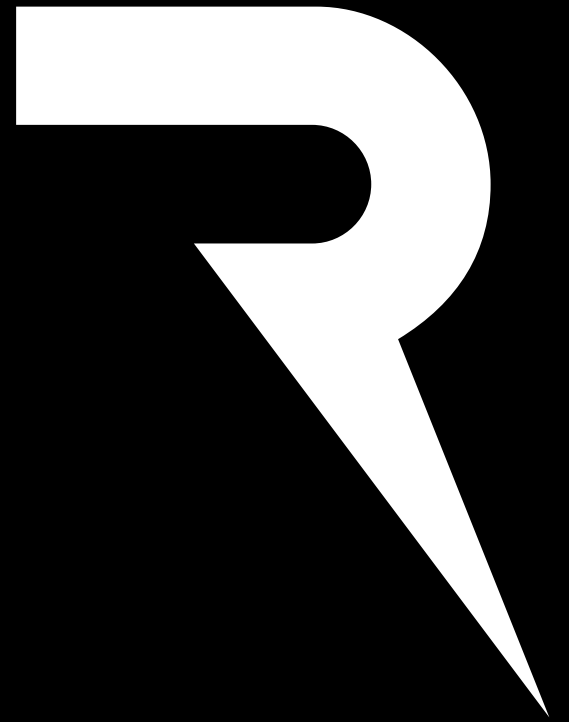


TRAIN TO REACT



**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

LIFESTYLE

**REACTING IS IN OUR INSTINCT,
IN THE DNA OF OUR SENSES.**

Challenges and difficulties of everyday life put considerable strain on us from a physical and mental point of view.

At least once in our lifetime, we all have had to face unpredictable situations and have been asked to respond promptly.

Reacting represents the key for individual psycho-physical well-being.

The Reaxing project was born not only as a training method, but also as a lifestyle, a way of thinking and acting which derives from the observation that unpredictable situations we are exposed to in our everyday life, teach us to be more reactive, confident and able to manage future challenges. Being "Reaxing" means having the capacity of giving a proactive direction to the obstacles which occur daily.



REAXING[®]
TRAIN TO REACT



TRAINING

METHOD

A NEW WAY TO TRAIN TO REACT.

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.

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, and interferences or alterations, generating unintentional and spontaneous responses.



METHOD

KEYPOINT



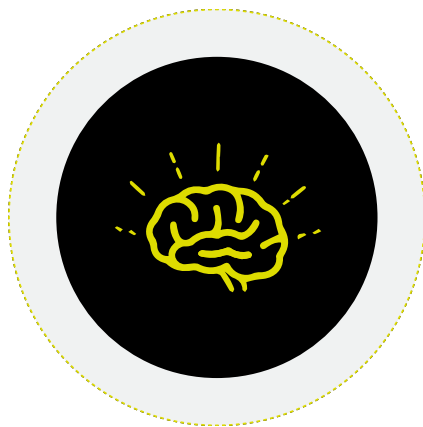
1. STIMULUS OR INTERFERENCE

The natural environment, which is the normal habitat of a person and therefore of the human body, constantly generates stimulus or interferences that people manages consciously or unconsciously to move every day in their life.



2. SENSORY RECEPTION

Sensory receptors, so the tools that a person has to understand the stimulus and interferences from the daily environment, are processed and sent to the brain (nervous system) to design the desired or required motor response.



3. BRAIN PROCESSING

The brain processes, through the central or peripheral nervous system, the message that receives from the sensory receptors and activates a coherent motor response. Motor activation is always generated by a mental process, can be of different types (for example voluntary or automatic) and depends on how the stimulation or interference is received by the sensory receptors.



4. MOTOR ACTIVATION

The motor response or the motor task elaborated by the brain sets in motion the complex mechanism of human movement that surely involves muscles, joint joints and motor attitudes of numerous types (coordination, balance, speed, strength, etc.).

