

# Brand Marketing Introduce

Global Marketing - Vicky

What makes Johnson Health Tech stand out and rise above

- Brand Marketing Team
- Brand History
- Product Brands and Channels
- Matrix Brand
- Vision Brand
- Horizon Brand
- Component Brand
- Channel Brand - Johnson Retail

# Brand Marketing Team

(Patty Parrott)

## Global Brand Marketing

HQ  
Retail &  
Commercial  
Vicky Hsiang

Retail  
(Barbara  
Jahncke)

Commercial  
(Tiffany  
Hoeye)

Digital  
Strategist  
(Jessica  
Tiede)

International  
Marketing &  
Product  
Training  
(Christa  
Walter)

Print Design

Digital Design  
& User  
Experience

Video  
Production /  
Print  
Production

Copy &  
Content  
Strategy

Brand  
Websites

Product  
Integration

Project  
Management

Steve Barrett

## Creative Team

(Greg Klobuchar)

## Web Development Team

(Mark Slosarek)

## Group Exercise & Program

# HQ Global Marketing

(Danny Chiang)

**Marketing**  
(Vicky)

**Digital Product**  
(Vicky)

**HW Product**  
(Danny)

**Design**  
(Ning)

Marketing

Data  
Analysis

Trademark

Operation

Product  
Manager

Commercial

Retail

Industry  
Design

UI/UX  
Design

Graphic  
Design

# Marketing Team

(Vicky Hsiang)

## Brand & Product

## Trademark

Horizon  
MXR  
JRNY

(Jessie)

Matrix  
BFX

(Angeline)

Vision  
SCH

(Wiki)

JHT/MX  
VS/HZ

(Serena)

# Digital Team

(Vicky Hsiang)

**Product Team**

atZone  
(Henk)

BaseGUI  
MXR Console  
(Kane)

VS Console  
(Brain)

Admin Panel  
(Sylvia)

APP  
(Sandy)

Console  
(BB)

Torin

**Backend**

**Operation**

Data

# **Brand History**

# OUR HISTORY



## 1975 - 1979

### Early Years

JHT was established in 1975 in Taichung, Taiwan.

Cooperated with IVANKO to produce weightlifting equipment and became the largest supplier in the world within 3 years.

## 1980 - 1995

### Fitness Manufacturing

Grew OEM & ODM fitness business with leading industry partners like Ross, Universal, Tunturi, Schwinn, True, Omron and Mizuno.



## 1996 - 2021

### Brand/Market Development

Developed core competencies in international manufacturing, R&D, global branding, channel development and management.

# EARLY YEARS



**1975**

JHT was established by Peter and Cindy Lo as Johnson Metals in Taichung, Taiwan



**1976**

Teamed with IVANKO to produce our first products—weight plates



**JOHNSON**  
1979

Quickly became largest supplier of weightlifting equipment in the world

# FITNESS MANUFACTURING



**1980**

Started OEM & ODM fitness business  
for leading industry partners

**TUNTURI®**



**1986**

Manufactured the iconic  
Schwinn AirDyne

**1995**

Solidified title as largest  
supplier of fitness equipment  
in the world

**OMRON**

**TRUE®**



# BRAND / MARKET DEVELOPMENT



**1996**

Launched Vision Fitness specialty brand with first subsidiary in North America

More subsidiaries would follow, starting with JHT-UK in 1997



**1998**

Established Horizon Fitness brand for the mass/sporting goods market

**2001**

Opened 2<sup>nd</sup> manufacturing facility, located in Shanghai, China

Launched the Matrix brand for the commercial market



**2002**

Opened first Johnson Fitness retail store in Taiwan

# BRAND / MARKET DEVELOPMENT



**2003**

JHT listed in the  
Taiwan Stock Exchange



**TAIWAN**  
STOCK EXCHANGE



**2006**

Introduced the Wellness division, offering  
Synca Wellness products for the global  
market

**2012**

Acquired Magnum Fitness in  
Milwaukee, Wisconsin, enabling  
manufacturing in North America



# BRAND / MARKET DEVELOPMENT



**2015**

Acquired 2nd Wind Exercise Equipment, making JHT the largest specialty fitness retailer in the world



**2019**

Our Vietnamese manufacturing facility opened, producing retail fitness equipment for our Horizon and Matrix brands

**2020**

Purchased Fuji Medical Instruments and expanded the reach of Fujiiryoki massage chairs

**FUJIIRYŌKI**



**2024**

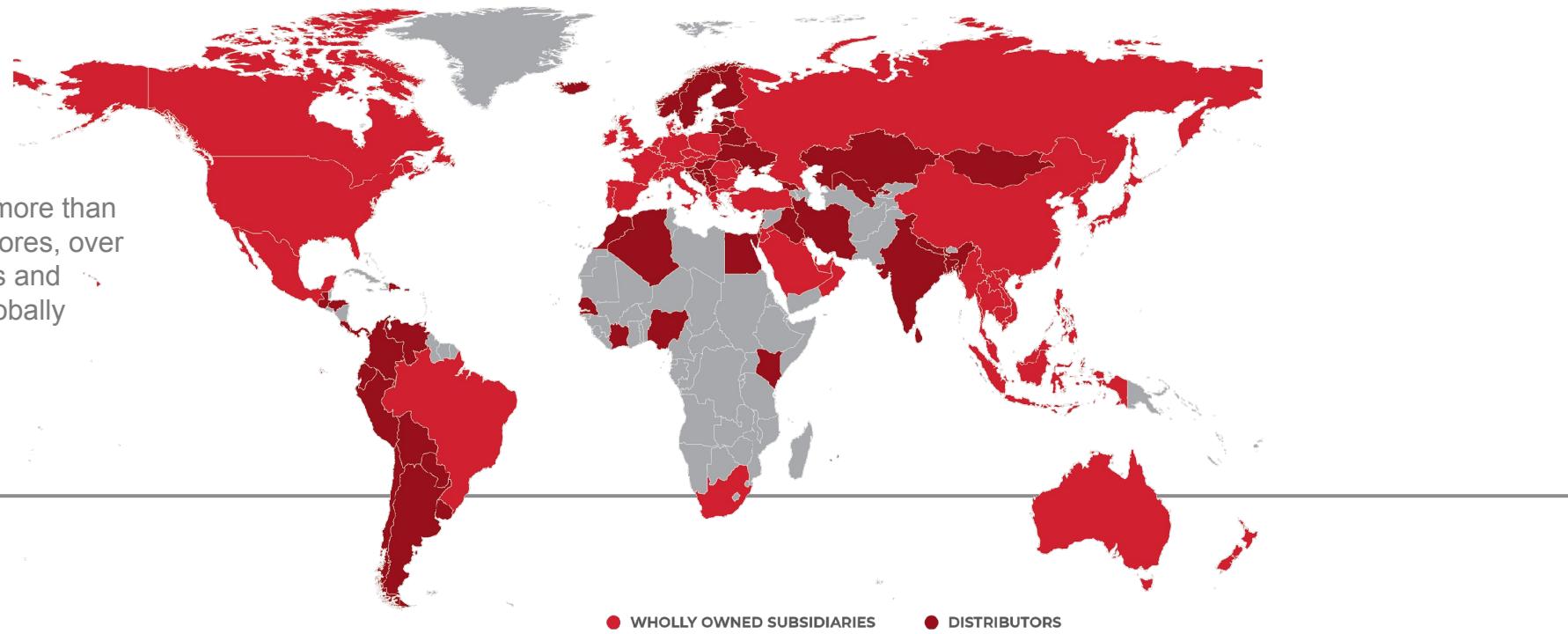
Acquired Bowflex, the world's third-largest home fitness brand, which has led JHT group to a strong competitive position in the home fitness market in 2024.



