



**Media Contacts:**

**Kristin Paltzer**

PR Manager, Celtic, Inc.  
W: 414.316.2100, ext. 126  
[kristinp@celticinc.com](mailto:kristinp@celticinc.com)

**Tiffany Hoeye**

Sr. Marketing Manager, Commercial  
Johnson Health Tech  
(608) 839-1991  
[tiffany.hoeye@johnsonfit.com](mailto:tiffany.hoeye@johnsonfit.com)

**FOR IMMEDIATE RELEASE**

## **Matrix Fitness Receives Most Innovative Brand Award**

**COTTAGE GROVE, Wis. (November 29, 2017)** – Matrix Fitness, the commercial brand of Johnson Health Tech (JHT), recently received the prestigious 2017 Most Innovative Brand Award in the Sports and Fitness Machines category by Plus X. Based in Germany, the Plus X Award is the world’s largest innovation award for technology, sports and lifestyle. It honors brands for representing the leading edge in quality and innovation in their products. Awards are selected by an expert jury and are based on seven quality seals, including innovation, design, high quality, ease of use, functionality, ergonomics, and ecology.

“The Plus X Innovation Award is a tremendous honor for the Matrix brand in Germany and the entire world,” said Ulfert Böhme, managing director of Johnson Health Tech Germany. “I am convinced that Matrix was selected as the brand leader due to our innovation in console and connected technology, MX4 small group functional training solutions, and the hugely successful Matrix retail launch.”

Now in its fifteenth year, the Plus X panel also recognized brands such as Volkswagen, Adidas, and Fitbit, among others. Past winners of the Most Innovative Brand of the Year include LG, Kawasaki, Opel, Vodafone, Panasonic, De’Longhi and Dyson.

“Our customers are at the heart of our innovation story,” said Mark Zabel, Chief Marketing Officer for JHT. “By focusing on the needs of all our customers, including facility owners and operators, personal trainers, end users, and service technicians, we’re continuously improving in small and big ways every day – from making our products easier to own to bringing turnkey business solutions to market. We’re honored that the jury recognized that innovation driven by customers’ needs can shape an entire industry.”

- **More** -

## **ADD ONE – Matrix Fitness Receives Most Innovative Brand Award**

For more information about Matrix Fitness, visit [matrixfitness.com](http://matrixfitness.com).

### **About Matrix Fitness**

Matrix Fitness ([www.matrixfitness.com](http://www.matrixfitness.com)), a Johnson Health Tech brand, is the fastest-growing commercial fitness brand in the world. Matrix is comprised of a complete line of cardiovascular and strength-training equipment for health clubs and other fitness facilities. Matrix Fitness also offers a super-premium retail line with a focus on cardiovascular equipment for the home fitness enthusiast.

### **About Johnson Health Tech**

Johnson Health Tech, Inc. (JHT), Taiwan, is one of the largest fitness equipment manufacturers in the world and is home to some of the most respected brands in the fitness industry, including: Matrix, Vision, and Horizon. The company manufactures a wide assortment of fitness equipment for both commercial and residential use, including treadmills, elliptical trainers, exercise bikes and strength training equipment. Johnson Health Tech's global management headquarters is based in Taichung, Taiwan, with global product development, marketing and engineering based in Cottage Grove, Wis.

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