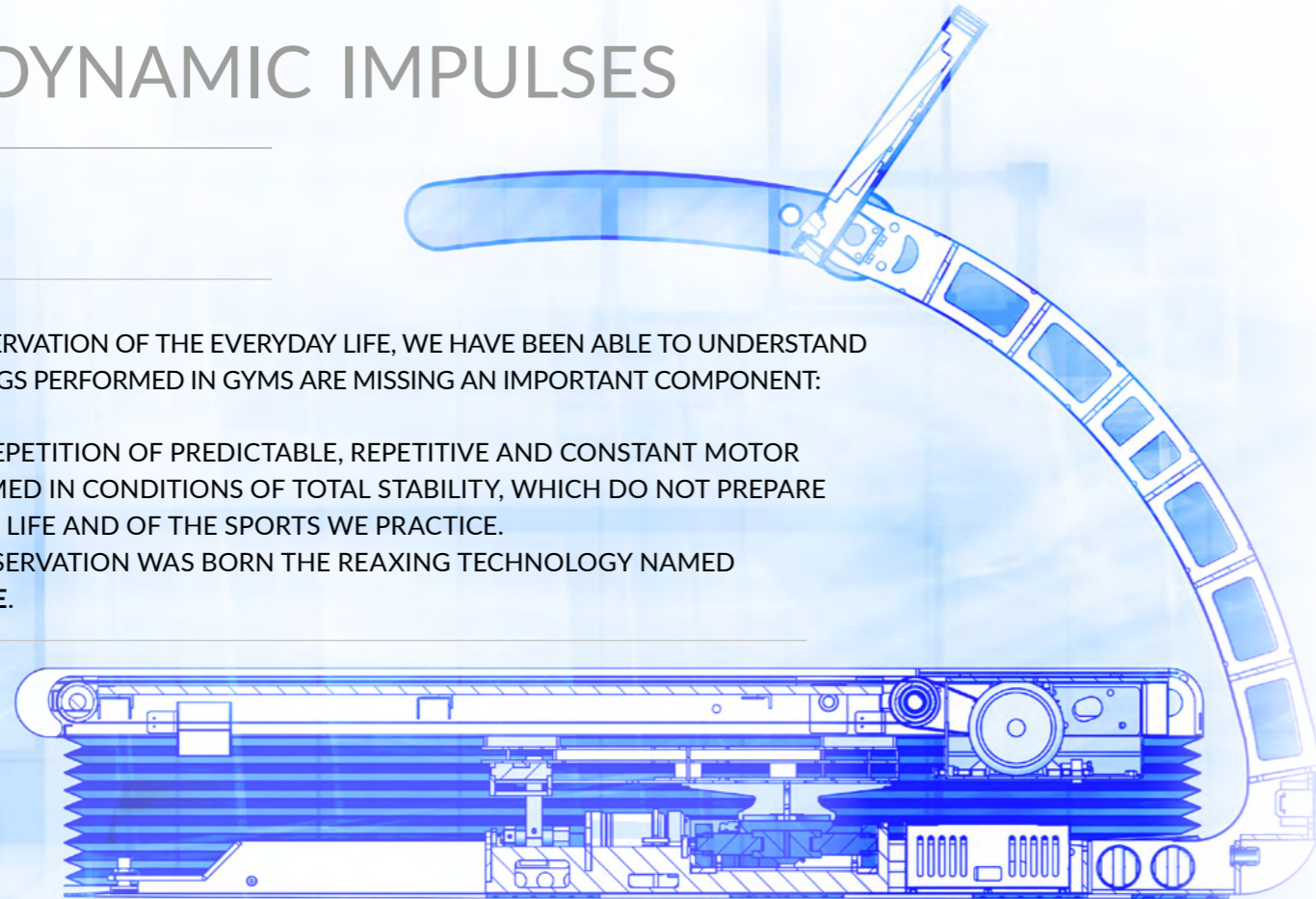
KEYWORD

#RESILIENCE

TECHNOLOGY

SUDDEN DYNAMIC IMPULSES

FROM THE MOVEMENT OBSERVATION OF THE EVERYDAY LIFE, WE HAVE BEEN ABLE TO UNDERSTAND THAT TRADITIONAL TRAININGS PERFORMED IN GYMS ARE MISSING AN IMPORTANT COMPONENT: THE UNPREDICTABILITY. THEY ARE BASED ON THE REPETITION OF PREDICTABLE, REPETITIVE AND CONSTANT MOTOR GESTURES, OFTEN PERFORMED IN CONDITIONS OF TOTAL STABILITY, WHICH DO NOT PREPARE US FOR THE REAL NEEDS OF LIFE AND OF THE SPORTS WE PRACTICE. FROM THIS MOVEMENT OBSERVATION WAS BORN THE REAXING TECHNOLOGY NAMED **SUDDEN DYNAMIC IMPULSE**.