2024~

Today, we are comprised of more than 450 Johnson Fitness retail stores, over 40 wholly-owned subsidiaries and upwards of 60 distributors globally

Update:24/08



# BRAND & CHANNEL STRATEGY

Powerful brands for home and commercial use



## BRANDS & CHANNELS

Johnson Health Tech (JHT) is the parent company of the fitness and wellness brands you see below.



# BLOGLAR BRAND & CHANNEL // 40 SBUs



*Fitness Brand*

MATRIX

VISION  
FITNESS

HORIZON  
FITNESS

*Wellness Brand*

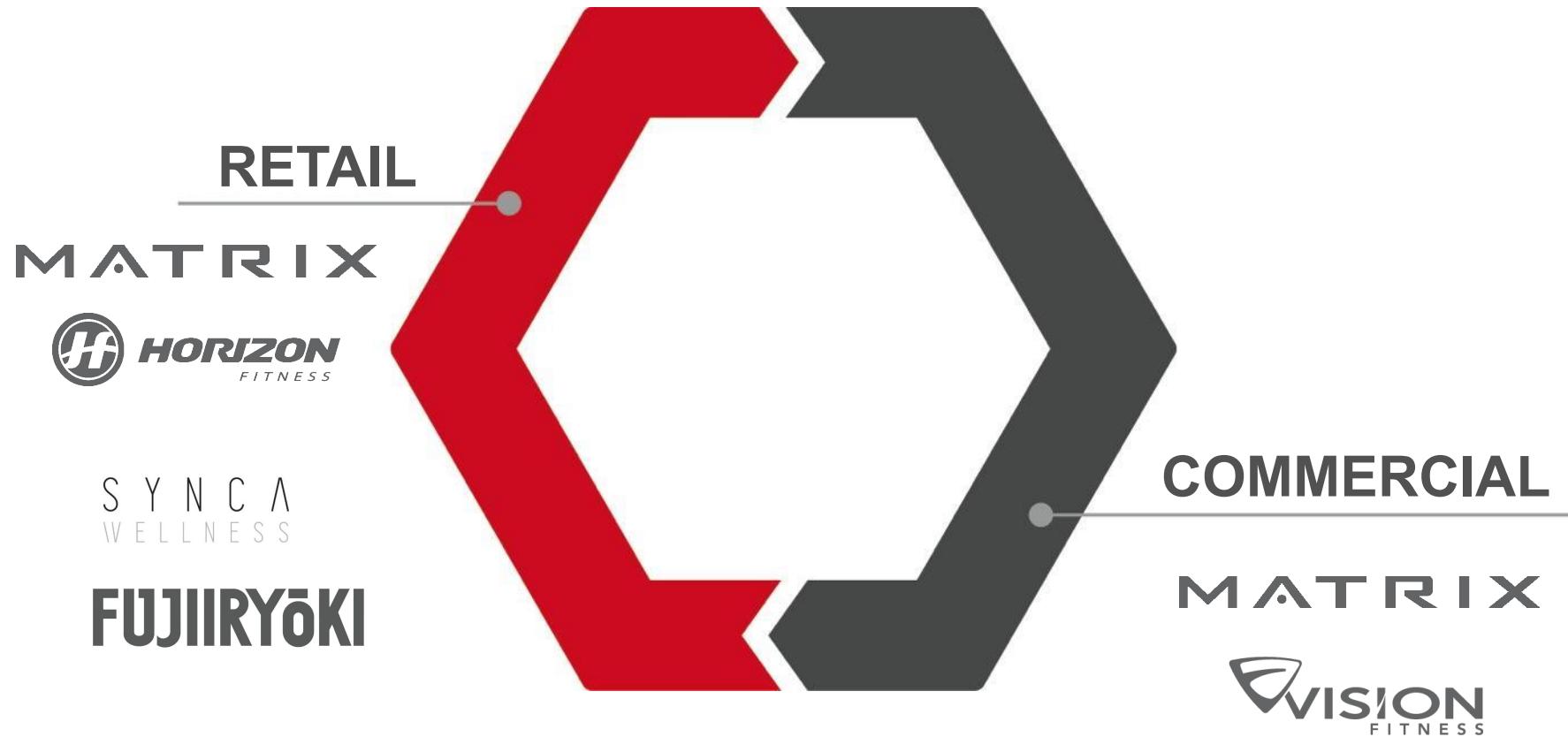
SYNCA

FUJIIRYOKI

*Channel Brand*

JOHNSON®

# BRANDS & CHANNELS



## BRAND & CHANNEL STRATEGY



MATRIX



EVISION  
FITNESS

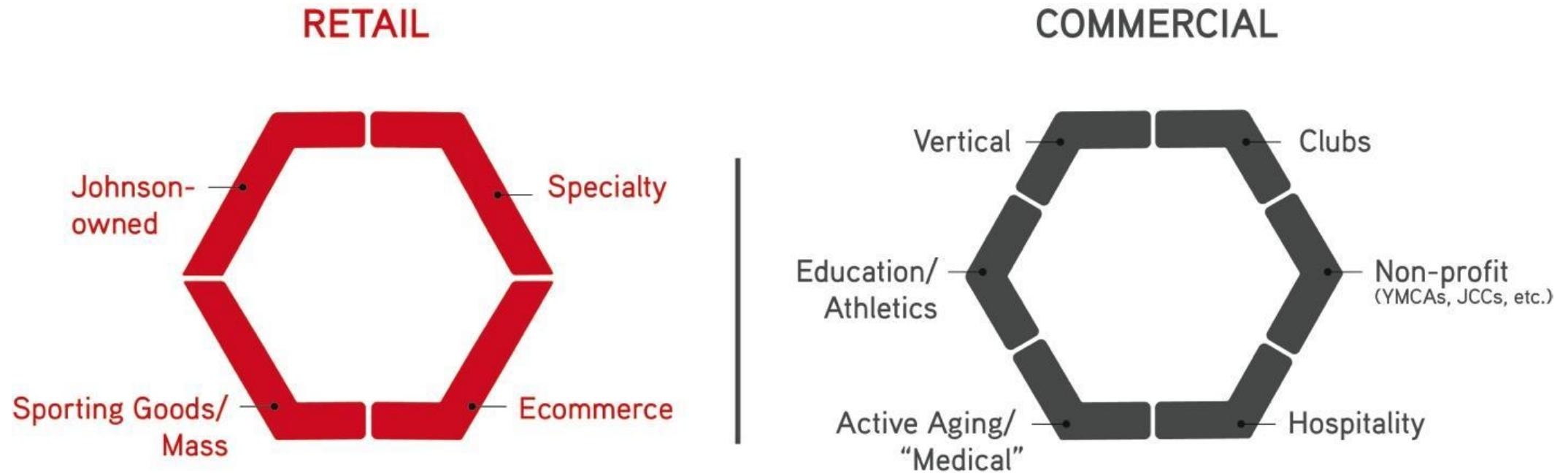


HORIZON  
FITNESS



JOHNSON

# FITNESS BRANDS AND CHANNELS





Design For Life



Move With Confidence



Strong Smart Beautiful

# BRANDS

A man in a red shirt and black shorts jogging on a brick sidewalk in front of a modern building with a curved glass facade.

