



norwell JR.

Finally,
fun fitness
for kids!

Playful exercise
for 8 to 14 year olds

NEW

norwell
OUTDOOR FITNESS



From a playful mind comes

Hi, my name is Martin

I just turned twelve and my sister, Karoline, is nine. When we were younger our Mom and Dad took us to China, and we saw that a lot of things were different from back home here in Faaborg. One special thing we all noticed was that everywhere we went people were exercising in the parks. This gave our Mom and Dad the idea to build the same kind of parks here in Denmark. That was pretty cool.

After a few years, my sister and I both asked "Why can't we have stuff like this for kids too?" We talked to our friends at school about it, and they said it would be great. We told our Mom and Dad about our idea and they started working on it. They even hooked a cell phone up to the equipment so we could compete against our friends, and our school could beat the school in the next town. Very cool!

I think Mom and Dad did a pretty good job with our idea. We hope you think so too!

a clever idea

The kids have a point

As the proud parents of Martin and Karoline, we have the same concerns as the parents we meet all around the World. Are our kids getting enough exercise? Are they spending too much time in front of screens instead of with their friends? Are they developing the habits they will need to become happy, healthy and productive adults?

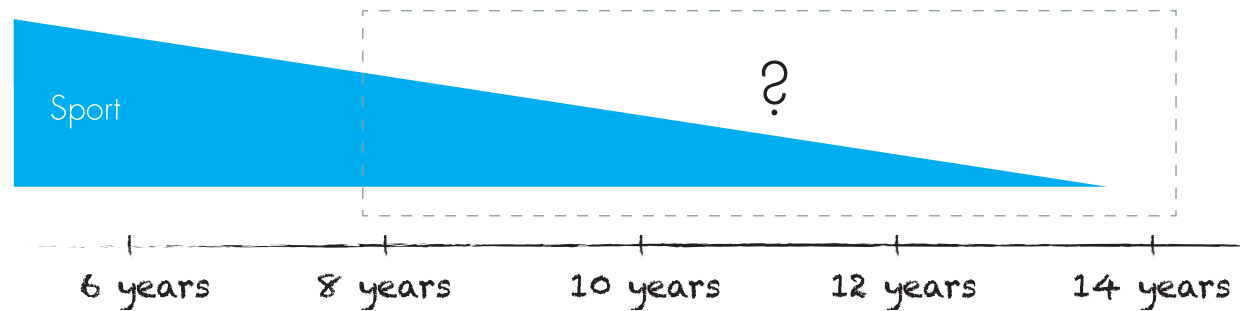
Fortunately, as the founders of Norwell, an outdoor fitness company, we are in the position to offer a fun and playful solution to these universal concerns. Norwell Junior – a first-of-its-kind collection of outdoor fitness equipment designed specifically for eight to fourteen year olds.

And we are proud to say that all designs are developed with the consultation of kids, parents, physical fitness experts, educators and physical therapists.

And one other thing – thanks for the great idea, Martin and Karoline!



Making a new trend is very easy



Research shows that as early as age eight many kids begin dropping out of competitive sports.

It starts with knowledge

Our research into the fitness levels of eight to fourteen years olds has confirmed our greatest fears. By this age many kids have dropped out of organized, competitive sports and simply do not engage in nearly enough physical activity. Increased screen time and a sedentary lifestyle have led to record levels of obesity with a related negative impact on health.

We understand the fitness needs of eight to fourteen year olds from the perspective of the kids themselves and their parents, and we know that kids are not simply small adults. Their growing bodies have unique needs and limitations when it comes to physical training. For this age group it is also important to recognize that fitness needs to be fun! Kids can play and get fit at the same time.

A word from the experts

"I know well from my work with children and teenagers that many of them simply do not have the necessary level of cardio-vascular capacity or muscle mass to lead healthy, productive lives. This troubles me because I fear they are establishing patterns that will become even harder to break later in life. I am so excited to have had the opportunity to consult with Norwell on this new line of fitness stations and I am even more excited to see the increasing results on the young people I work with here in Odense."

Alijt Dijkstra,
Certified
Physical Therapist



"So many of the activities we traditionally use in our physical education classes involve dividing into teams and competing – which is difficult for some. But with the Norwell Junior fitness stations this is not an issue. The concept is wonderful for our class in that they work well for everyone. The more gifted young athletes in our classes are not the only ones to benefit from competing on the stations. It also includes the less fit and less coordinated students who get much more confident and motivated for exercise in the process. The common competitive element for the students is to do better today than they did yesterday."