KEYWORD

#UNPREDICTABLE



SUDDEN



DYNAMIC



IMPULSES

Unpredictability is the keyword behind Reaxing's methodology and technology. Everything we do when we train is absolutely predictable, constant and predetermined. In life and therefore in sport, what happens when we move is neither predictable nor constant. Doesn't it seem to you that there is an important element missing in the way you train?

Both in our ordinary lives and when we play sport, we interact with a world in constant movement, so we need to train to react. Being prepared for **unpredictable** and dynamic situations means being able to improve performance and prevent injuries. This means that we have to be ready to react to any unplanned inconvenience that might happen in our everyday life and while we play sport. The aim is to forge more efficient motor skills.

Our sensory system allows us to react to any sudden impulse that derives from the environment in which we live. The impulses received by our senses are processed by the nervous system which organize and manage the movement of our body. Therefore, it is essential to involve and stimulate our nervous system with **unpredictable** impulses, in order to obtain quicker motor responses, and so, improving our **dynamic competence**. We have divided the impulses in two main categories: interferences (or perturbations) and stimuli (visual, sound and tactile).

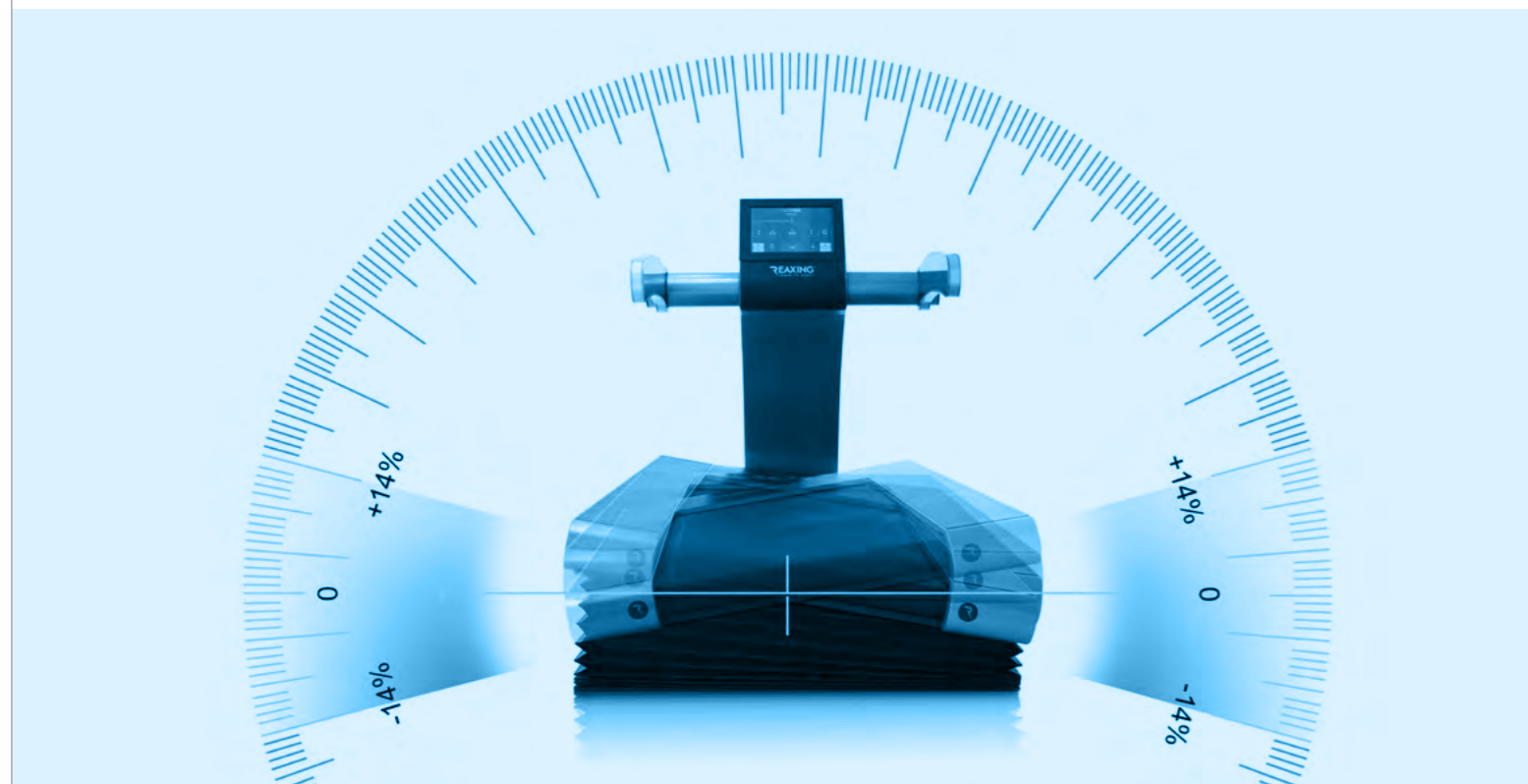


IMPULSES 1:

KEYWORD

#INTERFERENCE

3D MOTION



IMPULSES 2:

KEYWORD

#STIMULI

3D VISION

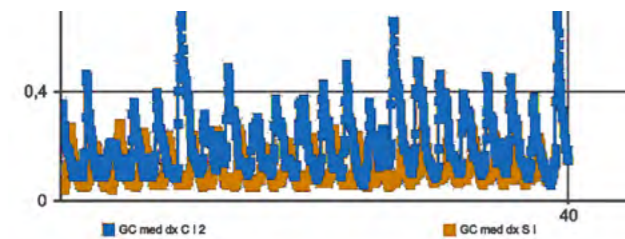


METHODOLOGY

NEUROREACTIVE TRAINING

The Reaxing methodology has been named **NEUROREACTIVE TRAINING**, as it is the only indoor training system in the world that fully involves the sensory system and shifts the focus to the nervous system. This allows you to train the neuro motor response to the unpredictability, in an effective and diversified way, with the aim of increasing its speed and "dynamic competence". In synthesis, we could affirm that - as it was at the origins of the human movement - the brain supremacy has been re-established over muscles.

TRAINING COMPARISON (EMG)
WITH VS WITHOUT INTERFERENCES



3X

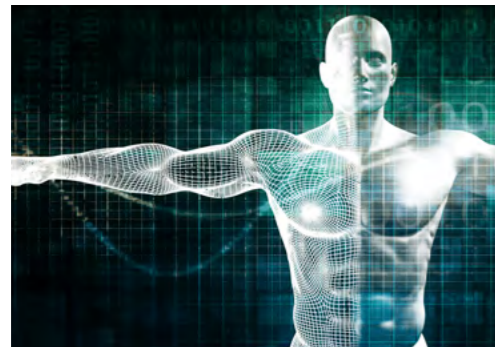
KEYWORD
#TRIPLE
TRAINING

NEUROREACTIVE TRAINING

3X ACTIVATION

EVERY EXERCISE ACTIVATES A TRIPLE ACTION WITH THE SUDDEN DYNAMIC IMPULSES.

CONNECTING
SENSORY ACTIVATION



PROCESSING
NERVOUS ACTIVATION



REACTING
MOTOR ACTIVATION



3X EFFECT

YOUR TRAINING PROTOCOL PRODUCES BETTER RESULTS WITH THE SUDDEN DYNAMIC IMPULSE TECHNOLOGY

+ SENSORY
ACTIVITY



+ NERVOUS
ACTIVITY



+ MUSCLE
ACTIVITY



3X RESULT

THE RESULTS OF THE **NEUROREACTIVE TRAINING** HAVE A TRIPLE EFFECT:
BETTER RESULTS AT MENTAL, PHYSICAL AND METABOLIC LEVELS

+ MENTAL EFFICIENCY

FORCES THE USER TO STAY CONNECTED: NO DISTRACTION, HIGH CONCENTRATION, FREQUENT COGNITIVE STIMULI, READY TO REACT!



+ PHYSICAL FUNCTIONALITY

ACTIVATES A GREATER QUANTITY OF MUSCLE FIBERS AND STRENGTHENS JOINTS, THUS RESULTING MORE EFFECTIVE THAN THE TRADITIONAL TRAINING.



+ METABOLIC ACTIVITY

GENERATES GREATER MUSCLE INVOLVEMENT AND THUS INCREASES THE ENERGY CONSUMPTION AND THE METABOLISM, AS NOTICEABLE BY AN ELECTROMYOGRAPHIC EXAM.



3X TRAINING

THE **NEUROREACTIVE TRAINING** INCLUDES PROPRIOCEPTIVE, COGNITIVE AND NEUROFUNCTIONAL TRAININGS

PROPRIOCEPTIVE TRAINING



COGNITIVE TRAINING



NEUROFUNCTIONAL TRAINING



APPARATUS

NEUROREACTIVE TRAINING EQUIPMENT





APPARATUS | EQUIPMENT

REAX RUN

THE INDOOR TRAINING EXPERIENCE THAT IS DEFINITELY CLOSER TO THE FEELINGS OF THE NATURAL ENVIRONMENT.

The only treadmill in the world that perform sudden and **unpredictable** inclination in all directions while running.



APPARATUS | EQUIPMENT

REAX BOARD

PERFORM ANY EXERCISE ON THIS SMART FLOOR AND GET A TRIPLE EFFECT FROM YOUR WORKOUT.

Improve proprioception and acquire complete dynamic motor skills.



APPARATUS | EQUIPMENT

REAX 1001

TRAIN WITH UNPREDICTABILITY:
AN INCREDIBLE EXPERIENCE.

