

← Back

EXERFLY

Design Case: Exerfly Sports Equipment Store

Client:

Exerfly Sport Limited

Industries:

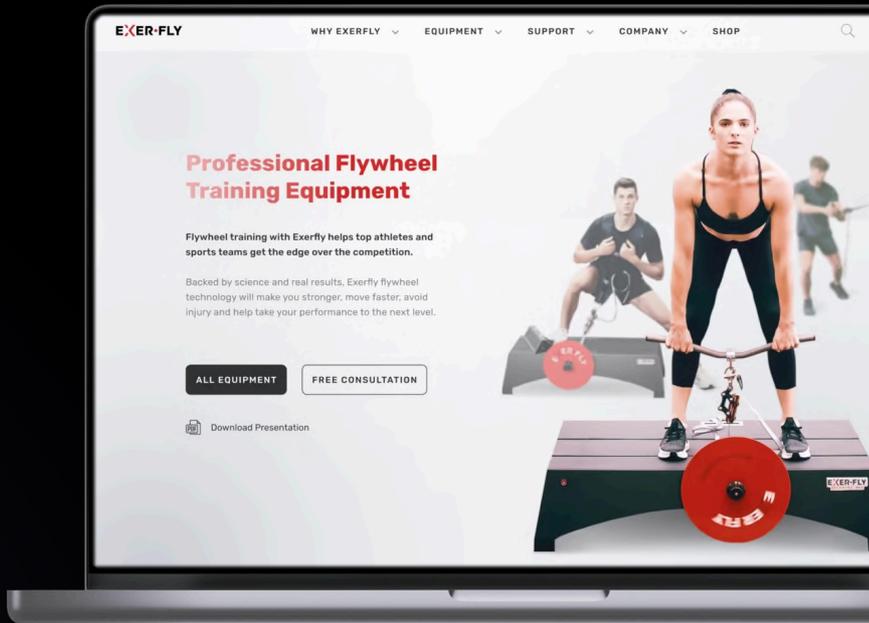
Sport

Services:

A brand new e-commerce website, Corporate identity, Equipment app, Educational app, Marketing digital and printed brand materials

Tools:

Figma, Adobe Creative Suite



Completely Reimagined Brand, New Design - New Customers

**Service:**

- A brand new e-commerce website that is now showing high sales of Exerfly equipment.
- The refreshed corporate identity of the company.
- Made an application that connects to Exerfly equipment and displays real-time metrics.
- Made an educational app where athletes can take courses.
- Numerous marketing digital and printed brand materials.

Client Overview:

Exerfly is a leading designer and manufacturer of elite flywheel exercise equipment. Founded in 2017 and headquartered in Auckland, New Zealand, Exerfly is dedicated to revolutionizing athletic potential through motorized resistance technology, innovative training methods, cutting-edge research, and superior equipment design. Supported by an experienced team of sports scientists and strength coaches, Exerfly empowers athletes and organizations to reach their peak performance.

- Industry: Health, Wellness & Fitness;
- Company Size: 19 employees;
- Headquarters: Auckland, New Zealand.

Niche features:

- Product is designed for a narrow audience;
- High cost of goods;
- The decision to purchase takes a long time (about 2 months);
- The sale is made by phone.

GEO:

New Zealand, USA, Canada, United Kingdom, Australia, Japan.

01

A brand new marketing Website

This is the Exerfly Ultimate



This equipment makes our customers never want to pick up a weight again.

Our latest release, the perfect balance between a heavy **RackFly** training device and a compact piece of equipment that can be stored with minimal space needed. It's got all the bells and whistles, including our revolutionary patented eccentric overload technology. This is the ultimate.

What is eccentric training?

Let's have a refresher on eccentric training (sometimes called negative).

The eccentric phase of a movement is when your muscles lengthen in movement. So for example, when lowering a dumbbell, your muscles lengthen when the weight is going down, or when lowering your bodyweight in a squat, or when your front foot is in the downward movement.

Eccentric training focuses on this last portion of the movement, making it more challenging by slowing down the cadence, or speed, of the eccentric phase.

People tend to think traditional weights with gravity and therefore get maximal eccentric stimulation. Even then, it's difficult to maintain the muscle eccentricity without assistance from another user.

[MORE](#)

Eccentric Training

When exercising, your muscles are either contracting.