Poul Haahr Pedersen,
Head teacher Giersing Realskole

Let the fun begin with an app!

New technology equals more fun

Deep down all of us are motivated by competition and if anything, this motivation is even stronger among kids. Whether it is by themselves or among their friends, the desire to achieve more than the last session or improve faster than a fellow workout partner, using this new technology can lead to better results in a fun way.

Norwell Smartphone App – first-of-its-kind – provides the platform that makes this fun competition possible.

You will find it at:
App Store and
Google Play.



App Store



Google Play

Some of the benefits of this innovative app include:

- Keeping track of repetitions/count/distance/time on each station
- Collecting and combining stats for teams, communities or any group you choose
- Facebook integration allowing you to “share” your high scores and invite friends to join you
- Instruction and training for each fitness station
- Finding the closest Norwell Junior park via GPS map
- Supporting Gamecenter on iOS units
- Works on iPod Touch, iPhone, and Android



The basic concept behind the adult line of Norwell products also uniquely meets the needs of this younger age group.

DESIGN FOR ALL

Norwell products are for everyone from out of shape beginners to the very fit. They will all be comfortable and gain benefits from our unique, intuitive designs.

FORM AND FUNCTION

We believe that any permanent objects placed in public spaces should add to the aesthetics and beauty of their surroundings. Our simple, clean designs, all based on a graceful curve, provide a sculptural look that works well in all environments – natural or urban.

HEALTH PROMOTION

Opportunities for fitness should be accessible and available at all hours, be free for everyone and be found outside in the fresh air!

SOCIAL INTEGRATION

If you have a busy day to day schedule like the rest of us, the Norwell fitness parks provide a convenient and comfortable setting to spend time with your kids, to meet neighbors or to widen your circle of friends.



JUNIOR DOUBLE
AIR WALKER
NWJR 201



JUNIOR CROSS
NWJR 202



JUNIOR HIP
NWJR 203



JUNIOR
CHEST
NWJR 101



JUNIOR
PULL UP
NWJR 104



JUNIOR
BACK
NWJR 102



JUNIOR SIT UP
NWJR 103



JUNIOR BAR
NWJR 105



BENCH
NWJR 501



Nine ways to fun fitness

The key to improving overall fitness is to spend small amounts of time exercising each of the major muscle groups while improving your heart and lungs, balance, flexibility, and coordination. The nine Norwell Junior fitness stations for kids cover all of these important areas.

JUNIOR DOUBLE AIR WALKER ◀

NWJR201

The Junior Double Air Walker allows two kids to “walk on air” side-by-side. This activity enhances the cardio-vascular functions while at the same time increasing the flexibility in the hip and thigh muscles. All of the benefits of running without the risk of strain and impact injuries!



JUNIOR CROSS ▶

NWJR202

The Junior Cross is a great way to develop leg, hip and arm muscles while also increasing the cardio-vascular capacity.