The only multifunctional station in the world for cognitive, proprioceptive and neurofunctional training, much more effective than traditional training. Unlimited exercises in just 4sqm. An innovative and patented solution for the new dimension of functional training: the **Neuroreactive Training**.

All Reaxing philosophy and technology in one professional station.



APPARATUS | EQUIPMENT

REAX LIGHTS PRO

TEST YOUR SKILLS AND IMPROVE THEM DAY BY DAY WITH THE WORLD'S MOST ADVANCED INTERACTIVE TRAINING LIGHT SYSTEM.

A patented technology to improve reflexes, coordination and peripheral vision. The Reax Lights system is the only piece of equipment in the world that includes mobile satellites, dedicated walls and floors, as well as a complete range of accessories for an innovative and interactive training.



APPARATUS | EQUIPMENT

REAX LIFT



IT IS THE ONLY SOFT-SHOCK BARBELL THAT ALLOWS SAFE TRAINING WITH AN UNSTABLE LOAD.

The fluid within the discs adds the unpredictability factor to the load and this makes training much more effective.



AQUAX

NEUROREACTIVE TRAINING APPS



AQUAX | TRAINING APPS

REAX RAFT



THE FLOATING BOARD FOR HIGH NEUROMUSCULAR ACTIVATION TRAINING PROGRAMS.

The unstable surface requires from the user more reactivity and movement control during the workout.

The unpredictability of the floating board generated by the water movement creates a real **Neuroreactive Training**.