**Commercial:** Matrix Fitness is dedicated to serving fitness facilities of all kinds with complete, forward-thinking solutions, setting them apart in exciting ways to retain more members.

MATRIX



## Matrix Commercial

As the **world's premier commercial fitness brand**, Matrix is dedicated to serving fitness facilities of all kinds with **complete, forward-thinking solutions**, setting them apart in exciting ways that attract and retain more members.

## Matrix Retail

Only Matrix provides a true **club-quality exercise experience** for fitness enthusiasts in the **comfort and convenience of their own home**.

MATRIX

# Our Brand Position

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Matrix is more than fitness equipment, we are elevating experiences with complete solutions and committed partnerships. ***We are a trusted advisor, a Total Solutions Partner.***

## Tagline

Our tagline represents our brand pillars. It highlights our commitment to quality, innovation and solutions; it sets the guiding principles for our brand; and it should shine through in everything we do.  
It is our brand DNA.

MATRIX

MATRIX  
Strong • Smart • Be

The word “matrix” suggests a multi-dimensional structure that marries well with the multi-dimensional experience we deliver as a Total Solution Partner.

[Brand Guideline](#)

MATRIX

# Our Promise to Our Customers:

## **Strong**

- Create quality and durable components that contribute to the long life of our products
- Strong partnerships can help our customers grow their business



## **Smart**

- Design intuitive product features and offer technology that provides ROI
- Present forward-thinking options for owners, trainers, members and technicians

## **Beautiful**

- Set new industry standards through award-winning aesthetic distinction
- Establish lasting relationships with our customers and provide impeccable service



**MATRIX**

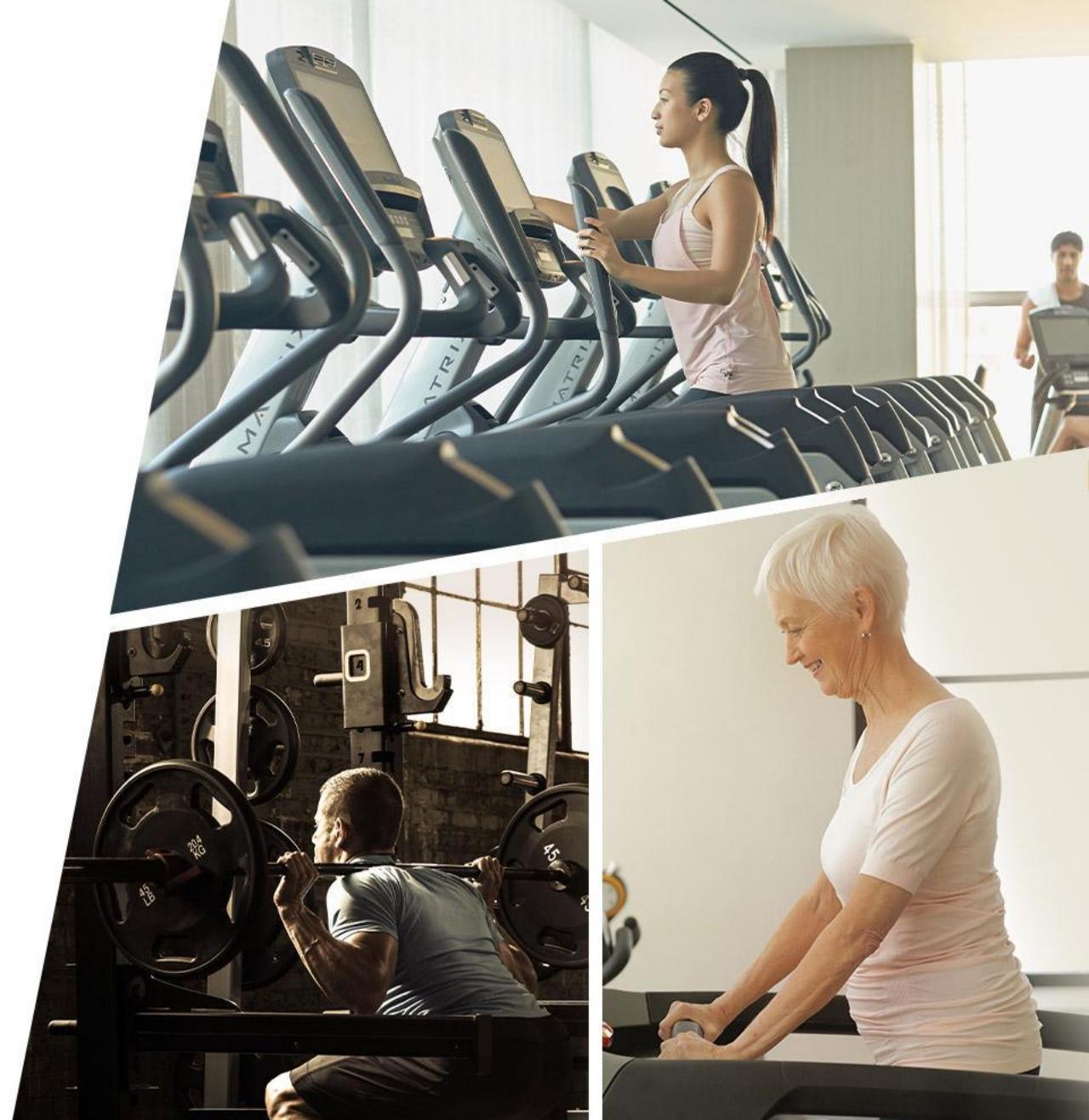
# Our Channels

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The following unique audiences, while all are Matrix, have specific communication objectives, messaging themes, key messages, color palettes and photography that help us achieve our objectives with each group:

- **Hospitality**
- **Athletic Performance**
- **Rehab / Active Aging**

Hospitality and Active Aging, for example take a softer approach, while Athletic Performance is depicted in slightly darker tones.