JUNIOR HIP ◀

NWJR203

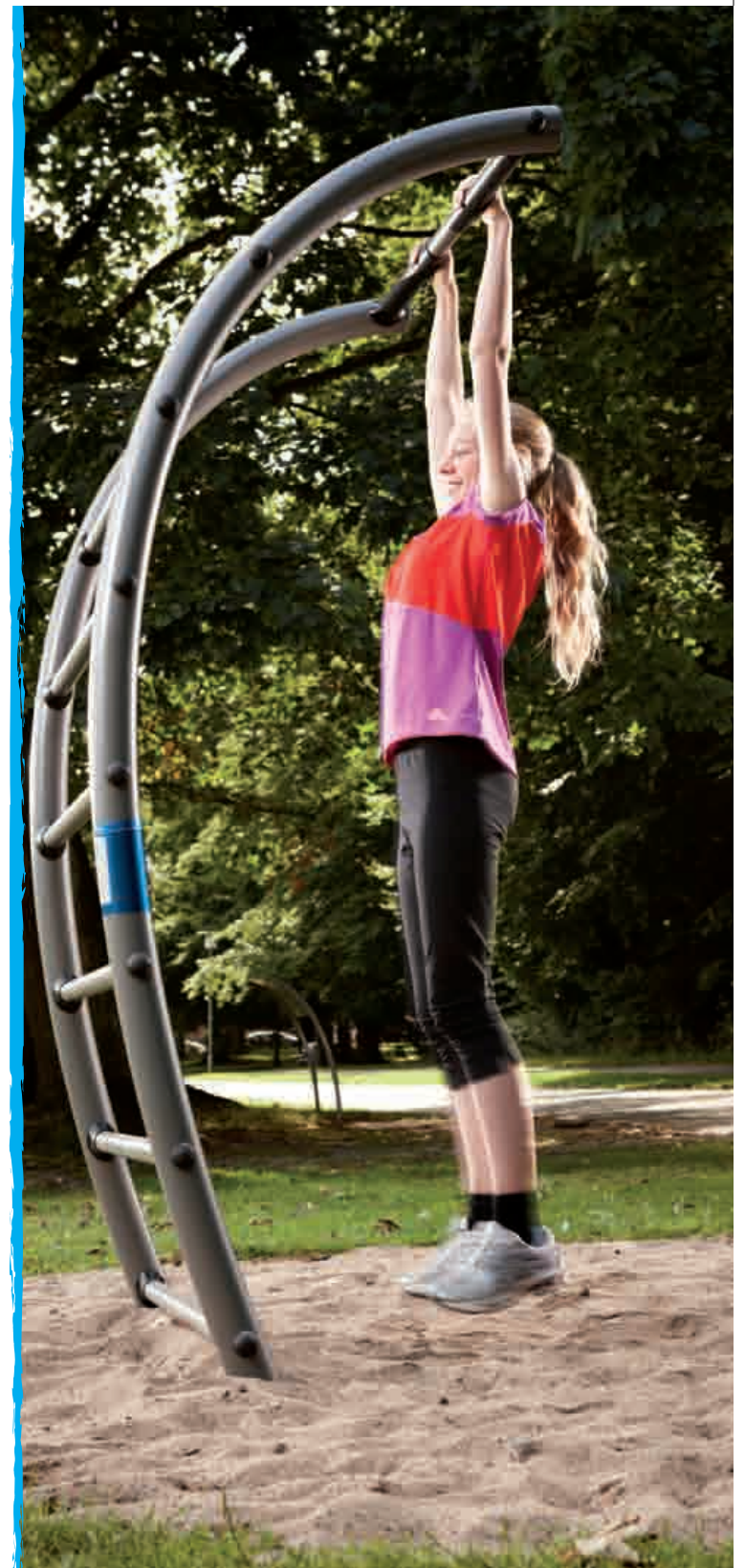
The Junior Hip gently develops the back, hip and abdominal muscles while also improving balance and coordination – all in a fun face-to-face motion that feels more like play!



JUNIOR PULL UP ▶

NWJR104

The primary activity on the Junior Pull Up, as its name implies, strengthens the arm and shoulder muscles by pulling up your body weight. It can also be creatively used for improving flexibility through stretches.



JUNIOR CHEST ▶

NWJR101

The Junior Chest strengthens a child's shoulder, triceps, and chest muscles by using their own weight as a counter-balance. This provides just the right amount of resistance for safe, effective training.



JUNIOR BACK ▶

NWJR102

The Junior Back also uses the child's own weight as a counter-balance to build up strength in the back, shoulders and biceps. Like the other strength stations, repetition at this level of resistance is far better than training with heavy weights.





JUNIOR SIT UP ▲

NWJR103

The Junior Sit Up is ideal for improving abdominal, thigh, hip and back muscles. It is flexible in that it can be used facing up or down!



JUNIOR BAR ◀

NWJR105

The extremely flexible Junior Bar can be used in a variety of ways to improve upper body strength either by doing dips or ground level pull ups. As all of the other stations, the child's own body weight provides the resistance.





BENCH ▲

NWJR501

While the Bench of course can be used for a moment of rest, it can also creatively be incorporated into a workout for stretches, inclined push-ups and back dips.



SIGN ◀

NWJR503

The Junior Sign explains the benefits of a balanced workout and provides details about the use of each station.

The best materials - backed by a warranty

To ensure our stations can stand up to years of heavy use, Norwell fitness stations are built with the highest quality materials. All structural components are made from our exclusive glass-blasted stainless steel and carry a fifteen year warranty. All sealed bearings, vulcanized rubber and nylon plastic components carry a three year warranty.

Safe design - through and through

To ensure the highest level of safety, the Norwell Junior fitness stations are all designed according to the requirements of the PPP55012 by TÜV SÜD (Specially designed for testing outdoor fitness equipment) This protocol is based on parts from EN1176 for commercial playground equipment and EN957 for studio fitness equipment.





Congratulations on taking
the first step in helping kids
become healthier!

Please visit our website at
www.norwell-usa.com for
videos and more information.

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OUTDOOR FITNESS