



OUTDOOR FITNESS



Norwell Form Function® is outdoor fitness equipment, designed for people of any age to enjoy... in the park, at work, in the schoolyard, in your neighborhood or anywhere that people gather for recreation. The glass-blasted stainless steel equipment is based on a Scandinavian design which is simple and attractive while retaining the basic functions required to train and maintain the body.





The family Hempel Barkholt

NORWELL STORY

The Hempel Barkholt family – founders of Norwell – love being outdoors and spending time together as a family. During frequent travels through China they were inspired by the many outdoor fitness parks and decided to establish a new company to focus 100% on the design and development of outdoor fitness equipment.

Norwell is now well established and people are regularly found happily exercising in our parks. We frequently install our fitness parks in places of natural beauty, and their simple design enables them to blend seamlessly into any natural surroundings.

Norwell fitness equipment provides the opportunity for everybody to exercise, regardless of age or fitness levels. We hope that our easily accessible equipment will encourage many more people to engage in outdoor fitness activities and enjoy the benefits it provides.

Every time a Norwell fitness park opens it is confirmation that every hour spent developing these products has been very worthwhile.

INCONSPICUOUS FITNESS EQUIPMENT THAT ENHANCES NATURAL LANDSCAPES



DESIGNED FOR PEOPLE

Our products are carefully designed for the individual so that they use their own body weight as resistance. They have been deliberately designed to be non-adjustable because, without proper guidance, adjustability can result in injury as users may over-exert themselves. Adjustment devices can also be easily vandalized. There is full flexibility in the movement of all mechanical parts, minimizing the risk of injury. The intention is to use the fitness stations as a training circuit, creating a good challenge for all, regardless of fitness levels. Most users will spend one or two minutes at each station before moving on.

FORM & FUNCTION

Design is an integral part of Norwell's focus and all design elements have a function. Our products are designed to fit into all environments – green, open space and urban.

HEALTH PROMOTION

Most people today are aware that they should exercise regularly but, for a lot of people, there are barriers including time, money or the wrong environment. An outdoor fitness course overcomes these barriers by being:

- always available
- free
- an opportunity to get out and exercise in the fresh air

SOCIAL INTEGRATION

Our fitness parks are meeting places for people of all ages and walks of life – business executives, moms and dads, teenagers, older people and the less able – they're really accessible for everyone. In every community it is important to have a meeting place where the people can gather to spend time with their friends and family, exercise and socialise.

Norwell fitness parks are the ideal solution!

EACH PIECE OF EQUIPMENT IS IDENTIFIABLE FOR A SPECIFIC TYPE OF TRAINING



CARDIOVASCULAR

To maintain fitness and stamina

To maintain optimum cardiovascular function is a prerequisite for good health and essential for high quality of life. Norwell Form Function® can help people to achieve these goals. Products in this group are identified by a GREEN weather-resistant sticker.



BALANCE

To strengthen the ability to stretch your body and muscles

Good flexibility is important to minimize the risk of injury to muscle groups and reduce general aches and pains. Norwell Form Function® Balance has been created to strengthen body flexibility. Products in this group are identified by a DARK RED weather-resistant sticker.



STRENGTH

To train individual muscle groups

Strength training reduces the possible risks of muscular injury and increases stamina. Products in this group are identified by an ORANGE weather-resistant sticker.



FLEXIBILITY

To train balance and coordination

Lack of balance and coordination is an unpleasant condition, but in many cases this can be trained away. Norwell Form Function® Flexibility helps people to focus on balance. Products in this group are identified by a DARK BLUE weather-resistant sticker.

THE PICTOGRAM INSIDE THE COLOUR-CODED ID BAND SHOWS HOW TO USE EACH PIECE OF EQUIPMENT



As a designer and manufacturer, Norwell is able to produce custom designs. Please contact us at info@norwell-usa.com for details.

