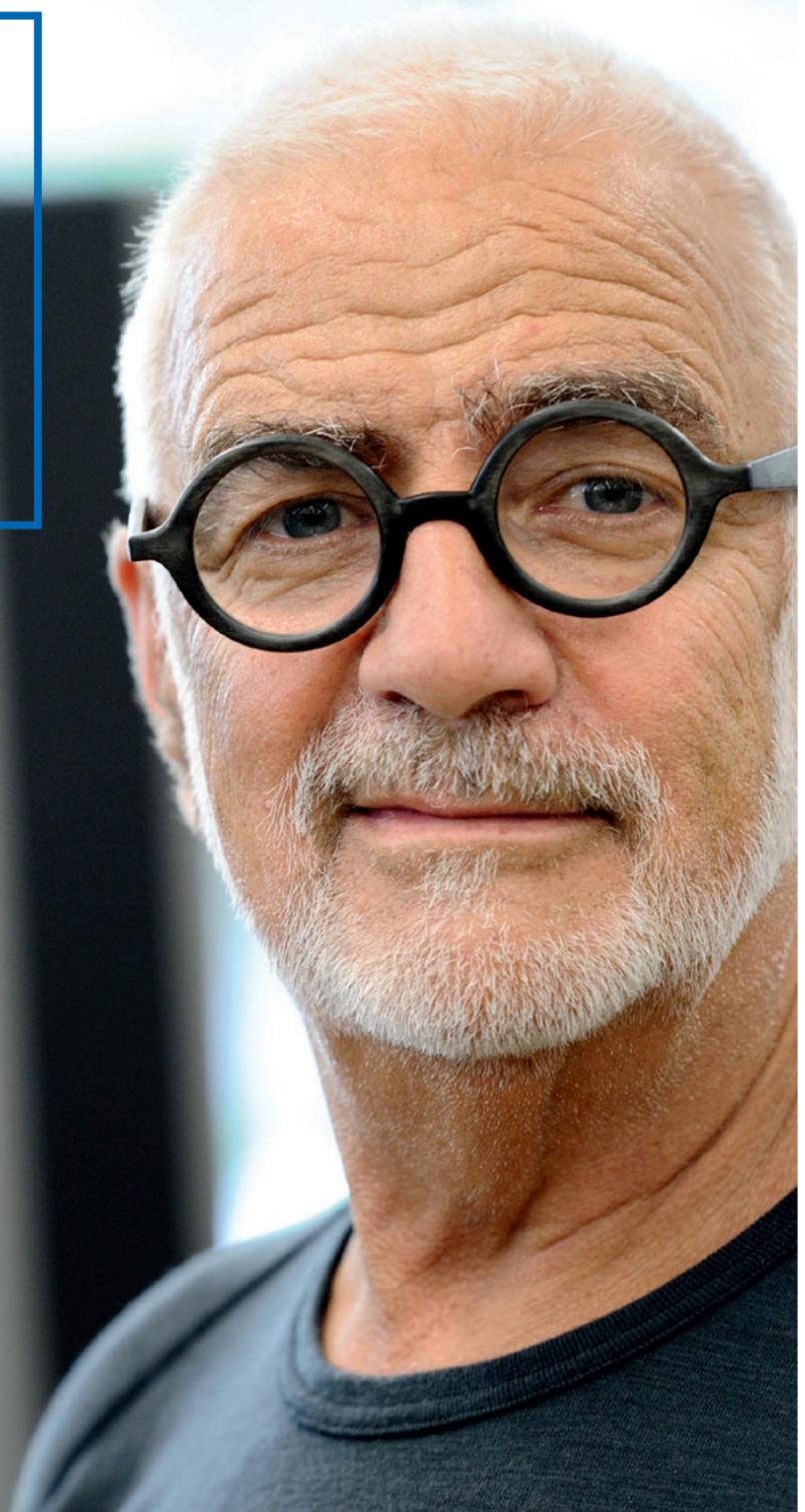


REFLEX

THE KIESER TRAINING MAGAZINE

50

JUBILEE EDITION



A FIRM POSITION – A STRONG PRESENCE

FROM EARLY 2014, KIESER TRAINING WILL PROJECT ITS NEW IMAGE. WE SPOKE TO FOUNDER WERNER KIESER ABOUT THE BRAND'S ORIGINS AND IDENTITY.