MATRIX

# Best Partner of World Top Brands

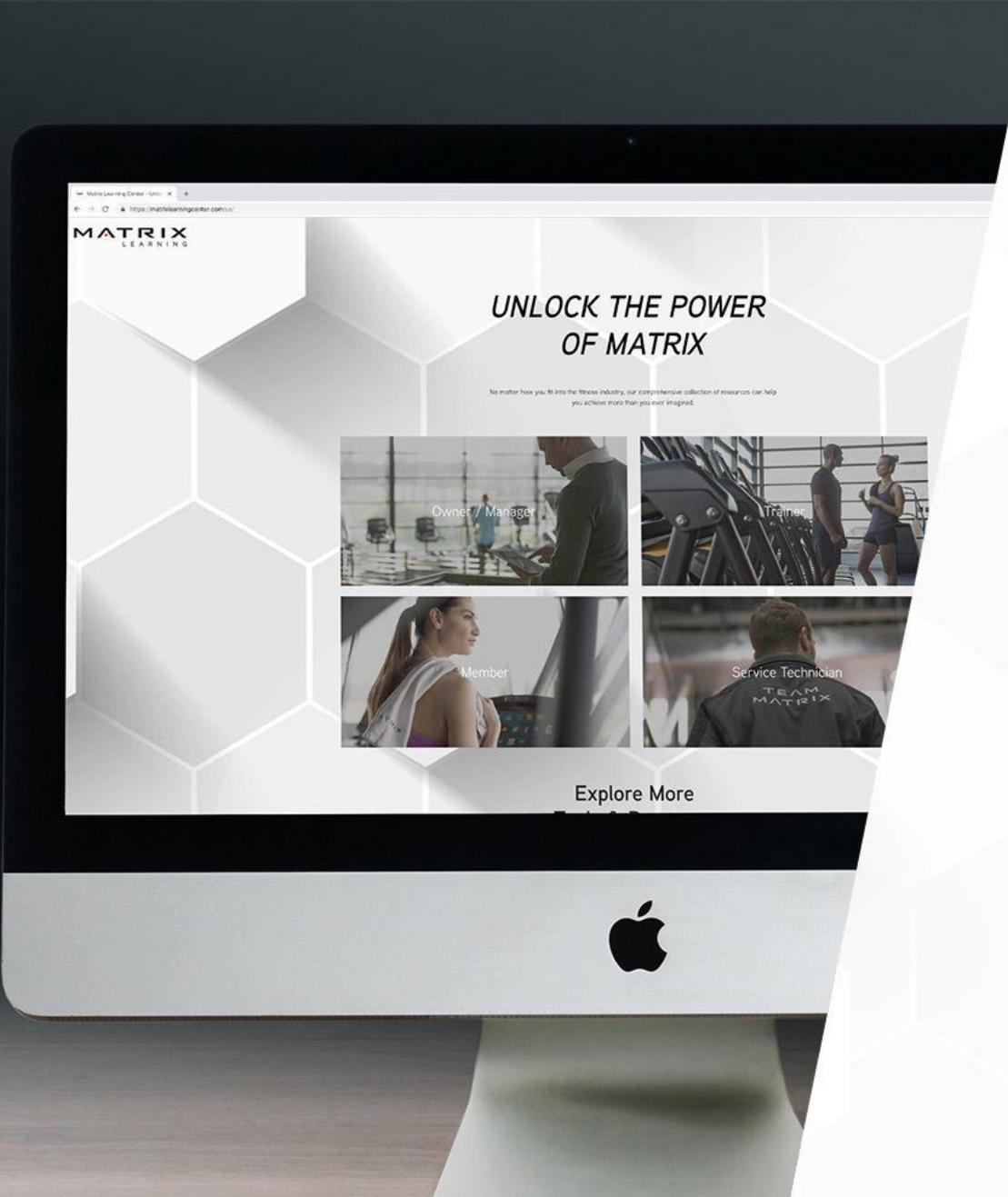
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—兆韦德健身



MATRIX



# Matrix Resources

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## ***Brand Website***

<https://matrixfitness.com/eng>

## ***Matrix Learning Center***

One-stop education resource for **everything** Matrix.  
Keep clicking to learn more about this website.  
<https://matrixlearningcenter.com/tw/>

## ***Matrix Experience APP***

For sales only, it need to apply the account from  
Global Marketing.  
[www.matrixexperienceapp.com](http://www.matrixexperienceapp.com)

## ***Micro Website – Sprint 8***

<https://sprint8.com/>



## 2D icovia / 3D EC Design

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### ***Online***

The Matrix Design Studio provides access to a variety of product icons and other design resources that you can use at any stage of planning.

<https://www.matrixfitness.com/en/total-solutions-partners/facility-planning/>

### ***EC Design Account***

The Global Marketing will help SBU & ID to apply the EC Design Account for special price, please contact Global Marketing for more details.

# Matrix Materials

## BOX

The Box server is handle by Global Marketing Team.  
Only marketing & sales team, SBU & distributors  
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<https://johnsonfit.box.com/s/bw1idmfl45n32io2vgsxsnw7em47obj>

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Only HQ-sales, SBU marketing has permission to log in.)



Sell sheet



Poster



Brochure – Category



Brochure – Channel



Brand Videos



Product Videos

**MATRIX**

# Matrix Training

## **JHT EDUCATION PLATFORM**

The JHT EDU account is handle by Global Marketing Team. Only marketing & sales team, SBU & distributors sales has permission to log in.

<https://jhteducation.myabsorb.com/#/login>

The screenshot shows the homepage of the JHT Education Platform. At the top, there is a navigation bar with the Johnson logo, a search icon, a mail icon, a user icon, and a menu icon. Below the navigation bar, there is a banner featuring three flags: a white flag with a red swoosh and the word 'JOHNSON', a blue flag with a red swoosh and the word 'WISKE', and a white flag with a red swoosh and the word 'MATRIX'. To the right of the flags, there is a photo of a person and the text 'Vicky Hsiang' and 'vicky.hsiang@johnsonfitness.com'. The main content area has a dark background with a faint map pattern. It features two large cards: 'Brand & Product Courses' showing a woman on an elliptical machine, and 'Learning Library' showing a man running. Below these are four smaller cards: 'Matrix Connected Solutions...', 'Resources', 'Calendar', and 'FAQs'. At the bottom, there is a section titled 'Catalog' with five icons representing different course categories.

**MATRIX**

# Premiums & Materials Order

Request by Order Form, including printing marketing materials.

2023 Matrix Promotion Materials Order Form							
Company:							
Ordered By:							
P/O Date:							
P/O #:							
Ship By:		(MM) /	(DD) /	(YYYY) /			
£Air Freight	£Sea Freight w / container						
Item	Description	JHT No.	FOB \$ (USD)	Ship From	LEAD TIME	QTY	Sub Total
Brochure & Poster							
01	 Matrix Strength Brochure-2022	YMXCA0053	US\$9.50	Taiwan	25		
02	 Matrix Group Training Brochure-2022	YMXCA0054	US\$5.50	Taiwan	25		
03	 NEW Matrix cardio Poster-2023	YMXCVSP24	US\$1.39	Taiwan	25		



MATRIX

## BRANDS

A woman with blonde hair tied back is running on a grey Matrix treadmill. She is wearing a dark grey tank top and light-colored leggings. The Matrix logo is visible on the side of the treadmill. The background is blurred, suggesting motion.

**Retail:** Only Matrix provides a true club-quality exercise experience for fitness enthusiasts in the comfort and convenience of their own home. Consumers who choose premium home fitness equipment from Matrix can expect dynamic performance that helps them get the most out of every moment of their workout.