Concentrically
Muscle fibers shortening

Eccentrically
Muscle fibers lengthening

Isometrically
Muscle fibers stay the same

Eccentric contractions act as a braking mechanism. They control the lowering of weight while maintaining tension throughout the exercise.

This is the Exerfly RackFly

The lightest **RackFly** device yet. Train with constant resistance throughout an entire range of movements and exercises with an unlimited load or eccentric overload, with just legs.

We've made what every fitness professional needs in their life, this is the **RackFly**.



With comprehensive evidence-based guidelines and loading parameters you should be using to achieve your fitness outcomes, you take a deep dive into the mechanics of the proven scientific **4x4** **RackFly** training, affording you expert insider knowledge on how you should be training.

The course provides you with the knowledge to walk into your **RackFly** methods knowing how to achieve your fitness goals, and how knowing you're one step closer to your personal targets.

[ENROLL](#) [FREE PREVIEW](#)

Do you want to know:

Material
Ergonomic components, Reinforced

Size
Adjustable
Adjustable x 27cm
Adjustable
Adjustable

Weight
25 kg
20 kg

Motorized Technology
The Exerfly Motorized Boost
100 - 100%

Learn more of why Exerfly is the future of training

Physikal Knowledge is Power

Those of you with a background in fitness know how physics and mechanical human engineering can be. Each athlete or client will adjust differently to the overload principle, and that's where variability must be leveraged (principles of individualization).

The adaptation you seek depends on a myriad of factors that can influence each other and, therefore, performance and/or injury outcomes.

Exerfly Resistance Training is one such factor. To understand how to optimally train using this resistance, you must both yourself apply and use what we've best to promote strength, endurance, hypertrophy and speed or slow back to normal and injury - or you could simply enroll in Professor John Cronin's Physikal Resistance Training course.

[ENROLL THE COURSE](#) [FREE PREVIEW](#)

Power
Learn about how all smart, conceptual, adjustable, and an essential feature, independent of labor or laboring machine.

Clean
Learn about how all smart, conceptual, adjustable, and an essential feature, independent of labor or laboring machine.

Motorized Booster
Learn about how all smart, conceptual, adjustable, and an essential feature, independent of labor or laboring machine.

Game Changing Motorized Technology

With Exerfly's motorized technology you can take your workouts to the next level with an increased resistance between 1-100% in the eccentric phase. For example, if the user selects a 100 lb load, their resistance will be put into the concentric phase of the movement will be amplified by 10% in the eccentric phase.

The type of experimental eccentric strengthening by Exerfly can be highly beneficial in many different areas, including muscle hypertrophy and injury prevention.

[MORE](#)

Exerfly Guarantee

You will always come first
Your Exerfly purchase includes a 30 day money back guarantee, 3 year warranty and Free shipping and taxes.

Offer Reveal

[BUY OUTRIGHT](#) [LEASE](#) [FINANCE](#)

NO PAYMENT

Download Free Preview of How to Programme

[DOWNLOAD](#)

Variable Resistance

Variable resistance devices such as the 100mbar are dynamically identified because they allow users to work with a load that increases from output throughout.



The TRUTH behind why people can't stop talking about Exerfly

And what makes flywheel training so accessible

[ENROLL THE COURSE](#) [FREE PREVIEW](#)

Flywheel Resistance Training Course by Professor John Cronin

World class education, right at your fingertips

Knowledge is power, and that's exactly what John Cronin set out to do with his online Flywheel Resistance Training course.

We've partnered with John Cronin to educate our community on the science behind Flywheel Training and using the power of Exerfly exercise to deliver unprecedented results.

[ENROLL](#) [FREE PREVIEW](#)




How To Pick Your Flywheels

- 1x Tiny (2.0L)**
Used mostly for shoulder rehab and is used for small muscle groups for incremental movements.
- 1x Small (3.0L)**
Used to increase different sporting movements and is used for smaller muscle groups to train at low force/high speed (e.g. sprint).
- 1x Medium (5.0L)**
Used for higher force loads and at a quicker speed.
- 2x Large (12.2L)**
Used for aggressive growth, one real Flywheel can produce up to 100kg/220lbs of force. One to two real Flywheels are for high force/high speed. One Flywheel added to that are for performing at a lower speed with high force and increased resistance, mainly used by powerlifters.

You can still use 10 real Flywheels for slow isometrics, and to increase the motorized technology, so you have no limit on the load you want to work with.

