

Introduction

Reflex-O prides itself as one of the most established fitness equipment distributors in Asia with more than 20 years history. We distribute world-renowned brands of fitness equipment and related products such as Startrac, Paramount, Tunturi, Fitnex, Cateye, First Degree, Tanita, LeMond Fitness, Saunatec, Cardiotheater, MFT and Chartex for commercial and home-use applications.

Our product range includes:

- Cardiovascular training equipment such as treadmills, elliptical cross trainers, upright cycles, recumbent bikes, climbers, steppers and rowers.
- Strength development machines such as single weight-stacked, dual-function and multi-station machines; free-weights, benches, racks, dumbbells and barbells.
- Fitness testing and assessment equipment for body-composition assessment, core muscle coordination and metabolic (VO2Max) tests.
- Exercise, sports and physiological charts;
- Sauna and steam stoves/rooms and accessories, design, construction and service.

Service slogan

Customer First!

A supplier's reliability and trustworthiness lies in its ability to deliver value through realising promises made on its product and after-sales. Serving a customer's long-term needs and interest is more than just selling a product on its price, design and brand. We believe our customer's first real need is a reliable and trusted supplier who considers serving the customer's needs first is serving him best.

Mission Statement

'To contribute towards the improvement of quality of life by motivating people to participate in active lifestyles which promote enjoyment of good health and happiness'

We are in the business of making all our customers enjoy healthy, happy and quality lives.

Product Quality Statement

'To distribute products of manufacturers with established records in reliability, quality of design, technological innovation, integrity and customer support.'

Manufacturers and distributors come and go. There are manufacturers who regularly change distributors and distributors who constantly change brands of products that they distribute. Our track record shows that we have been representing some of our manufacturers and serving our customers for more than 20 years. Some of our manufacturers have been in business for more than 50 years. Such reputation speaks volumes about manufacturer-distributor mutual trust and reliability. It reassures customers that spare-parts and after-sales service will continue to be available from us long after equipment are purchased.

Service Quality Statement

'To set the standard and deliver excellent service experience that is beyond customers' expectation'

All equipment need prompt and proper after-sales service to ensure proper function and safety of use. Unprofessional or sub-standard service translates into higher total ownership cost (TOC). Our policy is to provide professional and ethical service that will reduce long-term TOC for every customer.