

**SWITCHING**<sup>®</sup>  
*Standing Innovation*

the power you need

**TECA**<sup>®</sup>

*Invents fitness solutions*

**Standing Workout:** the very functional training

# The urge to start moving



**Stand Up!** Everybody can move with Switching

It is a mystery: people are aware of the importance of living an active life and still they do not feel the urge to start moving. Almost everybody knows that living a non-active life may lead to serious health problems such as high blood pressure, diabetes, heart failure, cholesterol clustering and obesity. **Unfortunately however, we are dozed to sleep by our socially well-secured society.** We do not have to be a predator winning its prey. The prey simply comes to us.

But times are changing.



**Starting to move is needed more than ever.** Especially now, in economically uncertain times, where social security slackens, people are forced to be the predators of old. With SWITCHING TECA makes their fangs and claws grow! **And understanding the demands of these times: of course in a pleasant and inspiring way!**

## Fun & Functional

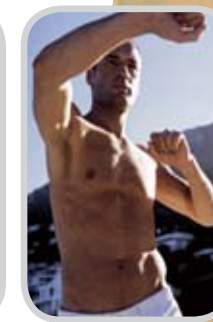
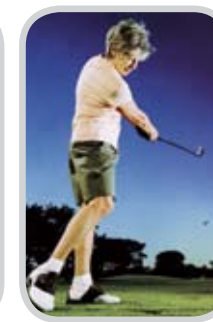
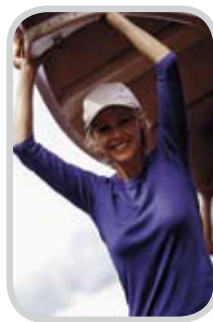
Already in 2000 teca introduced standing innovation as a joyful answer to immovability.

We designed ten machines, gathered in a versatile multi-target training, highly functional in intervals of one, one and a half or two minutes, focusing on **muscle tone, fat burning, anti-ageing, post-rehab and most of all improving core stability.**

This highly “fun & functional training” can be done in no more than twenty minutes providing your customers with a complete exercise. **Everybody of all ages can join in.**

Arrange group sessions or let the machines be used at any time of the day, for all sorts of training.

## Multi Target Training



It is obvious to many: if you want to face the physical resistance daily life presents, you need a multi-target training that emphasises core stability. Because in the core runs the engine of all active movements. In the core you find your personal strength and especially: your self-esteem.

**Switching is well-accepted: this first standing innovation concept won the fibo 2002 innovation award. In 2007 a special switching version for young children entered the stage, called gymboy.** And recently more varieties have been designed, like BEAUTY and LADYSWITCHING.

And standing innovation has much more potential!



# Focusing on core stability

Switching, like all other Standing Innovation concepts, offers everything needed in daily life.

Working in a standing position reduces training comfort zones where parts of the musculature do not contribute to the complete exercise a body needs.

**Ten machines address practically all muscles, muscle groups and muscle chains. And many machines offer numerous varieties of movement. This means that everyone of every stature and physical capacity can benefit from Switching.**

Just find your best standing position.  
Like you do in daily life...

And then, importantly, Switching is a well-proven, attractive training due to the shortness in time it takes.

Working in ongoing intervals over one, one and a half or two minutes, provides your club members with a workout which lasts **twenty minutes at the most.**

**And believe us, that is more than enough time to keep the human engine running.**

Ten machines means ten participants. But trampolines, balance balls, maybe an easy to install indoor cycle can easily be involved **to welcome more members.**





## How to make money with Switching?

Put Switching in the middle of your training room, available to use every opening hour. Considering the fact that it is a short training (twenty minutes) you can provide three group classes every hour. But Switching can be made active

every minute of your opening hours.

Can you imagine: There is always something happening in the gym. The room comes alive! Members used to doing their thing individually are invited to join in for a short, intensive and motivating training together. That makes people curious: **"Hey, working out can be fun too!"**

And in the slow hours, people can use the circuit themselves if you provide them with an interval clock. And then there is the possibility of activating Switching in physical therapist and personal training programmes. And think about special training moments for elderly people.

Great group training sessions are limited by the availability of space, agenda and availability of expensive instructors. That means that your investment can be made profitable only at certain hours of the day.

**Switching** is available in your club every minute of the day, with or without instructors!



## Evolution or Involution?

Physiologists analyzing obesity, cholesterol clustering, heart disease and diabetes found that the act of sitting shuts down the circulation of a fat-absorbing enzyme called lipase.

**They found that standing up engages muscles and promotes the distribution of lipase, which prompts the body to process fat and cholesterol, independent of the amount of time spent exercising.**

They also found that standing up uses blood glucose and may discourage the development of diabetes.

**Another benefit to standing: It improves your HDL, or good cholesterol levels.**

**People who sat reduced their good cholesterol levels by 22 percent!**

"Chair time is an insidious hazard because people haven't been told it's a hazard,"

- Marc Hamilton, Ph.D., professor of biomedical sciences at the University of Missouri in Columbia

That's advice worth a standing ovation!



# 01 Chest press



# 02 Rowing



# 03 Traction



# 04 Shoulders



# 05 Biceps



# 06 Triceps



# 07 Abdominal



# 08 Glute & hips



**the dark side of your power**

09 Squat



10 Lunge



**New black features!**

# 25 years in motion

**In all our activities we have always shown creativity and accuracy.** It has not gone unnoticed.

**Proud owner of two ISO Certifications (9001 Quality and 14001 Environmental) TECA twice won the prestigious FIBO awards for our Standing Innovation concepts Switching in 2002 and Beauty in 2009, in addition to being nominated for WarmUp in 2004 and CoreUP in 2010.**

**Working closely together with everyone around us has transformed us bit by bit into a "customised" company.** TECA can work "on demand" because we develop, design and engineer all our products in our own company plant in Abruzzo, Italy.

The art of listening and responding has brought us to new solutions and inventions and we can match almost every idea and request.

Being proud of what we have achieved in acceptance and respect due to highly qualified products, concepts and great after-sales, we are also proud that our products and concepts make clubs, club chains, hotels and spas earn good money on their investments. **Good prices, high quality, reliable and award-winning products and concepts.**

Cardio



Strength



GymBoy



CoreUp



Beauty



For 25 years in a row we have put all our energy in putting people of all ages in motion. By listening to them and the worlds surrounding them, we respond with products and dynamic concepts that cater 100% to their needs.



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