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Founder Hasse Hoftvedt are happy with their new fitness center.
 Photo: Erik F. Brand Borg, Active In Oslo.no

Express Training at Bislett

New fitness center with a focus on low cost, efficiency and alternative training

In a market dominated by giants training SATS and Elixia, go Fitness.xpress new ways to attract customers. Low price, climbing machine, punching equipment, and environmental friendliness are just some of the key words at the center, which opened in August.

*Text and photos: Erik Fosheim Brand Borg
 Published: 3 September 2009*

Former BET-founder Hasse Hoftvedt looked pleased about in the white, airy rooms in Pilestredet. Airy truth is emphasized by the huge fan that rotates at the ceiling.

- Fan, I have imported from Big Ass

New fitness center at Bislett.

Fitness.xpress opened its second training center in Pilestredet 75C in August 2009.



New Fitness.xpress is centrally located at Bislett.



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Fans in the United States. Now a day keeps the the chilly here, but the plan is that it will distribute the heat from those who train at our facility, so that it keeps rooms warm through the winter, "says Hoftvedt.

Modern and environmentally friendly

Fan is one of several measures Fitness.xpress has undertaken to make fitness as environmentally friendly as possible. They have also installed Nymo tens håndtørkere all toilets to keep paper usage down. Clients are also asked to bring their own towels when they train.

- We tried to have cloths lying on exercise machines instead of paper, but people began to use them as their own towels. Therefore, we had to go over to the dry rolls, says Hoftvedt laughs.

It's also made several efforts to streamline training for customers. Membership card is used both as input and to make locking the closet. Moreover, one can "recharge" it with money and use it to buy drinks and other things. Thus, one needs not to carry either a padlock or cash.

In addition to the ordinary men and women locker rooms, it is a unisex dressing room area right at the entrance. Here, they already have on the training noise add up the assets in a cupboard, and instantly get started with training.

- Here we have arranged so that people can come and train in 45 minutes. Most of the coach not in three hours, said Hoftvedt determined.

- It is located in the name of our. There should be reasonable and effective to train here.

More than expected

Thomas S. Tharaldsen is one of many who have already begun to train at Bislett. He lives within walking distance



Membership Card can be used for locking the closet, and as charge cards to buy drinks.



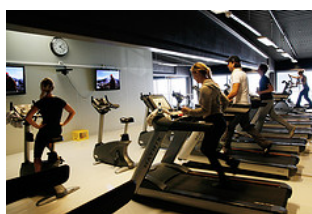
Hasse Hoftvedt says keen on the new climbing machine ...



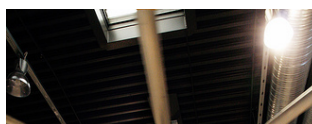
... and to demonstrate how it is used.



Fitness.xpress offers boxing and other alternative training

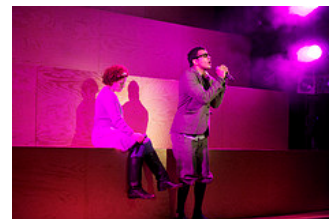


... and of course the usual exercise machines.



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Spring Awakening



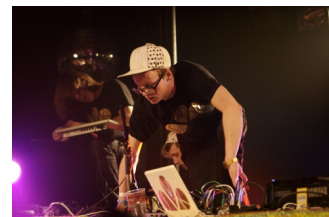
Musicals about frustrated youth.

- Suppressed anger, excitement and joy explodes into the songs, "says actress Lena Kristin Ellingsen.

[Spring Awakening has premiered 29 January>>](#)

[See more reports about the theater>>](#)

Program for the club: Larm and by: Larm



Now is also the program for this year's club: Larm clear. Program, artist list and venue for by: Larm and club: Larm 2010 can be found here.

[Application club: Larm 2010>>](#)

[Program by: Larm 2010>>](#)

[See more reports about the music>>](#)

- We believe in a tough start, but we are NOK noticed



Park Inn Oslo has opened the doors, but can not be intimidated by the hotel competition in the city.