**MATRIX**  
FITNESS

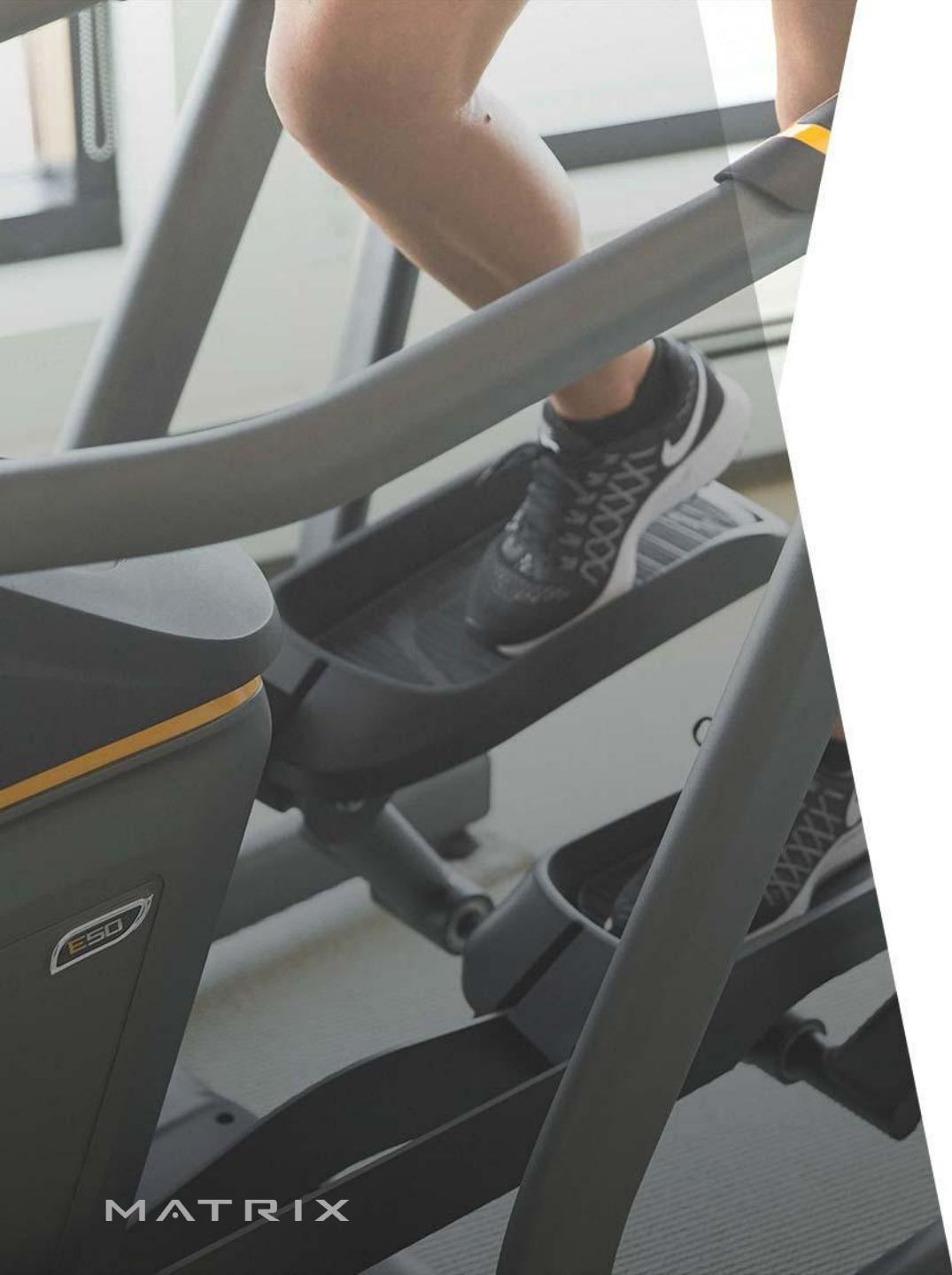
**MATRIX**

# MATRIX AT HOME

Matrix is:

- Club-quality fitness equipment optimized for the home
- Created by the world's fastest-growing manufacturer of fitness equipment





## Matrix Retail Brand Story:

We believe that fitness enthusiasts shouldn't have to sacrifice the things they love about the **health club** to work out in the comfort and convenience of their **own home**. Only Matrix products for the home offer:

- **Durability** that stands up to rigorous use by **multiple users**
- **Dynamic performance** that helps users get the most out of every workout
- All of the **functionality** they would find at the health club
- Designs created from the ground up to **fit the home** physically and **enhance** the home aesthetically

# Matrix Retail Materials

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## **BOX**

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<https://johnsonfit.box.com/s/bw1idmfl45n32io2vgsxsnw7em47obqi>



# Matrix Retail Materials

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## ***MATRIX for Home Blog***

<https://www.matrixfitness.com/eng/home/blog>

<https://johnsonfit.box.com/s/13gc7sar69lk2m7annhi5h6e8isg4n32>



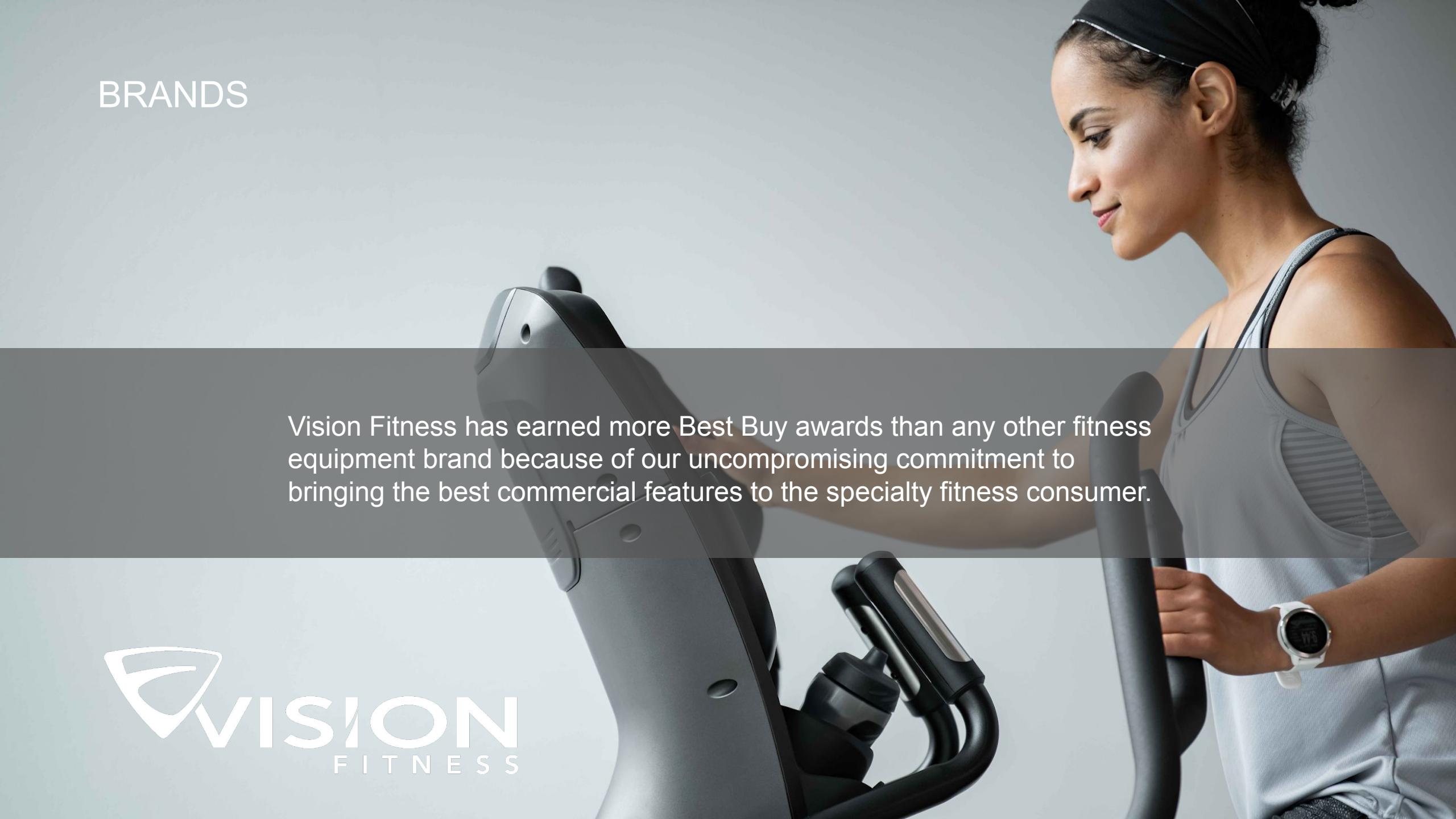
x 2023

Filter by Year  
2023  
2022

5 ADVANTAGES OF LOW INTENSITY WORKOUTS



# BRANDS

A woman with dark hair tied back, wearing a light grey tank top and a black headband, is exercising on a black elliptical machine. She is looking down at the machine's control panel. The background is a plain, light grey.