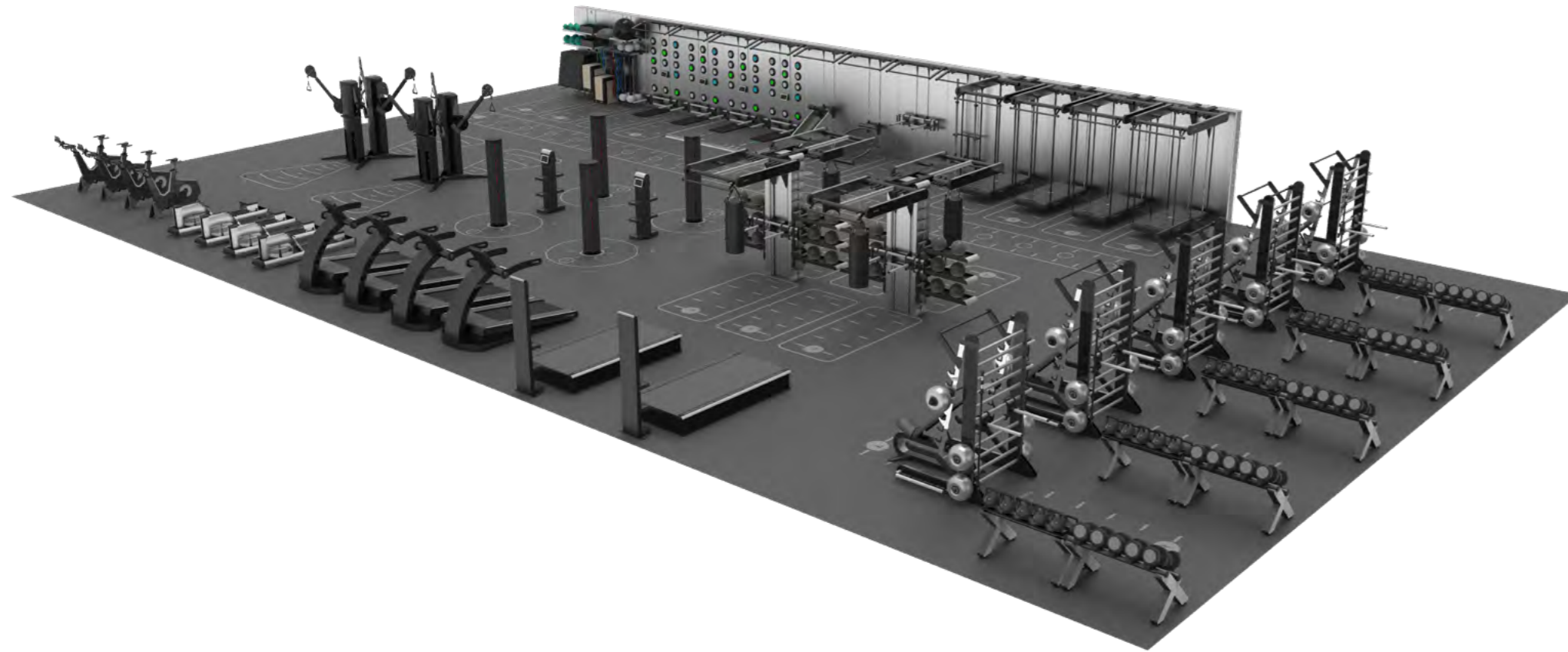
AREAX



AREAX
NEUROREACTIVE TRAINING SOLUTIONS

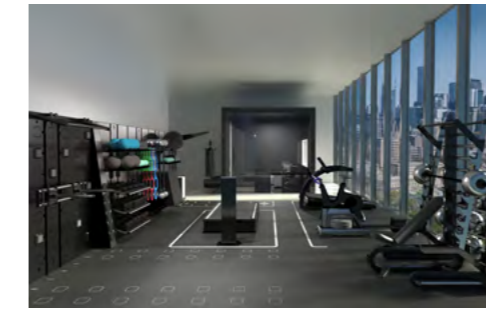
AREAX

AREAX IS A COLLECTION OF **NEUROREACTIVE TRAINING SOLUTIONS**.
Each Areax has been conceived to create a professional studio and new courses or training zones in the most exclusive Club Fitness, Training Boutique, Hotel, companies, and habitations.



AREAX | NEUROREACTIVE TRAINING SOLUTIONS

PROFESSIONAL



It is a collection of **Neuroreactive Training** solutions conceived for Personal Trainers Pro, Strength & Conditioning Coaches, Physical Therapists and at last, Sport Scientists. Three exclusive **Neuroreactive Training** solutions were created, characterized by the possibility to offer to the clients a training measurement system unique for scientificity, practicality and precision, for three different targets.

SPECIALIST



Designed to enhance the high-level Wellness Gym offers but also to provide new solutions for the opening of new types of Training Boutiques, adopting the unquestionable advantages of the **Neuroreactive Training**. Three dedicated and exclusive layouts for PT specialized in the **Neuroreactive Training** were created.

SELF USE



It is a collection of **Neuroreactive Training** solutions conceived for bringing in any training space, this methodology: Fitness e Wellness Gym, Luxury Home, Residential, Corporate, Hotel & Resort and Public Gym. It has been created by Reaxing to allow everyone to independently, safely and in total comfort perform their own **Neuroreactive Training** session even where the trainer supervision is not possible.

PROFESSIONAL

PERSONAL



For who loves to stay fit, to improve their own body characteristics and its efficiency as well as their cognitive attitudes. This solution is available in two versions, either with Test Control Zone or without. For Sport Scientists and Personal Trainers Pro that want to open their own Personal Pro Studios within or outside Fitness & Wellness Clubs.

MEDICAL



It is for those who need to do physical activity and train to prevent potential issues or to come back to sport after an injury. To improve their cardio-vascular efficiency and accurately monitor the development of their neuromotor capacities. It has been conceived for Sport Doctors and Physical Therapists that consider the movement as a therapeutic activity and want to start a Medical Pro Studio independently or inside existent centers.

PERFORMANCE



For professional and non-professional athletes, which want to monitor with great precision the specific development of their physical performance. This configuration is suited for the specialists of the movement, such as Strength & Conditioning Coaches and Sport Scientists which want to open a Performance Pro Studio independently or inside Fitness & Wellness gyms.



SPECIALIST

PREMIUM TRAINING ZONE



For personal trainers specialized in **Neuroreactive Training** to train the most demanding clientele in an exclusive area located in Fitness & Wellness gyms or, in alternative, to use it under the supervision of a PT specialized in the **Neuroreactive Training** as a premium zone, with cutting edge equipment and limited access.

PERSONAL TRAINING ZONE



It is the configuration created for personal training activities. A service offered thanks to the **Neuroreactive Training** specialists or by renting the space by the hour to personal trainers who want to give their clients a superior service, both in terms of equipment and innovative training experience.

CIRCUIT TRAINING ZONE



It is the Araex layout conceived to create **Neuroreactive Training** zones with a circuit system for up to 6-8 people, led by a specialist or by external personal trainers who purchase the availability of the space for their classes. A professional environment designed using high quality materials and finishes to offer an efficient, fun, and comfortable training experience to their clients.

GROUPEX TRAINING ZONE



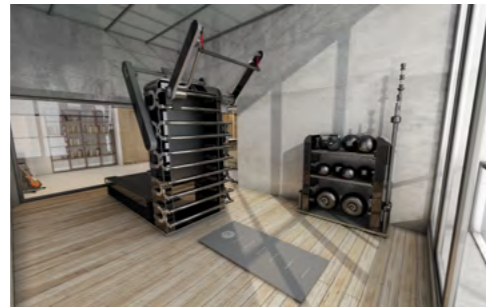
An instructor specialized in **Neuroreactive Training**, music, microphone and a new generation of apps. An effective, fun and engaging large group activity that keeps clients attached to the service because of the results and entertainment factor. Smart solutions to store the equipment ready when needed and quickly transition from traditional activities to **Neuroreactive Training** classes.