[New concert has arrived in](#)

to the center, but it was not just that which decided the election.

- I've been a member of the Elixia earlier, but it cost the three times as much. I am a student, so the price means a lot.

26-year-old is impressed with the wide promotion of the center, and an emphasis on box-and climbing opportunities as particularly positive.

- There is a lot more here than I had expected. Get the feeling of having done a good deal. Simple and clean facilities. Nice people. Modern.

Tharaldsen believe however that there is the benefit of experience from other gyms, as there is less supervision and guidance on Fitness.xpress.

Taken away bacon

While many gyms Rates for total packages of offers as exercise classes, free advice, free breakfast, sauna and child care, has Fitness.xpress stripped away most of it. Or "taken away meat", which Hoftvedt call it.

- We have wanted to do something about prices and conditions. We do not want it so that all customers must pay for something that only a few uses. Need training advice you can get it here, but then you pay for it.

In return, the law Hoftvedt that you should get value for money. Fitness.xpress avail themselves of training supervisors from AFPT (Academy of Personal Training), which according Hoftvedt is the most recognized program in PT in Norway.

It's also made a gruppetreningssal in the new facility at Bislett, but it is not clear when it is put into use. Hoftvedt and co are thinking in the box, but look for the short-term courses of 3-6 weeks in many different training methods.

- Here we can experiment a little, try out yoga / pilates or even boxing. We want the surprise customers!

Surprise your customers, he made no later than yesterday, when the brand new climbing machine was brought into the premises. The



The huge ceiling fans will hopefully be NOK to keep the premises warm through the winter.



Thomas S. Tharaldsen (26) selected a new gym out of walking distance and price.

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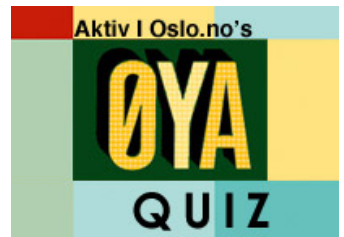
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In the first ØyaQuiz from Active In Oslo.no can win nothing less than a festival pass to Øyafestivalen 2010!

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Month Oslo Occupation: Mayor

machine follows the same principle as a treadmill, but it moves down only when you have moved upwards. It is increasingly curious beyond to take it in øyensyn, very few have seen something like that before. Hoftvedt eagerly explains how it works, and takes even a small climb to demonstrate.




In addition to climbing machine offers Fitness.xpress several alternative training methods. In one corner are three apprater for vibration training given space, and it is also a special area dedicated to boxing. Here we find both punching bags, double end bag and a real boxing ring. And in October, the new climbing wall for bouldering.



Will remain small

Although Hoftvedt toying with the idea of a third training center in Fitness.xpress-chain, is he aware that they should not be any new major player in the fitness industry.

- We concentrate on what we have and appreciate our customers. Furthermore, it is important to me that the SATS and Elixia feel confident that we are young, "he sneering at.

With 2000 members already have, however, center on Bislett grown relatively large already three weeks after opening. But Hoftvedt asserts that it is up to 6000 here. And if it becomes full, it is just to quit tomorrow, he chuckles. Fitness.xpress has in fact no binding.

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We got to be with himself Mayor Fabian Stang a full day on the job.

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Aktiv I Oslo.no Vil du vinne festivalpass til Øyafestivalen 2010?

Denne uka er det siste mulighet (i denne omgang) til å delta i Aktiv I Oslo.no's ØyaQuiz og vinne festivalpass. Delta her:

[Aktiv I Oslo.no's ØyaQuiz: Nyttår](#)
surveys.poll daddy.com

Alt du trenger å gjøre er å svare på 15 spørsmål om Øyafestivalen, artister som har eller skal opptre på Øyafestivalen og Oslo. Denne første runden med

650 Fania Aktiv I Oslo.nolla

		
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