NORWELL'S INCLUSIVE EQUIPMENT CAN BE USED BY PEOPLE OF ALL AGES AND ABILITIES





MORE THAN JUST A FOOTBALL CLUB

Titus Swartjes, Head Coach at SV Schalkhaar Football Club, Netherlands:

"We use Norwell equipment for warming up and cooling down and it's great for players preparing for comeback after an injury, as they don't have to train in isolation – they can be right here with their team mates. Our club is more than a football club – we have a social function in our city and our Norwell equipment has contributed to that. For example, older people come here to exercise and children love to play on the equipment while their dad's playing football."





FRESH ENERGY TO THE BRAIN

Claus Jensen, Head Teacher, Faaborg High School

“Norwell is not just an outdoor fitness park – it’s actually a great sculpture park. It’s so nice to see beautiful equipment which also has a function. We use the apparatus both in sports and in interdisciplinary projects. Visual art can work with gear design and aesthetics, and in physics the formula “force times arm length” becomes easy to understand when you need it to lift your own weight. Our students have the opportunity after working hard in class to get out and increase their pulse rate, giving fresh oxygen to the brain and sharpening concentration and learning ability. Norwell equipment has also helped increase integration between the City of Faaborg and our school as everyone is welcome to come and exercise here.”





AESTHETICS ATTRACTS ALL GENERATIONS

Congratulations to the municipality of Gentofte on being awarded the title of Sports Town of the Year. We are really pleased that the Norwell Park has been one of the many good initiatives that has contributed to this award.

BKO Temple, next to Gentofte Stadium, was established in 1997 as a skater track and hockey rink in collaboration with a group of young skater enthusiasts. In 2009 the lanes and ramps were modernised, and the area has been further developed to appeal to other users – families, adults and school clubs.

Outdoor fitness equipment has been installed for individuals, as well as complementing school and institutional sports programs.

Further development of the area will focus on increasing the breadth of offerings and will therefore appeal to all. Ball cages and basketball backboards have also been installed to attract an even wider range of users.

SENIOR CITIZEN CARE HOME – ODENSE, DENMARK

This care establishment serves for 60 live-in residents and is also connected to 200 sheltered homes.

Norwell equipment is installed in the communal garden where the residents can watch their friends exercising and also enjoy looking at the beautiful sculpture of the Norwell products.

Residents have their own physiotherapist who exercises with them and instructs them on how to use the equipment correctly.

Norwell equipment is also used by the staff, who often suffer from back problems due to the heavy lifting their work involves. They enjoy stretching out, keeping in shape and having fun with their colleagues.



THE WORLD'S FIRST SCULPTURAL FITNESS PARK

Playitas is Apollo Travel's new sport resort on sunny Fuerteventura in the Canary Isles. The resort opened on July 1, 2009 and, in its setting of mountains, ocean and open spaces, is ideal for professional athletes and traditional tourists alike.



NW101:
Chest
Strength
Outdoor
fitness



NW102:
Back
Strength
Outdoor
fitness



NW103:
Sit Up
Strength
Outdoor
fitness



NW104:
Pull Up
Strength
Outdoor
fitness



NW105:
Bar
Strength
Outdoor
fitness



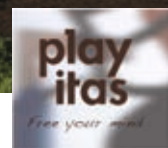
NW106:
Leg
Strength
Outdoor
fitness



NW201:
Air Walker
Cardiovascular
Outdoor
fitness



NW202:
Cross
Cardiovascular
Outdoor
fitness



JAN LOCKHART, MANAGING DIRECTOR, APOLLO TRAVELS

"We chose Norwell as the supplier of our outdoor fitness park as they particularly emphasize exercises that cater to all.

The equipment has great sculptural design and blends discreetly into its surroundings. The products are high quality and beautifully finished – care has been taken with every detail."