Werner, was there one single event that shaped your history?

History is the result of chance. Usually, a defining event is not identified as such until much later. If, in my early youth, I had not broken my arm twice whilst wrestling, my career would probably have been quite different. At the time, my teacher said that if I broke my arm a third time, it would never recover its strength. He said that I was too slight for wrestling and I would be better off boxing as it had weight classes. Having switched to boxing, I suffered pleural contusions just before a decisive bout. Both my doctor and my trainer advised rest. However, Ramon – a Spanish professional boxer – advised me to train with dumbbells, saying it would speed up my recovery. At the time, the fact that it did speed up my recovery seemed akin to a miracle.

A rough wooden floor, training equipment made from scrap metal, an old washroom converted into a shower room. That was the first studio. Today, Kieser Training has more than 140 facilities worldwide.

So you have been involved in strength training since then ...

Yes. However, it was not quite so easy back then. Strength training in the 1950s was almost non-existent. So, I sought to find what little literature there was. I attended courses. The Swiss national weight lifting coach said to me that strength was very much underestimated and thrust a bundle of

US journals into my hand. In 1963, I attended the first ever strength studios – those of Poldi Merc in Berlin and Peter Gottlob in Stuttgart. I realised that this was what I wanted to do.

And in 1966, you opened your own studio.

Correct. It was in a semi-derelict building in Zurich. I had no money and so I

bought scrap from a dealer and made my own equipment – welding together several tonnes of dumbbells, benches, and simple pull-down machines. Having done that, I wondered how the big boys found their customers. I thought, they invite the press and so that's what I decided to do as well. Only one came – a journalist from the 'Neue Zürcher Zeitung (NZZ)' and he wrote something. Even today, I still subscribe to the NZZ. ▶



KIESER TRAINING – NEW IMAGE

For more than 45 years, Kieser Training has stood for a distinctive product: efficient muscle build-up. However, like muscles, a brand needs constant attention if it is to remain strong. 2014 is not 1967: *zeitgeist*, design, communications have changed and so we have cautiously adapted our brand to fit a changing world. The essence of the brand, i.e. its 'personality' remains the same. Find out more about the background to this in the 50th Jubilee Edition of Reflex – Reflex celebrates its 10th anniversary in 2014. ■

STRONG PRESENCE

In 1966, you founded Kieser Training AG. Was that your original idea for the name?

No, I wanted a grandiose name, such as Galaxy Studio, Orion, or something like that. However, a customer said to me at the time that if I believed in something, I ought to give it my own name. So, I did.

Can you remember your first advertising campaign?

At the time, my business was not large enough for me to live on but too large simply to close it. I had to advertise. I met with my old school friend, Peter Schweri. His girlfriend's parents ran a print office and they were on holiday. Working through the night until 4 am we printed 400 posters and then plastered them all over Zurich. People then came. One of the first visitors was an official from the local trading inspectorate. I showed remorse and promised to tread the path of (advertising) virtue in future. The fine was CHF 44.40. That was my first advertising campaign and also one of the cheapest.

In November 2009, Spiegel Online reckoned that Kieser Training was one of the products that had characterised Germany in the first decade of the 21st century.

Yeah, we came into the market with a simple and practical solution for back problems. We were the first in German-speaking countries to make the link between back problems and strength training. At the time, Back Schools only taught you how to cope with the pain. We eliminated it. However, many of those who came had no medical problems but simply wanted to get fit. Possibly this group was attracted by the reductionist

nature of our concept or the fact that training did not take a long time. At the time, the more than 5,000 fitness studios in Germany had a somewhat 'amateur' appearance. This has changed in the last 15 years

and the sector is now much more professional.