Vision Fitness has earned more Best Buy awards than any other fitness equipment brand because of our uncompromising commitment to bringing the best commercial features to the specialty fitness consumer.





# Our Brand Position

## **“MOVE WITH CONFIDENCE”**

Managers of multi-family housing, hotels, corporate wellness programs and municipal facilities can be confident Vision has the knowledge and experience to deliver equipment that fits their space, budget and the people they serve.

All our fitness products are modern, uncomplicated and reliably durable. Each is built with the superior value and quality that comes with being part of a vertically integrated manufacturing powerhouse. And everything Vision makes is as long-running as our history of excellence.

[Brand Guideline](#)



# Our Brand Name & Pillars



1-color logo



1-color logo (30%gray)

"Vision" is an ideal name for an aspirational brand in the fitness market. Everyone who exercises has a vision of how they want to look, live or feel, and every commercial buyer has a Vision for their fitness facility. It is this vision that keeps them motivated to ultimately reach their goals.

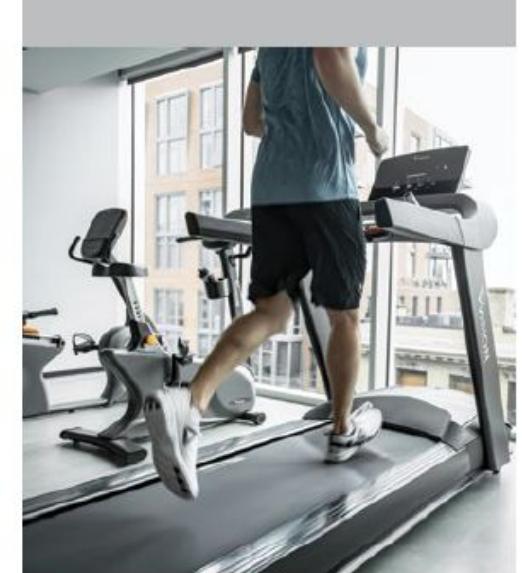
## RELIABILITY



## INNOVATION



## VALUE





## Our Channel

Our target audience for Vision Fitness light commercial communications includes four primary vertical markets. Keep in mind that most of our communications are of the business-to-business variety and speak to owners, operators, facilities managers and real estate developers, as they are the ultimate decision-makers.

### Primary Light-commercial Markets

- Hotels
- Multi-family housing
- Corporate wellness
- Municipal services





# Vision Materials



## **Website**

<https://www.visionfitness.com/eng>

## **BOX**

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has permission to log in.

<https://johnsonfit.box.com/s/vvmut1vx8rgrh6saea1d>



## 2D icovia / 3D EC Design

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### ***Online***

The Vision dio provides access to a variety of product icons and other design resources that you can use at any stage of planning.

<https://www.visionfitness.com/eng/support/room-planner>

### ***EC Design Account***

The Global Marketing will help SBU & ID to apply the EC Design Account for special price, please contact Global Marketing for more details.

## BRANDS



Horizon Fitness makes individual goals attainable by marrying value with quality, prioritizing comfort and ease, and incorporating only those features that make workouts more effective or enjoyable.





# Our Brand Position

## **A BETTER EXPERIENCE**

Horizon Fitness delivers high-performance, durable exercise equipment that works with anything you bring to your workout. From your phone or tablet, to streaming fitness classes and apps, we make it easy to connect to the greatest variety of workout options available anywhere. No matter where you start your fitness journey or where you want to go in the future, Horizon Fitness equipment is always ready to go with you.

## **AWARD-WINNING DESIGN**

Our products have been recognized by leading consumer publications for their unique combination of affordability, advanced technology and quality construction. But even more meaningful than award badges is the feedback we receive from customers, who put in the miles and sweat on our machines. We know we're on the right path when industry experts and our customers agree that Horizon delivers the most value you'll find in home exercise equipment.



## MEN'S JOURNAL

"Gym-ready treadmills, with all the latest high-tech features, powerful motors, and rugged frames."



"Best deal for health and fitness nuts."



"One of our favorite home treadmill brands."

## SHAPE

"Horizon Fitness is praised by customers for its easy assembly and quiet motor."

## DAILY BEAST

"Horizon has always been known for creating built-to-last equipment at can't-say-no prices."

"...the perfect platform for you to bring your app-based training indoors." — **Forbes**, 7.0AT

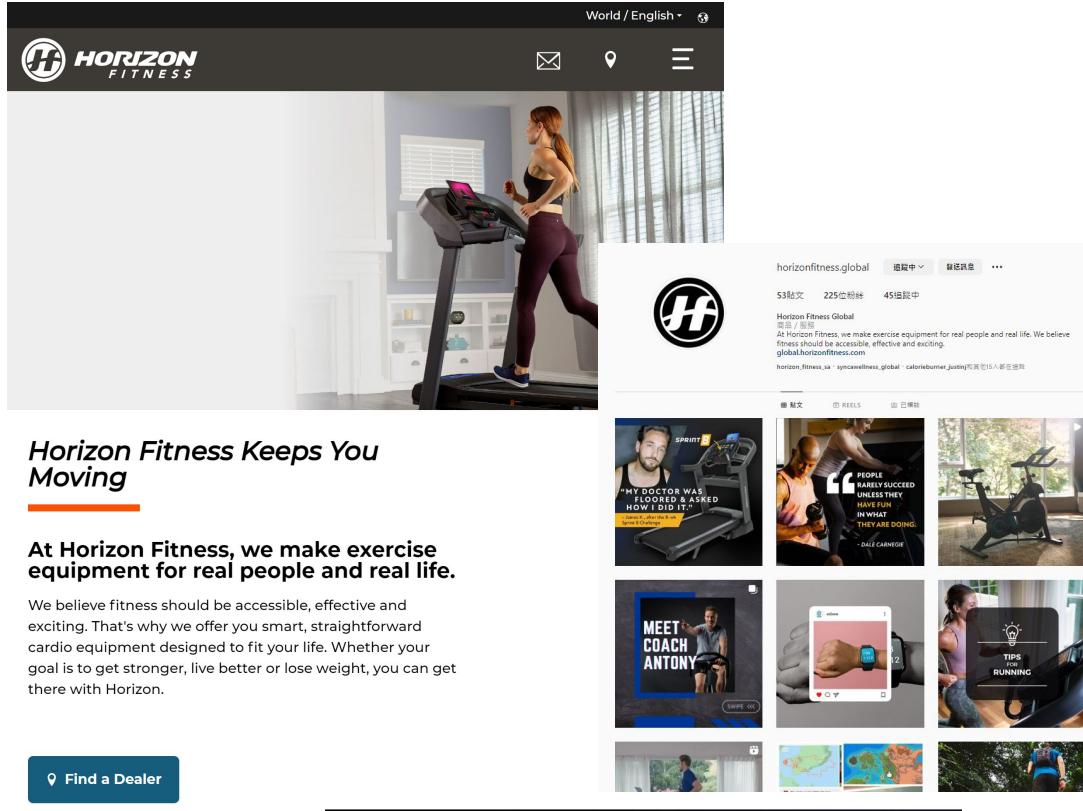


# Our Logo & Tagline



HORIZON FITNESS KEEPS YOU MOVING

We believe fitness should be accessible, effective and exciting. That's why we offer you the best, smartest exercise equipment possible. Whether your goal is to get stronger, live better or lose weight, you can get there with Horizon.