NW203:
Stepper
Cardiovascular
Outdoor
fitness

NW204:
Hip
Cardiovascular
Outdoor
fitness

NW301:
Twister
Balance
Outdoor
fitness

NW302:
Springer
Balance
Outdoor
fitness

NW401:
Stretch
Dexterity
Outdoor
fitness

NW501:
Bench
Dexterity
Outdoor
fitness

NW502:
Pingpong
Dexterity
Outdoor
fitness

NW 503:
Sign
Info sign
Outdoor
fitness

NW101, CHEST

Chest is a seated chest press developing strength in the chest, front of the shoulders and triceps.

Chest utilises the user's body weight as a counterweight so the user does not need to adjust weight and resistance.

Chest is equipped with a sturdy rubber coated seat for comfort and safety while training.



NW102, BACK



Frank Høj, professional cyclist, Team Saxo Bank:

"This is brilliant... very nice design with functions that work well. I am sure that this concept will get people outside and doing more exercise"

NW101, CHEST



NW102, BACK

Endurance over brute strength – **Back** is a simple way to build up strength in the back, shoulders and biceps. The basis of the training is repetition rather than heavy weight training.

Back fits all and is easy to use – it utilises the body weight of the user as counterweight-eliminating the need to make adjustments.

Back is equipped with a rubber coated seat which provides a safe platform with excellent durability.

NW103, SIT UP

Sit Up – ideal for improving abdominal, thigh and hip muscles.

Sit Up has several applications. It is easy to use and is equipped with a comfortable rubber coated seat.



NW103, SITUP

STRENGTH



NW 104, PULL UP



NW104, PULL UP

NW 104, PULL UP

Pull Up is an extremely flexible and versatile piece of fitness equipment, combining strength training for a wide range of muscle groups.

Pull Up offers the user a range of exercises such as chin-up, shoulder, grip and body lift as well as a variety of stretches.

Pull Up is a great indicator of the upper body strength in relation to the user's body weight.



NW105, BAR

NW105, BAR

Develop chest, shoulders and triceps with **Bar** – a simple product with lots of possibilities.



NW106, LEG

NW106, LEG

Build strength in your thighs, legs and calves.

With long footplates, **Leg** fits all.





NW201, AIR WALKER

NW202, CROSS

NW203, STEPPER

NW204, HIP



NW201, AIR WALKER

To walk on air is probably the greatest feeling of freedom you can have.

Air Walker is equipped with a support bar for the hands. The foot plates are covered with skid resistant rubber for safe training.

Air Walker enhances the cardiovascular functions of the body and increases flexibility in hip and thigh muscles – even more than traditional running.

Air Walker gives the user the same training as running but without the risk of strain and injury runners can experience in their knees, feet, hips and back.

NW202, CROSS

Cross is a comfortable way of developing leg and hip muscles while improving cardiovascular endurance.

Cross foot plates are covered with skid resistant rubber for safe training.

NW203, STEPPER

Stepper develops leg muscles and improves cardiovascular endurance.

Stepper has two curves. The big curve serves as support during training – the little curve is wrapped in non-skid rubber.

NW204, HIP

Hip gently trains back, hip and abdominal muscles while you develop your balance and co-ordination.



NW301, TWISTER

Twister combines muscle development in the back and helps improve flexibility and balance. Body rotation improves flexibility in the back and hip and stimulates abdominal and lower back muscle development.

Twister has two individual platforms – one for standing and one for sitting – and a curved bar for support.

NW302, SPRINGER

Springer strengthens ankles and knees as well as developing balance.

Springer comes with a soft and hard spring for various levels of training.

NW301, TWISTER



NW302, SPRINGER



Pat Vidal, Physiotherapist, Spain:

"All exercises can be performed without risk of injury and as the equipment is so versatile it provides a complete workout. You can train alone any time during the day, whatever the weather."





NW401, STRETCH



NW501, BENCH



NW502, PINGPONG



NW503, SIGN



NW401, STRETCH

Stretch is a simple, efficient piece of equipment for flexibility training, using the shape of the curve.