What does the Kieser Training brand stand for?

The founder of Qualitop – the Swiss quality assurance association for fitness studios – once said that Kieser Training customers at least knew what they were getting. And that is how it should be. For more than 45 years, we have helped customers to be pain-free, strong, and to look good. We stand for a distinctive product; a specialist in efficient muscle build-up. The Kieser Training brand can be likened to the Matterhorn, which has a pointed pyramidal shape quite 'unlike' any other mountain nearby. A brand must have a face; it must have an identity that is the same wherever you are. This includes its concept, its products, and its image. Another crucial element is the behaviour of each and every member of staff and its communications with the public.

If you compare its external image, i.e. the Corporate Design, now and then, what is the difference?

When I studied our photos, I realised that you could identify precisely the date on which they were taken: hairstyles, clothes, even facial expressions are all influenced by fashion. That applies equally to typography, illustrations and photos. We therefore needed to change our image to fit a changing world.

What do you regard as particularly important for an image?

There must be coherence between the

product and its packaging: The packaging must correspond to the content. However, for me it has less to do with the formal aesthetics of the image and more to do with the language. Our choice of words is an indicator of competence – not just the competence of the individual but also the company.

Although Swiss, you are also an honorary member of VDS, the Association for the German Language. Thomas Steinfeld in his book on the German language 'Der Sprachverführer', devoted a separate chapter to you. How important is language to you?

Very important. However, unlike the visual characteristics referred to above, the scope with language is less. A statement either hits the nail on the head or it doesn't and the aesthetics of the language is coincident with the stringency of that language irrespective of whether the text is a newspaper announcement or a poem. For me, what's important is consistency between what we promise to customers and what we actually deliver.

You have issued staff with a list of 'taboo' words. Why?

Because language can be likened to muscles: if we do not develop and maintain it, it degenerates. When I realised that even my own staff had been infected with the jargon of the advertising and financial world, I produced a list of words that they should not use. Customers are entitled to be addressed in a way that is clear and easily understood. The use of language to impress is always inappropriate. ■

ENDLICH EINE GUTE NACHRICHT

Kieser Training Basel, spezialisiert auf gezieltes und erfolgreiches Krafttraining, gibt es ab sofort zweimal:
wie bisher an der Vogesenstrasse 87, Tel. 43 55 33 und **NEU!** an der Steinentorstrasse 35, Tel. 22 34 22

TÄGLICH GEÖFFNET:
Montag bis Freitag von 08.00 bis 22.00 Uhr, Samstag, Sonntag und

UNSERE PREISE:
Körperliche Leistungsfähigkeit ist kein Luxus, sondern eine Notwendigkeit. Deshalb unser günstiges Angebot.
1 Jahr Fr. 490.-,
2 Jahre Fr. 790.-,
3 Jahre Fr. 990.-,
Jugendliche erhalten Rabatt.

Gratis Probetraining!
Kommen Sie vorbei oder rufen Sie uns an!

Kieser Training
Leistungsfähiger durch Krafttraining!
Basel, Vogesenstr. 87 und Steinentorstr. 35

WIR KENNEN KEIN WOCHENENDE

Kieser Training ist praktisch jederzeit offen: an Werktagen durchgehend von 08.00–22.00 Uhr, Samstag und Sonntag sowie an den Feiertagen von 09.00 bis 18.00 Uhr. Testen Sie uns, das Probetraining ist gratis!

Leistungsfähiger durch Krafttraining!
Kieser Training
Sch. Aarau Bleichemattstr. 9/11, Tel. 064/24 93 93

In the 1980s, Werner Kieser started to expand. The ads reflected the zeitgeist of the 80s.

Even at the outset, Kieser Training opened 365 days a year: that makes a total of 16,790 training days in 46 years.