SELF USE

FITNESS & WELLNESS GYM



LUXURY HOME GYM



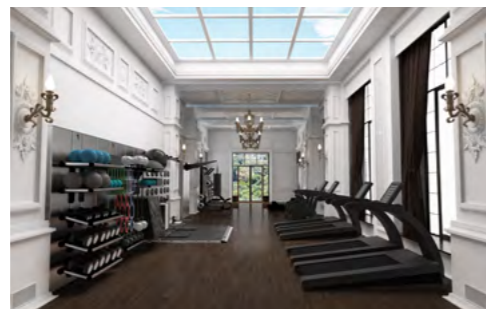
RESIDENTIAL GYM



CORPORATE GYM



HOTEL & RESORT GYM



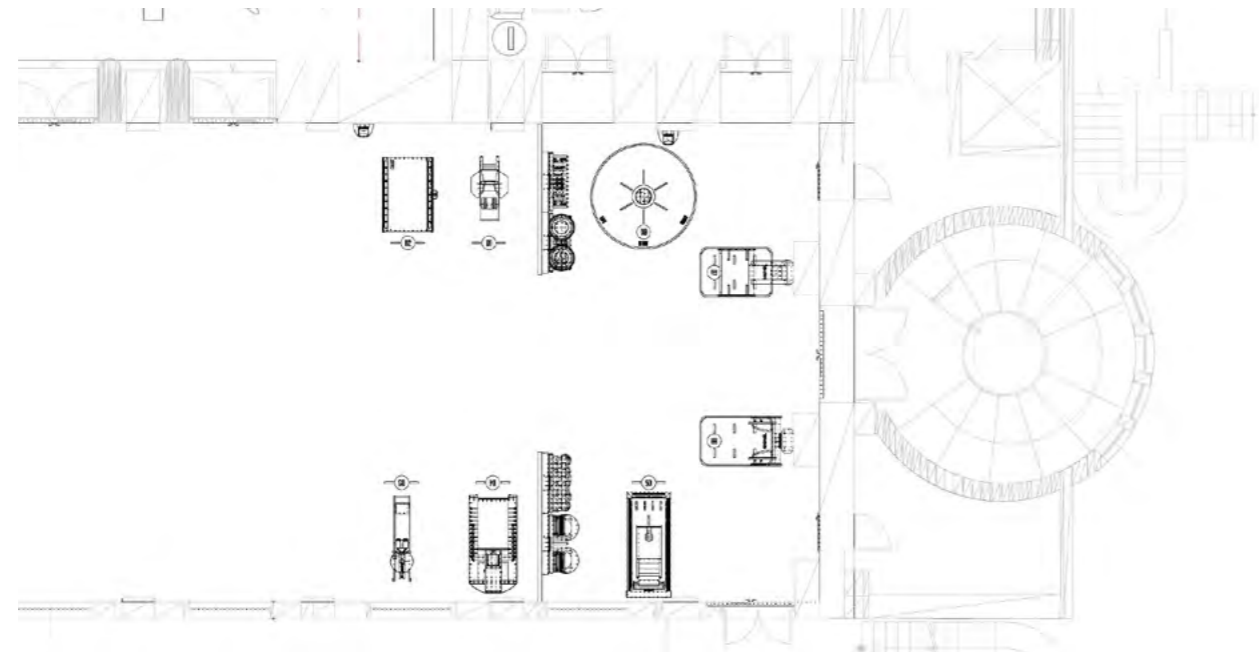
PUBLIC GYM



CUSTOM

DO YOU WANT TO DESIGN WITH US A CUSTOMIZED SOLUTION?

Do you need a particular set-up to satisfy a specific market requirement?
Contact our AREAX LAB: we will provide you with a specialized consultant to
create a certain format and to find the most suitable solution for your space.



#READYTOREACT

SERVICES

EDUCATION _ DESIGN _ MARKETING



EDUCATION

COURSES, TRAINING AND CERTIFICATIONS

A WIDE RANGE OF TRAINING PROGRAMMES WITH CLEAR AND EFFECTIVE CONTENT.

An education method to create qualified and future-oriented professionals. All our courses are developed to train the best professionals, providing them with programs suited for their needs in according to the "NEUROREACTIVE TRAINING". Reaxing educational programs are the best way to improve your knowledge about a new training methodology.



There is a training program available for each Reaxing product, with dedicated courses, which are usually held at the Reaxing Academy or at an agreed place. Each training course has dedicated learning materials (manuals, video tutorials, dedicated video channels).

DESIGN

OUR TECHNICAL AND DESIGN TEAM CAN CUSTOMIZE FUNCTIONAL AND EXCLUSIVE SPACES THAT PERFECTLY FIT THE CLIENT NEEDS.