Stretch also provides an essential finishing activity – stretching out calf muscles, thigh muscles and the hollow of the knee.

NW501, BENCH

Bench is shaped for both rest and function.

Equipped with sturdy bolts and rubber connectors to prevent metal against metal contact, **Bench** can be used for training the upper and lower back and is wide enough to be used simultaneously by two people.

NW502, PINGPONG

Pingpong is a fun variation from our traditional fitness equipment but no less beneficial as it combines movement, reaction speed and coordination between eye, ball and hand.

Pingpong is manufactured in sturdy, maintenance free materials.

NW503, SIGN

Sign explains the philosophy and concepts behind training and how the park should be used.



Charles Longdon-Hughes, Fitness/Aerobics Guru, UK.
Former Karate world champion

"Fantastic concept, I love it! Beautiful to look at and it's also safe with excellent functions that really work as they should."





NORWELL
CO₂ FREE
FITNESS GYM

*Norwell's Outdoor fitness equipment
is environmentally friendly because you
create the energy yourself*

H.J. Hansen is a family owned group with roots that go back six generations. The company was founded in 1829 as a merchant's house in Vestergade in Odense. Through expansion and acquisition, H.J. Hansen has grown to become one large, modern international business. Its three main activities are recycling, plumbing and engineering but it also has major interests in wine and delicatessen shops. H.J. Hansen has companies in Germany and abroad, and has 380 employees.

THE OPPORTUNITY OF EXERCISE

“Employee health is important to us here at H.J. Hansen, and as a part of our health policy we wanted to make exercise easily available to our staff. We chose a solution from Norwell, which has been a great benefit to both our employees and their families, providing exercise, fresh air, rehabilitation and teambuilding when they want it – they can exercise during breaks, before or after work. We hold informal meetings there, and the company running club which has grown in strength and size begins and ends its sessions at the fitness park.

Since we did not have outdoor space available, we teamed up with Development Forum Odense to create a full fitness facility in a nearby park, where Odense municipality had land available. The fitness park is used by a great deal of Odense’s citizens.

We are very pleased with the impact the fitness park has had for our employees and will certainly create another Norwell Park at our other site in the Port of Odense.”

Marlene Lübeck
Management Assistant
H.J. Hansen Holding A/S



FOR ALL PEOPLE AND ALL SEASONS



SCANDINAVIAN DESIGN – WITH FUNCTIONALITY

DOK 54 has developed Norwell Form Function's outdoor fitness lines on the basis of traditional Scandinavian design. The equipment is designed to be simple and functional and intuitively usable.

The main element – the curve – creates a lightness and simplicity of construction resulting in equipment which is elegant and understated. The choice of material, the form and the overall uncomplicated appearance combine to provide aesthetics unique to Scandinavian design.

“At Dok 54 we always give due consideration to all aspects of the product, including the production process, method of handling, choice of material and design. We have set out to create equipment that is tasteful in appearance and will visually enhance the landscape. We are very proud of the result and believe that we have designed aesthetic, functional products that will provide both enjoyment and benefits to many people.”

Thomas Brinch-Moller and Jacob Moller Lund





PRODUCT DIMENSIONS



NW101: Chest

Height: 7' 9"
 Length: 3' 7"
 Width: 2' 9"
 Footing: 0' 10"
 Weight: 172 lbs
 Zone: 129 ff²



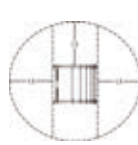
NW102: Back

Height: 7' 9"
 Length: 3' 7"
 Width: 2' 4"
 Footing: 0' 10"
 Weight: 161 lbs
 Zone: 129 ff²



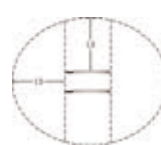
NW103: Sit Up

Height: 1' 8"
 Length: 5' 11"
 Width: 1' 6"
 Footing: 1' 6"
 Weight: 90 lbs
 Zone: 161 ff²