THE KIESER TRAINING MAGAZINE OVER THE YEARS

THE PUBLICATION OF THE 50TH JUBILEE EDITION ALSO MARKS THE 10TH ANNIVERSARY OF REFLEX. HOWEVER, OUR FIRST CUSTOMER NEWSLETTER DATES BACK SOME 30 YEARS. SEE WHAT IT LOOKED LIKE IN THE PAST.



1984: Kieser Training magazine
Werner Kieser receives many letters from customers asking about training. To make his answers accessible to as wide an audience as possible, he starts his own Kieser Training magazine in 1984.

As with the training itself, his motto when selecting topics for the magazine is to concentrate on the essential – strength training and muscle build-up. The magazine is free to customers; for others a subscription costs CHF 20.

1991: Kieser Training Info
After a gap in publication, Kieser Training starts its 'Kieser Training Info', which is distributed four times a year to facilities in Switzerland.

2002: Newsletter
Kieser Training emails its monthly 'House News' to 40,000 subscribers.

2004: Edition 1 of Reflex
In 2004, the first edition of Reflex is published in Germany, Austria and Switzerland in print form and online. Its main role is to convey detailed and authoritative information on muscles and their function and to highlight the wide range of benefits of strength training for health. In order to remedy gaps in the knowledge of readers, it pub-

lishes details of research conducted by its in-house research department and clarifies issues often subject to misunderstanding. Leading external scientists and experts add value by contributing articles on recent training developments in the world of sports science and medicine. Within one year, its print run increases from 17,500 to 32,000 copies.

2009: Edition 31 of Reflex
Reflex introduces colour printing and from Edition 33, it is published in English as well, making it available in

all Kieser Training facilities. The print run increases to 78,000.

2014: Edition 50 of Reflex
After 10 years, it's time for a re-fresh and this Jubilee Edition sees the launch of our new image. In our next edition, we shall return to the fascinating mix of articles relating to a strong body.

We should like to thank all who have contributed to the development of Reflex and the individual editions over the last ten years. Not forgetting, of course, you, our readers. Your anecdotes, reports, praise, and constructive criticism have motivated us to produce each edition with passion. ■

WRITE TO US
Do you have a question or a success story? Praise, criticism, or a suggestion? If so, please e-mail: reflex@kieser-training.com

'YES TO A STRONG BODY'

THE NEW KIESER TRAINING IMAGE IS THE RESULT OF A LONG, INTENSIVE PROCESS. PATRIK MEIER, CHIEF BRANDING OFFICER AT KIESER TRAINING, GIVES SOME OF THE BACKGROUND.

In the spring of 2013 in cooperation with the agency Kunde & Co, we conducted a comprehensive analysis of the Kieser Training Brand in Germany, Austria, and Switzerland. This involved 5,000 customers, 500 former customers and 500 staff. We also asked our business partners, doctors, physiotherapists plus a further 2,000 individuals who were not customers.

As part of this analysis, we took a critical look at our corporate identity. As well as reviewing our products, we examined our slogan, design style, use of language and graphics, and our marketing style. In addition, we examined the essence of our brand, its values, our internal culture and how we interacted with you – our customers.