PT STUDIO



PHYSIO CENTER



MASTER SUITE

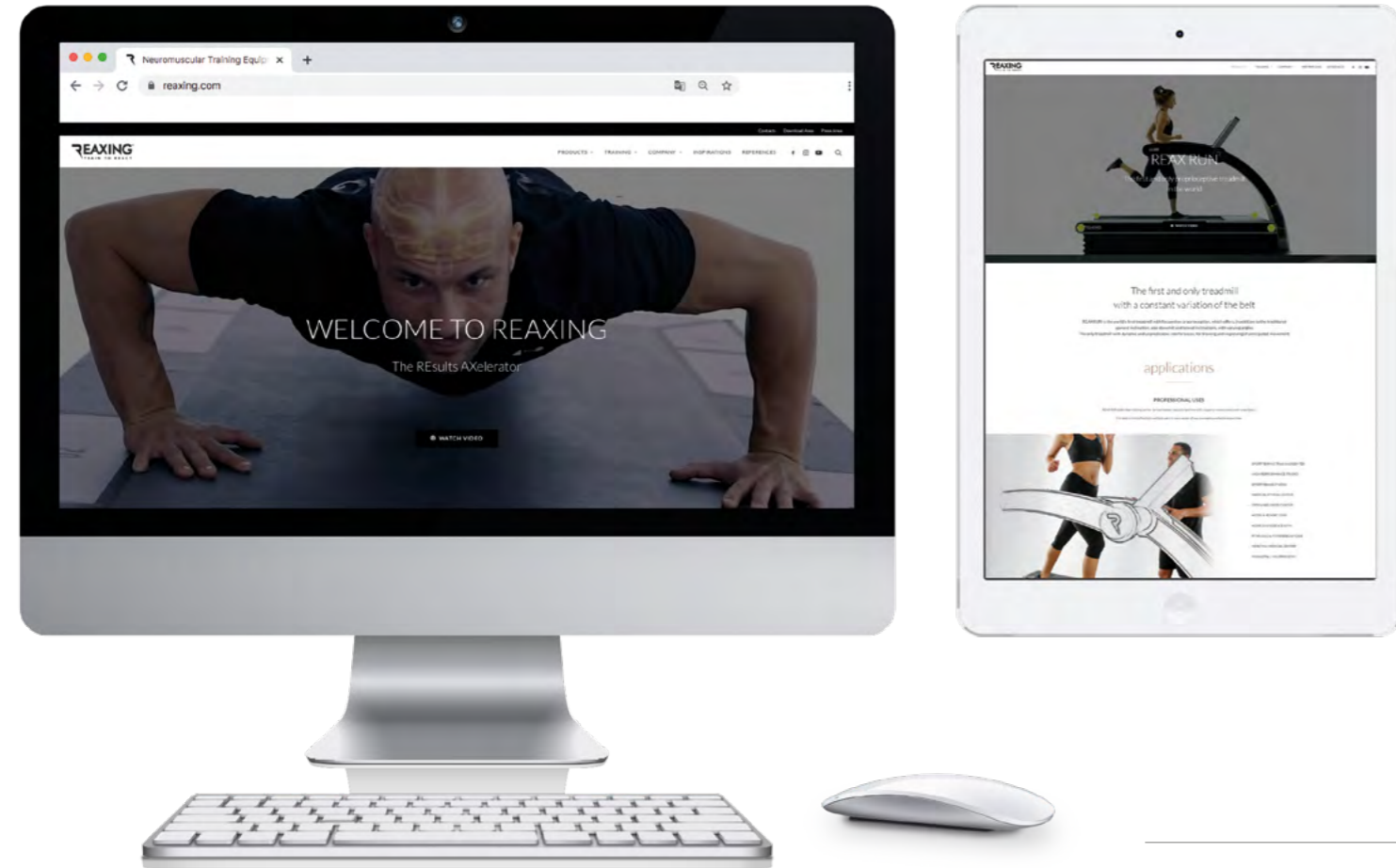


FITNESS BOUTIQUE

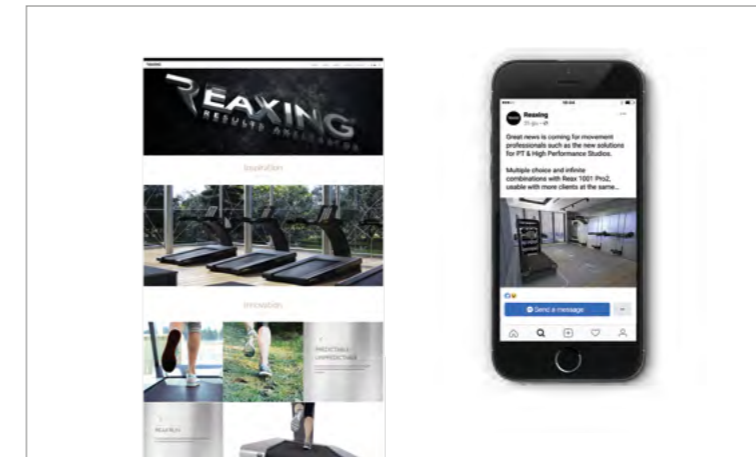


MARKETING

REAXING PROVIDES TO ITS PARTNERS A WIDE RANGE OF SALES AND MARKETING TOOLS. OUR STAFF IS AT YOUR DISPOSAL TO HELP YOU TO ACHIEVE YOUR SALES GOALS AND TO MAKE YOUR CLIENTS SATISFIED.