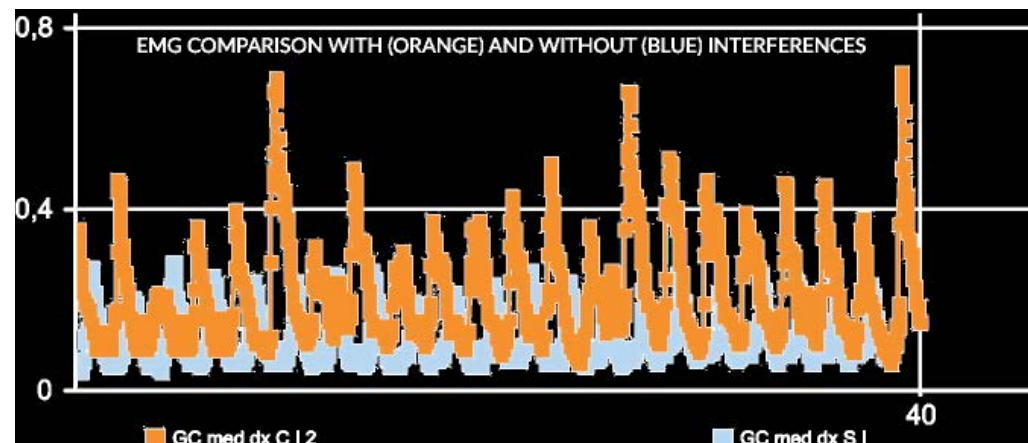


METHOD RESULTS



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!



METHOD HIGHLIGHTS

HIGHER BRAIN ACTIVITY



Using RTM, the neuromuscular activity improves compared to traditional training because of the increased attention the athlete needs to have during the execution of the motor gesture to manage sudden interferences. This enhanced neuromuscular activity produces a consequent improvement in intramuscular and intermuscular capacity.

HIGHER ELECTROMYOGRAPHIC ACTIVITY



Using RTM, there is an increase in the electromyographic activity compared to the same activity during traditional training as a result of a bigger muscle fibers recruitment. This process is necessary in order to manage balance recovery or strength changes.

HIGHER METABOLIC ACTIVITY



Using RTM, during the motor gesture, the organism is forced to react to continuous changes in balance and/or strength, consequently achieving a better neuromuscular and cardiovascular activity and then a bigger calorie intake in the unit of time compared to the same gesture without RTM.



REAXING

MARKETING

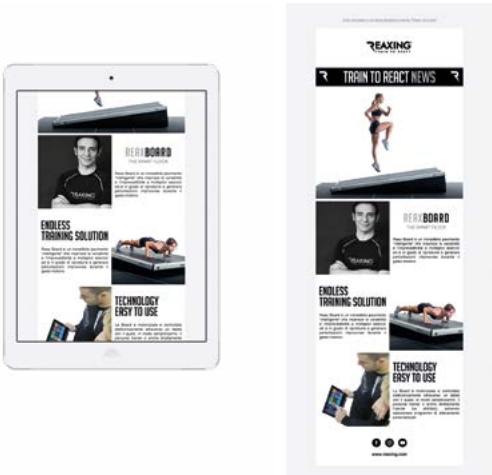
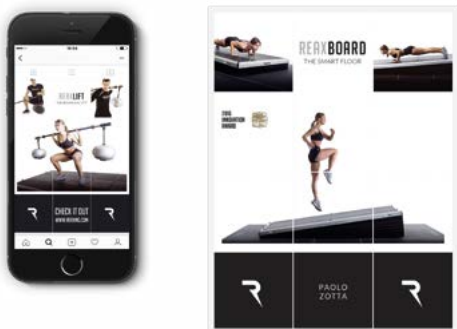
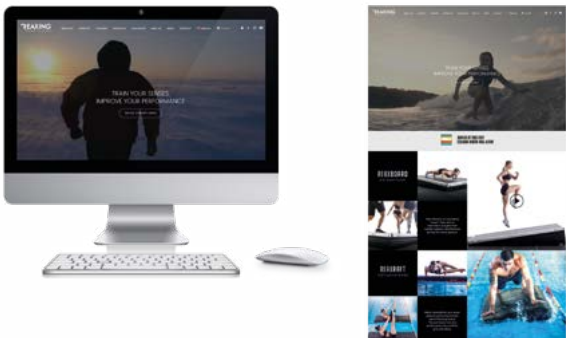
**THIS IS NOT A SERVICE,
IT'S AN ATTITUDE.**

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

WEBSITE

SOCIAL MEDIA

DIRECT MARKETING



B2B SALES TOOLS

ADVERTISING

B2C SALES TOOLS





REAXING

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.

REAXING MARKETS

HIGH PERFORMANCE & SPORT REHAB



COMMERCIAL FITNESS & WELLNESS



HOME FITNESS & WELLNESS





REAXING

PRODUCTS

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.

**PROFESSIONAL
EQUIPMENT**



**FITNESS
EQUIPMENT**



**TRAINING
APPS**





REAXING®
TRAIN TO REACT



PROFESSIONAL EQUIPMENT

REAX RUN PRO



REAL RUNNING

The first revolutionary treadmill which simulates hiking and cross country running.



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PROFESSIONAL EQUIPMENT

REAX BOARD PRO



THE SMART FLOOR

The innovative floor able to generate sudden dynamic interferences during movement.