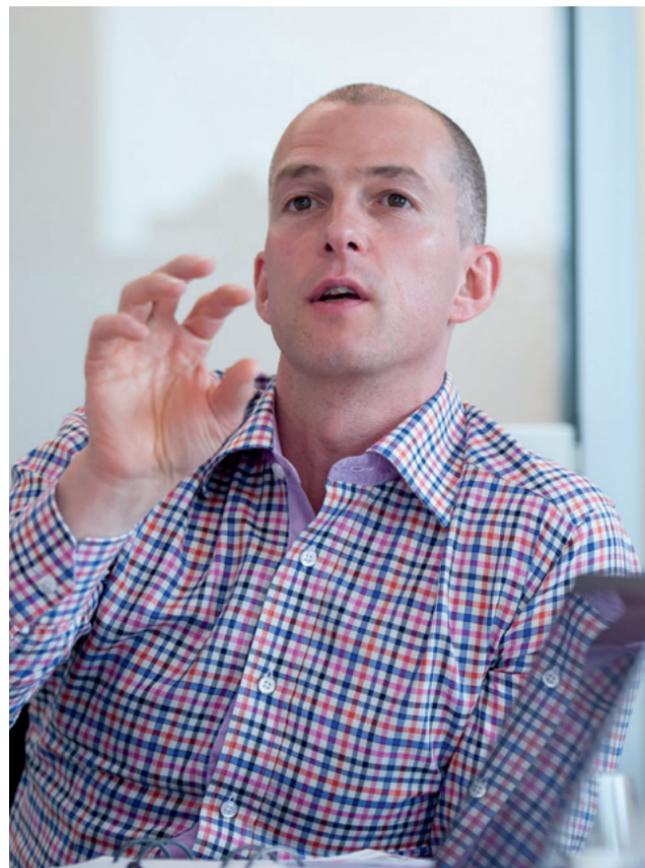
The answer was clear: we have a convincing product. This is as true today as it was in 1967. Respondents especially liked the fact that Kieser Training is focussed and efficient. This is the result of more than 45 years' practical experience, the use of scientifically proven training methodology, efficient technology, and intensive research in the fields of sports science and medicine.

However, the findings also showed that the *zeitgeist* and the way we communicate have both changed. Not wishing to rest on our laurels, i.e. what we had already achieved, we opted for the path of self-criticism. Just as strong personalities develop, we wanted to nurture our brand and constantly improve it.

The new image and our new slogan 'Yes to a strong body' are the result of the analysis and an intensive development process and so it gives me great pleasure to present our new corporate design. In addition, we will revise our entire advertising and web presence.

Everything we do has a purpose. A strong body is the foundation for an active, healthy, and fulfilling life. You are already predisposed to that aspiration and the role of Kieser Training is to design and manage your training programme in a way that allows you to achieve a strong body quickly. The result must be both tangible and visible – for that we deploy our entire knowledge and expertise.

For me it's important that we are there for you as a strong partner and that you feel your training concerns, aspirations, and goals are in good hands at Kieser Training. We will continue to work hard on being even better: passion and joy,



Patrik Meier,
Chief Branding Officer,
Kieser Training AG

competence and conviction, dependability and attentiveness, team spirit and solidarity. These are just a few of the values that we shall increasingly convey to our staff.

I love strong brands and I love good service. It is a pleasure for me as Chief

Branding Officer to be in a position to drive forward the Kieser Training brand. I should like to express my sincere thanks to all those involved in this development process and I should like to thank you, the reader, for your confidence. ■

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The entire advertising and web presence will be reviewed.

'THE KIESER BRAND IS AS STRONG AS ITS POSITION'

HENRIK KATTRUP, KUNDE & CO (LEAD AGENCY KIESER TRAINING)

Kieser Training is a strong brand. It has an excellent product. What does the brand stand for? Clearly, strength. And by that I don't just mean physical strength. No, I also mean mental strength, which is largely characterised by Werner Kieser. Kieser Training represents a firm position – one maintained despite resistance.

Kieser Training specialises in strength training: It was the provider who established it, making it socially acceptable. Kieser Training has years of

experience and the required knowledge. It developed the associated training equipment and gave its staff a thorough training. Kieser Training is efficient when it comes to the development of muscles and strength. It also offers medical advice. The essence of the brand is all of the above.

A strong body, a firm position: from this quintessence, we derived a new slogan: 'Yes to a strong body'. Our role as agency was to provide a visual and contemporary packaging. To

demonstrate that the concept not only promoted health but also offered enormous benefits to those who enjoy sport and physical activity.

Our challenge was to give an aesthetic dimension to its presence as a whole: to find a palette of colours and graphics, logo and a slogan that did justice to a quality product that reflected the essence of the brand. Distinctive and unique – like the brand! ■