# Horizon Materials

# Website

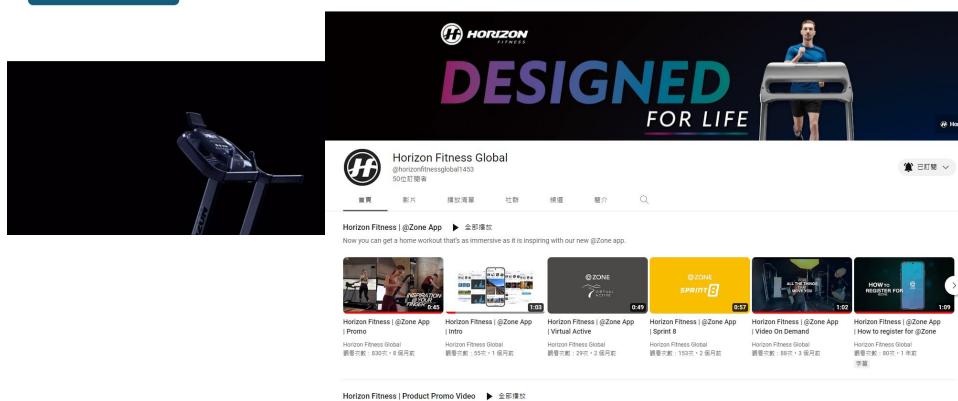
<https://world.horizonfitness.com/en/>

**Horizon Fitness Keeps You  
Moving**

**At Horizon Fitness, we make exercise equipment for real people and real life.**

We believe fitness should be accessible, effective and exciting. That's why we offer you smart, straightforward cardio equipment designed to fit your life. Whether your goal is to get stronger, live better or lose weight, you can get there with Horizon.

 Find a Dealer



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<https://johnsonfit.box.com/s/d72e4dfb4c0b92ac8ddf>

box

**IG**  
<https://www.instagram.com/horizonfitness.global/>

# Youtube

<https://www.youtube.com/@horizonfitnessglobal>



# Component Brand





Component branding, also known as ingredient branding, is the creation of a brand for an ingredient or component of a product, to project the high quality or performance of the ingredient.

# WHAT ARE JOHNSON EXCLUSIVE TECHNOLOGIES?

- Key technologies that offer a meaningful benefit for our customers
- Differentiated from the competition
- Often used to call attention to quality or performance advantages you can't easily see or feel
- Exclusive to Johnson flagship brands – you won't find them anywhere else



SIX STAR  
FRAME



INFINITYBELT

@ZONE



FEATHERLIGHT  
FOLDING



INFINITY DECK  
SYSTEM



JOHNSON DRIVE  
SYSTEM



VARIABLE RESPONSE  
CUSHIONING



# What is Component Brand?



## JOHNSON EXCLUSIVE TECHNOLOGIES (JETS)

At Johnson Health Tech, we invest in technologies that offer meaningful advantages for our customers and differentiate our exercise equipment from the rest of the market. These innovative component brands make it easier to use, maintain and own our products. Plus, they are exclusive to our equipment, so you won't find them anywhere else.



# Component Brand -14

## Exclusive technologies



Ultimate Deck



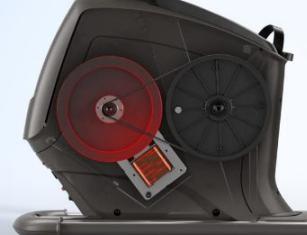
Johnson Drive  
System



Variable  
Response  
Cushioning



Perfect Stride  
Technology



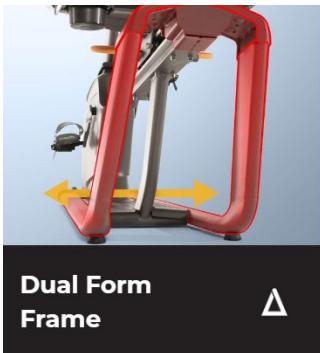
Exact Force  
Induction Brake



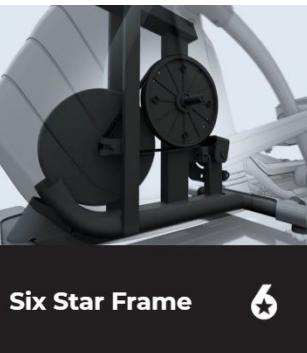
Suspension  
Elliptical  
Technology



Comfort Arc  
Seat



Dual Form  
Frame



Six Star Frame



Feather Light  
Folding

## Advanced Programs

**SPRINT 8**

VIRTUAL  
ACTIVE

AIRTRAIN  
TECHNOLOGY

**ZONE**

# Materials



**JOHNSON EXCLUSIVE TECHNOLOGIES**

**JOHNSON**

At Johnson Health Tech, we invest in technologies that offer meaningful advantages for our customers and differentiate our exercise equipment from the rest of the market. These innovative component brands make it easier to use, maintain and own our products. Plus, they are exclusive to our equipment, so you won't find them anywhere else.

<b>SPRINT 3</b>  The scientifically-validated high-intensity interval training program burns fat and builds muscle in short workouts that anyone can fit into their schedule.  AVAILABLE ON: MATRIX, VISION	<b>VIRTUAL ACTIVE</b>  Experience exciting immersive workouts all over the globe with high-definition destination footage synced to the speed of your workout with Virtual Active.  AVAILABLE ON: MATRIX, VISION
<b>FEATHERLIGHT FOLDING</b>  Get the sturdiness of a traditional treadmill or elliptical and the benefits of a folding frame with the lightest weight folding system that facilitates easy storage between workouts.  AVAILABLE ON: HORIZON	<b>EXACTFORCE</b>  Exact Force Induction Brake offers instant, smooth, precise resistance changes at the push of a button, and with no moving parts, it's quieter and more durable as well.  AVAILABLE ON: MATRIX, HORIZON
<b>AIR TRAIN TECHNOLOGY</b>  Our exclusive design features an air cushion system that moves the deck that interfaces along with pre-programmed changes in speed and incline based on 10 real trail running competitions.  AVAILABLE ON: HORIZON	<b>SIXSTAR FRAME</b>  Six key design details work in concert to create the most natural and comfortable elliptical workout. From the handlebars to the pedals, everything is right where it should be.  AVAILABLE ON: HORIZON
<b>JOHNSON DRIVE SYSTEM</b>  The Johnson Drive System helps you stay in perfect rhythm with a quiet, durable, responsive continuous-duty drive system that recalibrates with each footfall.  AVAILABLE ON: MATRIX, HORIZON	<b>SUSPENDED ELLIPTICAL TECHNOLOGY</b>  Compared to traditional ellipticals, our wheel- and track-free design reduces noise and friction for long-lasting quality while providing a smooth, consistent feel through the ellipse.  AVAILABLE ON: MATRIX
<b>ULTIMATE DECK SYSTEM</b>  Our exclusive Ultimate Deck System includes a heavy-duty frame, extra-thick deck and industrial-grade cushions for miles of durable performance.  AVAILABLE ON: MATRIX	<b>PERFECT STRIDE</b>  PerfectStride combines an ideal stride motion and ergonomically correct foot positioning with a variable stride length to create a more natural experience as you adjust incline to target the muscles you want to work most.  AVAILABLE ON: MATRIX, VISION
<b>VARIABLE RESPONSE CUSHIONING</b>  Just like a running shoe, a treadmill with our unique three-layer cushioning system gives you the ideal amount of flex and support in all phases of your stride.  AVAILABLE ON: HORIZON	<b>COMFORT ARC SEAT</b>  Our Comfort Arc Seat is ergonomically molded to provide unmatched comfort, support and balance during workouts.  AVAILABLE ON: MATRIX
<b>DUAL FORM FRAME</b>  Our Dual Form Frame significantly improves accessibility with single-post designs and offers a low step-through height for easy access.  AVAILABLE ON: MATRIX	