NW104: Pull Up

Height: 7' 9"
 Length: 4' 3"
 Width: 3' 3"
 Footing: 1' 4"
 Weight: 181 lbs
 Zone: 151 ff²



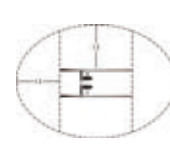
NW105: Bar

Height: 2' 10"
 Length: 3' 7"
 Width: 1' 8"
 Footing: 0' 10"
 Weight: 66 lbs
 Zone: 135 ff²



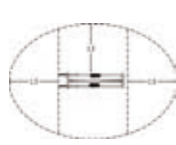
NW106: Leg

Height: 7' 9"
 Length: 3' 7"
 Width: 1' 6"
 Footing: 0' 10"
 Weight: 176 lbs
 Zone: 118 ff²



NW201: Air Walker

Height: 4' 0"
 Length: 7' 7"
 Width: 2' 7"
 Footing: 0' 10"
 Weight: 165 lbs
 Zone: 178 ff²



NW202: Cross

Height: 5' 9"
 Length: 5' 11"
 Width: 1' 6"
 Footing: 1' 4"
 Weight: 192 lbs
 Zone: 151 ff²



Certification

Norwell equipment is approved according to TÜV Product Service's new testing protocol 55012 (specially designed for testing of outdoor fitness equipment).

3 YEARS WARRANTY

On all moving parts, plastic and rubber.

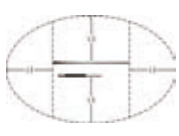
15 YEARS WARRANTY

On all pipes, foundation and welds. The guarantee covers manufacturing defects, but excludes ordinary wear and tear, lack of maintenance or vandalism.



Material specifications

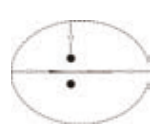
You can find detailed material specifications on our homepage: www.norwell-usa.com



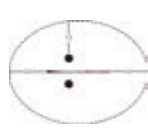
NW203: Stepper
 Height: 4' 0"
 Length: 7' 7"
 Width: 1' 4"
 Footing: 0' 10"
 Weight: 117 lbs
 Zone: 161 ff²



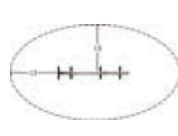
NW204: Hip
 Height: 4' 0"
 Length: 7' 7"
 Width: 3' 8"
 Footing: 0' 10"
 Weight: 143 lbs
 Zone: 205 ff²



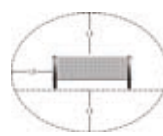
NW301: Twister
 Height: 4' 0"
 Length: 7' 7"
 Width: 3' 3"
 Footing: 0' 10"
 Weight: 161 lbs
 Zone: 205 ff²



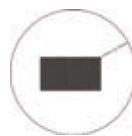
NW302: Springer
 Height: 4' 0"
 Length: 7' 7"
 Width: 3' 3"
 Footing: 0' 10"
 Weight: 128 lbs
 Zone: 199 ff²



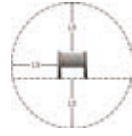
NW401: Stretch
 Height: 4' 0"
 Length: 7' 7"
 Width: 1' 6"
 Footing: 0' 10"
 Weight: 82 lbs
 Zone: 140 ff²



NW501: Bench
 Height: 2' 4"
 Length: 5' 11"
 Width: 2' 11"
 Footing: 0' 10"
 Weight: 159 lbs
 Zone: 178 ff²



NW502: Pingpong
 Height: 2' 6"
 Length: 9' 0"
 Width: 5' 0"
 Footing: 0' 10"
 Weight: 838 lbs
 Zone: 323 ff²



NW503: Sign
 Height: 3' 6"
 Length: 2' 4"
 Width: 1' 6"
 Footing: 0' 10"
 Weight: 53 lbs
 Zone: 118 ff²



NORWELL OUTDOOR GYMS

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