REAXING®
TRAIN TO REACT



PROFESSIONAL EQUIPMENT

REAX LIGHTS PRO



THE CLEVER LIGHT

The first smarts system that through mobile lights allows to do cognitive and reaction training.



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PROFESSIONAL EQUIPMENT

REAX STATION



The innovative Lights Area where any training conceived to train reaction and agility becomes interactive.





FITNESS EQUIPMENT

REAX RUN CLUB



REAL RUNNING

The only treadmill capable of simulating an off-road run for a strength and performant workout.



FITNESS EQUIPMENT

REAX BOARD CLUB



THE SMART FLOOR

The only Smart Board that destabilizes any movement with an innovative functional training





FITNESS EQUIPMENT

REAX BOXE



The only Smart boxing bag that incorporates Led technology to enhance reactivity, speed and cardiovascular capabilities.



FITNESS EQUIPMENT

REAX COMPACT



The only ready-to-use stations where the users are guided to work out independently in an original, fun and functional training.





TRAINING APPS

REAX CHAIN



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.



TRAINING APPS

REAX FLUIBALL

THE DYNAMIC BALL

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





TRAINING APPS

REAX FLUIKETTLE



Reax Fluikettle is the first kettlebell to enable working with a variable load. The unpredictability of water turns any exercise into a truly high-intensive neuromuscular training activity.



TRAINING APPS

REAX FLUIPUMP

Reax Fluipump is the first Group Exercise Barbell ever that permits working with a instable load. The unpredictability of water turns any exercise into a truly high-intensive neuromuscular training activity.





TRAINING APPS

REAX FLUILIFT



THE BOUNCING LIFT

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



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TRAINING APPS

REAX PRO TOOLS

PREMIUM QUALITY

Based on a cutting-edge technology, innovative material choices, unique finishing and design, these products enhance neuromuscular training Apps' supply.





TRAINING APPS

REAX RAFT



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.







REAXING

SOLUTIONS

AREAX IS AN EXCLUSIVE TRAINING ZONE.

AREAX is an Exclusive Training Zone that arises from the revolutionary Reaxing Training Method (RTM) based on the sudden stimulation / perturbation of sensory receptors during the motor gesture.

As in all methods, muscles, joints and movements are trained, but RTM is the only method in the world that focuses on the "Totally Engaged" of the motor process, starting from the activation of sensory receptors to make the neuro-motor response much more effecting and consequently, producing better results on cerebral, muscular and metabolism activation.

AREAX are composed of different types of modules: every module serves to carry out one or more specific training activities (proprioceptive, cognitive, reactive, etc.) and thanks to their combination it is possible to train and reach any specific customer goal.

More on reaxing.com/areax

AREAX FORMAT



Our Reaxing Training Academy has created the AREAX-FORMAT, predefined work areas that can be chosen based on the goals that users desire to achieve.

AREAX CUSTOM



Reaxing offers the possibility to free the imagination fitting any requirement, allowing to create AREAX-CUSTOM either tailoring existing formats or building completely new ones.



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.



REAXING®
TRAIN TO REACT



REAXING

ACADEMY

BECOME A CERTIFIED TRAINER.

Our Training Academy fully supports your activity to make the most out of the whole range of equipment.
All the courses train the fitness world professionals through innovative training programs conceived for both group activity and personal training.

Check out our website www.reaxing.com to keep up with our latest updates and the dates on our calendar.

LEVEL 1

REAXING TRAINER

LEVEL 2

REAXING SPECIALIST

LEVEL 3

REAXING MASTER

TRAINING SUPPORT

COURSES



There is an educational program available for each product range of Reaxing, with dedicated training courses. The courses are held in the Reaxing Training Academy or in house.

TUTORIALS & MANUALS



For each training course, Personal Training and Group Exercises Manuals and Tutorial Videos are available. The exercises are numbered to create the workout library, constantly updated with new ones.

SCIENTIFIC VALIDATION



A consulting team manages the scientific validation of the Reaxing Products and Methods, in collaboration with the most famous Universities.



ARE YOU READY TO LEAD



THE FITNESS REVOLUTION?



REAXING

MEET US

**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!**

We settled everything to let you know more about our Training Method. We'll be around the world to meet you. From the Stellenbosch Academy of Sport in Cape Town to IHRSA in LA, from Milan to FIBO in Köln, from Sidney to São Paulo until we get to SIBEC in Miami. Enough waiting. Enter the future. Choose where to find out more about Reaxing Training. We are waiting for you!





WWW.REAXING.COM

