

## **Pull Up Bars Lead The Revolution Against Fitness Clubs**

*Economic pressures are causing a spike in home fitness equipment sales. Instead of a gym membership, consumers are turning their homes into gyms.*

April 27, 2009 (FPRC) -- The current economic downturn is changing the way Americans exercise. Instead of paying for monthly gym memberships and personal trainers, consumers are spending their dollars on fitness equipment for their homes.

It is not hard to see examples of this trend. Within the last two weeks in Atlanta, a major chain of fitness clubs closed their doors citing problems based on "economic realities". Consumers have found that it is more economical to purchase fitness equipment online from e-tailers such as VIP Home Fitness. These stores offer commercial grade equipment at very low prices.

The President of VIP Home Fitness, Russell Kovner, describes the trend of increased home fitness and the decrease in the market for personal trainers and fitness clubs, "We have seen a large monthly increase in home fitness equipment sales across the board since October 2008. Through communications with consumers by our sales and support staff and through our blog, <http://viphomefitness.wordpress.com>, we have identified a pattern. Serious workout enthusiasts are not spending money with a fitness club. Instead of buying time with personal trainer these people are buying equipment online for their homes and following workout programs through videos. A significant amount of our customers are personal trainers whose gyms have gone out of business. "

One of the best selling pieces of home fitness equipment is the pull up bar. This device fits in most doorways with molding and is extremely easy to put away when the workout is over. Offering a multitude of exercises building strength in several areas, the pull up bar is one component in the popular workout videos displayed on TV and the internet.

Another item with a recent increase in sales is the fitness mat. Being able to transform any surface into a comfortable workout room is important for today's home gyms. Purchasing a fitness mat online can save consumers serious money over buying one in a fitness club or retail store.

With the ease and convenience of secure online shopping, exercise enthusiasts will find the fitness equipment they thought they could only get in a health club is only a few clicks away.

### **About VIP Home Fitness**

Dedicated to providing superior customer service at competitive pricing, VIP Home Fitness offers a 105% Lowest Price Guarantee and also guarantees 100% Satisfaction on all purchases. VIP Home Fitness is a member of the Better Business Bureau and offers free delivery in the United States for orders over \$100. Visit <http://www.viphomefitness.com> or call Toll Free 1-888-VIP-1322.

### **Contact Information**

For more information contact Andrea Barahona of VIP Home Fitness  
(<http://www.viphomefitness.com>)  
866- 847-1322

### **Keywords**

[pull up bar](#)

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