



9990 Empire St. • San Diego, CA 92126 • tel: 858.578.7676 • fax: 858.578.9558

www.facebook.com/hoistfitness • www.youtube.com/hoistfitness

May 27, 2010

GERMANY FEELS THE RIDE!

It is important to show and demonstrate HOIST product and to have your customers experience the movement. Gentil Dossche, with Sport-Tiedje, understands this and has developed a unique and inviting showroom where gym owners can test and Feel the Ride on HOIST machines. They operate and talk about “business” in a relaxing atmosphere while enjoying a good cup of coffee. This approach has been very successful for both Gentil Dossche and Sport-Tiedje.

With over 30 years of experience within the fitness industry, Gentil Dossche has a trained eye. While in California on an annual trip to train with bodybuilders and actors, he spotted the HOIST ROC-IT line, and felt that it would help push Sport-Tiedje into the commercial strength market in Germany.

Gentil is currently successful in accomplishing his goals for Sport-Tiedje through the use of this unique showroom where he helps his customers find the right HOIST equipment to attract the right members for their gyms.

Sport-Tiedje Commercial Sales Manager
Gentil Dossche & HOIST COO Billy Kim