WEB & SOCIAL MEDIA



ADV & DIRECT MKTG



B2B SALES TOOLS



B2C SALES TOOLS



1 HIGH PERFORMANCE

STRENGTH & CONDITIONING



COACHING ADVANTAGES

Several world class coaches and league champions use Reaxing, as they have seen a clear improvement in their clients performances.

2 SPORT REHAB

PREVENTION & REEDUCATION



PHYSIOTHERAPIST ADVANTAGES

In the medical field, Reaxing can be considered as a new frontier of functional recovery: it opens up to various possibilities that might lead to better results.

3 PROFESSIONAL FITNESS

REACTIVATION & TONIFICATION



TRAINER ADVANTAGES

Trainers can improve and develop their professional skills to reach a higher level using Reaxing.

applications

PROFESSIONAL FIELDS

REAXING ENHANCES THE PROFESSIONAL'S WORK, INCREASING THE CUSTOMER LOYALTY, TO HELP AND ACHIEVE THEIR PRIMARY TRAINING OBJECTIVES IN MANY FIELDS.

- > PROFESSIONAL SPORT AND TRAINING CENTER
- > HIGH PERFORMANCE STUDIO
- > SPORT REHAB STUDIO
- > MEDICAL FITNESS CENTER
- > FITNESS & WELLNESS GYM
- > HOTEL & RESORT GYM
- > HOME & RESIDENCE GYM
- > PERSONAL TRAINING STUDIO
- > HEALTH & MEDICAL CENTER
- > MUNICIPAL / MILITARY GYM



REAXING AROUND THE WORLD



50 COUNTRIES IN 6 CONTINENTS

- > ITALY
- > UK
- > GERMANY
- > AUSTRIA
- > THE NETHERLANDS
- > BELGIUM
- > FRANCE
- > SPAIN
- > PORTUGAL
- > RUSSIA
- > UKRAINE
- > LATVIA
- > NORWAY
- > FINLAND
- > SWEDEN
- > TURKEY
- > SERBIA
- > CROATIA
- > ROMANIA
- > HUNGARY
- > POLAND
- > SWITZERLAND
- > GREECE
- > CHINA
- > JAPAN
- > HONG KONG
- > SINGAPORE
- > MALAYSIA
- > VIETNAM
- > THAILAND
- > INDIA
- > AUSTRALIA
- > NEW ZEALAND
- > UAE
- > SAUDI ARABIA
- > QATAR
- > KUWAIT
- > ISRAEL
- > IRAN
- > SOUTH AFRICA
- > MOROCCO
- > USA
- > CANADA
- > MEXICO
- > COLOMBIA
- > COSTA RICA
- > PERÙ
- > CHILE
- > BRAZIL
- > ARGENTINA

FIND OUT ON REAXING.COM



WORLDWIDE SUPPORT

MARKETING & TRAINING

REAXING fully supports its partners and their activities to use REAX SOLUTIONS in the most productive way. Qualified professionals and trainers have created and developed a wide range of programs, based on the REAXING method and suitable for any professional need.

ON SITE & ON LINE TRAINING

A SPECIFIC TRAINING COURSE AND A DEDICATED VIDEO SECTION INCLUDING TUTORIALS HAVE BEEN CREATED TO HELP PROFESSIONALS EMBRACE THE REAXING METHOD.

EXPERTS SUPPORT

OUR EXPERTS ARE AT YOUR DISPOSAL TO ASSIST YOU WITH ANY TECHNICAL, AND COMMERCIAL REQUESTS.

MARKETING

WE ASSIST OUR PARTNERS WITH A SPECIFIC RANGE OF COMMERCIAL AND MARKETING TOOLS TO ACHIEVE HIGHER REVENUES AND CUSTOMER RETENTION.

CONNECTED ALL OVER THE WORLD

OUR SHOWROOMS ARE AT YOUR DISPOSAL: DEDICATED SPACES FOR OUR PARTNERS, WHERE YOU CAN HAVE A CLEAR VISUAL AND VIRTUAL EXPERIENCE OF OUR PRODUCTS, BUT ALSO THE POSSIBILITY TO VIRTUALLY EXHIBIT OUR PRODUCTS TO YOUR OWN CLIENTS. HIGH QUALITY VIDEOS AND SOUND TO ACHIEVE THE BEST RESULTS FOR OUR CLIENTS: COME AND DISCOVER THE INNOVATIVE WORLD OF REAXING.



REAXING[®]



r e a x i n g . c o m