



My Space, My Peace.

The brand new AIREX® Yoga & Pilates Eco Line is all about inner peace and harmony with the environment

Swiss company AIREX® is going to celebrate its 70th anniversary in two years, and is still in perfect shape. With the launch of the new Yoga Eco Line, the brand shows yet again that training mats fit perfectly with a contemporary and modern lifestyle. The brand slogan MY SPACE, MY PEACE says exactly what it's all about: Calm down and lay down.

NEW: AIREX® Yoga & Pilates Eco Line

Trends show an increasing awareness towards our planet from yoga lovers. **Recycled, sustainable and biodegradable materials paired** with known AIREX® quality results in "state-of-the-art" yoga mats and accessories for the yoga community.

AIREX® Yoga Eco Cork mat

The AIREX® Yoga Eco Cork mat offers the ultimate natural feeling. The natural cork material creates warmth and insulation for indoor and outdoor use to be in balance with nature, body, and mind. All materials are eco-friendly to provide unsurpassed performance and happiness.
(Size: approx. 183 x 61 x 0.4 cm; Weight: 1.65 kg)



AIREX® Yoga Eco Pro mat

(available in 3 colors)

The AIREX® Yoga Eco Pro mat offers an unbeatable price-quality ratio paired with the best performance yogis look forward to. The mat is light and perfect for all your travel adventures, as well for daily commuting by bike or public transport. All materials are eco-friendly to provide unsurpassed performance and happiness.
(Size: approx. 183 x 61 x 0.4 cm; Weight: 1.65 kg)



The new Yoga Eco Line comes with the following product range:

- AIREX® Yoga Eco Pro mat
- AIREX® Yoga Eco Grip mat
- AIREX® Yoga Eco Cork mat
- AIREX® Yoga Eco Cork block

All AIREX® products have unparalleled quality and unique selling points and are visibly distinguished from other products, especially from low-priced lookalikes and knockoffs. The AIREX® R&D Lab in Switzerland is fully committed to innovation and product optimization and works in close collaboration with world-renowned universities, clinics, sports scientists, and physicians.

For decades, AIREX® products have been used successfully in hundreds of olympic training camps and performance centers, thousands of fitness studios and clubs, and rehabilitation centers and physical therapy facilities all over the globe.

NEW: Branding Update of a Traditional Brand

"Swiss made" signifies a label of origin, but also an overarching value since 1952. Now with the launch of the brand new Yoga- & Pilates-Eco Line, AIREX® surprises with a branding update and a fresh look in the fields of **heritage** ("Swiss born in 1952"), **education** (AIREX® Academy), **Yoga & Pilates** and **AIREX® in general terms**.



Branding update from the new director of AIREX Flexible Foams, Thorsten Walter:

"With this branding update, AIREX® shows it's striving to be a young, modern and fresh Swiss brand. Mats and pads are not boring, but an essential accessory to keep your body and mind in shape and strength. AIREX® products show an outstanding quality that lets you enjoy your workout wherever you are. Training on an AIREX® product gives you your space and your time, time to be offline, time to reach your goals, to heal and improve!"

Other product highlights

AIREX® Xtrema, black

The AIREX® Xtrema is a new breakthrough innovation – the most robust mat in the AIREX® range. Due to its high density foam, the AIREX® Xtrema can be used outdoors on stony ground, gravel roads, and the beach regardless of weather conditions. Due to its high stiffness, the AIREX® Xtrema is equally suitable for yoga and pilates, as well as for professional, functional training.
(Size: approx. 178 x 58 x 0.6 cm; Weight: 1.8 kg)



AIREX® Balance-pad Elite

(available in 4 colors)

The new Balance-pad Elite from Airex comes in four cheerful colours. In designing it, special attention was paid to grip resistance and the waffle structure on the top and bottom. Through the latter, the foot receptors are intended to be stimulated during barefoot training. The combination of Airex mats and Balance-pads lays the foundation for effective and lasting training.



Main features and well-known AIREX® quality:

Each and every AIREX® mat made in Switzerland is a unique piece in compliance with the Medical Device Directive 93/42/EEC. It has the AGR seal of approval for back-friendly products, certified and recommended by the Association of German Back Schools e.V.

- **Ultimate comfort:** insulating, soft, warm with excellent high damping properties
- **Highest safety:** optimal stretch, flat-lying, robust, non-slip with rounded edges and 90° squared-like
- **For indoor & outdoor use:** weather-resistant
- **Longevity**
- **Hygienic:** sanitized treatment and easy to clean
- **Closed cell foam structure**
- **NEW:** recycled, sustainable and biodegradable materials for Yoga Eco Series

ACTIVE BREAK AT ISPO TRADE SHOW:

Yoga Sessions in hall A6; booth 500

Everyone who is looking for a break in between meetings and negotiations is warmly invited to join the energizing AIREX® yoga sessions.

Sunday 26th and Monday 27th; hall A6; booth 500

AIREX® | softX - Gaugler & Lutz oHG; 9:30 // 11:30 // 13:00 // 15:00

No entrance fee, no registration, no sweating ☺



Pictures: Rainer Eder

ABOUT AIREX®

AIREX® is the world market leader in the field of training and therapy mats. In the early 1960s AIREX® was the first brand to manufacture foam mats, and to undertake the requisite pioneering extrusion works in the mid-1980s. AIREX® products are present in over 50 countries through distribution partners, and exported to another 120 countries all over the world as a proven Swiss quality. AIREX® commitment to tradition is aptly epitomized by more than 60 years of know-how in foam technology and long service life.

Their signature "Swiss-born in 1952" designates the production of the best, most durable and reliable mats in the world, with no exceptions or trade-offs.

DIRECTOR FLEXIBLE FOAMS

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