## Website

<https://www.johnsonhealthtech.com/eng/global-by-design/exclusive-technologies>

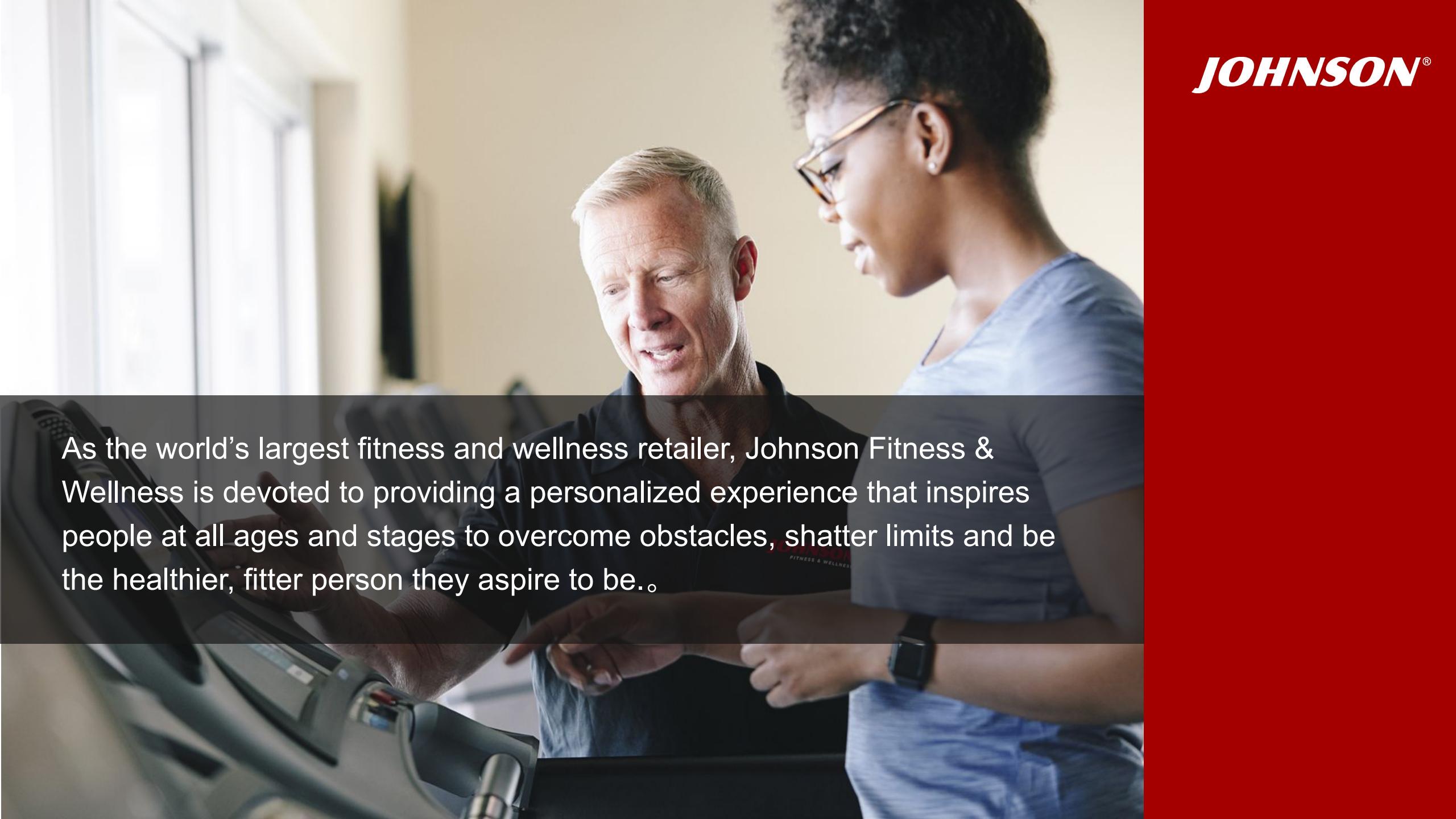
## BOX

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<https://johnsonfit.box.com/s/774g3ur8i882g939cypm>



**JOHNSON**<sup>®</sup>

A photograph showing a man and a woman in a gym setting. The man, wearing a dark polo shirt, is smiling and looking towards the woman. The woman, wearing a light blue t-shirt and glasses, is focused on the machine they are using. They appear to be working out on a treadmill. The background is blurred, showing other gym equipment and a window.

As the world's largest fitness and wellness retailer, Johnson Fitness & Wellness is devoted to providing a personalized experience that inspires people at all ages and stages to overcome obstacles, shatter limits and be the healthier, fitter person they aspire to be..

# ***JOHNSO***

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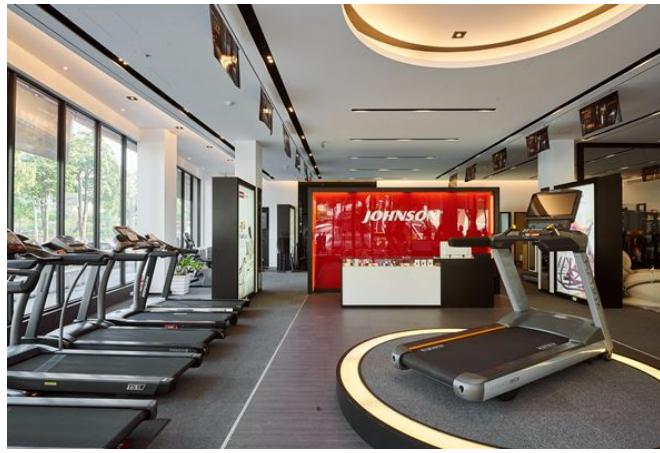


The Johnson retail brand is one of our most valuable business assets. It not only sets us apart from all our competitors but also plays an important role when applied consistently and optimally across all retail touchpoints, helping build a top of mind awareness in our industry. Our customers are able to correlate all our products and retail experiences we deliver directly to our brand. This has long been a struggle for Johnson in the retail context as we continue to expand by merging and acquiring new channels.





Brazil



Taiwan



USA



Italy



# Thank You

Global Marketing - Vicky