[COMPARE EQUIPMENT](#)

Exerfly RackFly

Better than any cable machine you'll ever use

[DOWNLOAD PRESENTATION](#)




Once you train with the Ultimate, you'll never look back

Flywheel vs. Traditional Training

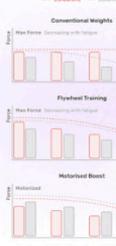
With traditional weights, the weight is static, so resistance is limited by the concentric phase. Take a broomstick for example. Traditionally, you pull a weight from your thigh to your chest on a particular motion, experiencing resistance as the weight comes up towards you.

[LEARN MORE](#) [BUY ULTIMATE NOW](#)

The future of training be part of the future

With Flywheel training, resistance is equal on the way up and on the way down, increasing the eccentric phase of movement when engaging in Flywheel training, you generate force to spin the Flywheel during the concentric, then resist to slow the Flywheel's momentum during the eccentric. When pulling the Flywheel, it pulls back with the same force, allowing users to control resistance through the modification of the Flywheel inertia and the force generated.

[LEARN MORE](#)



Hypertrophy

Training with constant resistance allows you to achieve eccentric overload, which is key to drive to increase muscle hypertrophy. Develop fast-twitch muscle fibers, increase neural drive, and responsiveness in muscles, and leads to better overall athletic performance.

Sports Performance

Maximizing sports movements and enhancing performance through aerobic training. Evertly is the perfect option for sports teams wanting to optimize their training or meeting other equipment for training, group training, and reaching peak physical performance.

Rehab and Recovery

Flywheel training is scientifically proven to reduce risk of injury and aid in injury rehabilitation and post-pain, ensuring that your athletes can avoid injuries or recover far better than with traditional weights.

Conditioning

By training at speed and with constant resistance, Evertly places an emphasis on fast-twitch muscle fiber development, which are responsible for speed and power responses in high-intensity sports such as sprinting or jumping. This is highly beneficial for sporting efforts, allowing for all-round performance and higher returns.

Training Sports Movements - Specificity

With Evertly, you can train sports movements adhering to the principle of specificity, whether that be throwing, punching, swinging a club, kicking or cycling. Flywheel training force-time profiles are highly movement specific and target the musculature underlying sporting movement.

You can train all combination types and combinations: Isometric, concentric, eccentric and absolute overload, scaled with ease. Add the previously mentioned loading parameters and you can induce any adaptation you seek.

[ENROLL THE COURSE](#) [FREE PREVIEW](#)

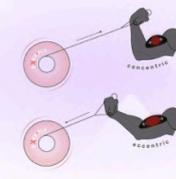


Train anywhere, anytime

Flywheel vs. Traditional Training

With traditional weights, the weight is static, so resistance is only felt in the concentric phase. Take a knee and for example, 'bendable' you put a weight from your thigh to your chest in a circular motion, experiencing resistance as the weight comes up towards you.

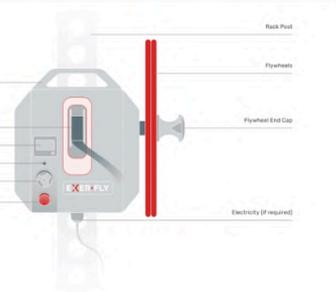
Since the weight has passed 90 degrees, the resistance shifts and you are pushing the weight against gravity, which often leads to suboptimal form, as the body adjusts to the changing resistance, when lowering the weight, you're no longer pushing against gravity, so there is less resistance and it feels much easier.



Flywheel course

This course goes for free with equipment, but also you can buy it separately. Check fit the form and we will send you the preview.

[ENROLL THE COURSE](#) [FREE PREVIEW](#)

- Carry Handle
- Rope attachment
- Display
- Reset/Play
- Menu control wheel
- Start/Stop Button
- Rack Post
- Flywheels
- Flywheel End Cap
- Evertly (if required)

The 1 mistake even PROS make when trying to achieve eccentric overload

Is trying it without Evertly

Despite its clear benefits in rehabilitation and significant impact in sports performance, achieving eccentric overloading in exercises can be a painful and costly ordeal with traditional strength training.

Between splitting out on the extra equipment and finding suitable training partners, you can forget about training yourself this Christmas if you want performance feedback during your workout to track your progress, as you have to add the cost of accelerometers or linear position transducers to that bulky hardware.

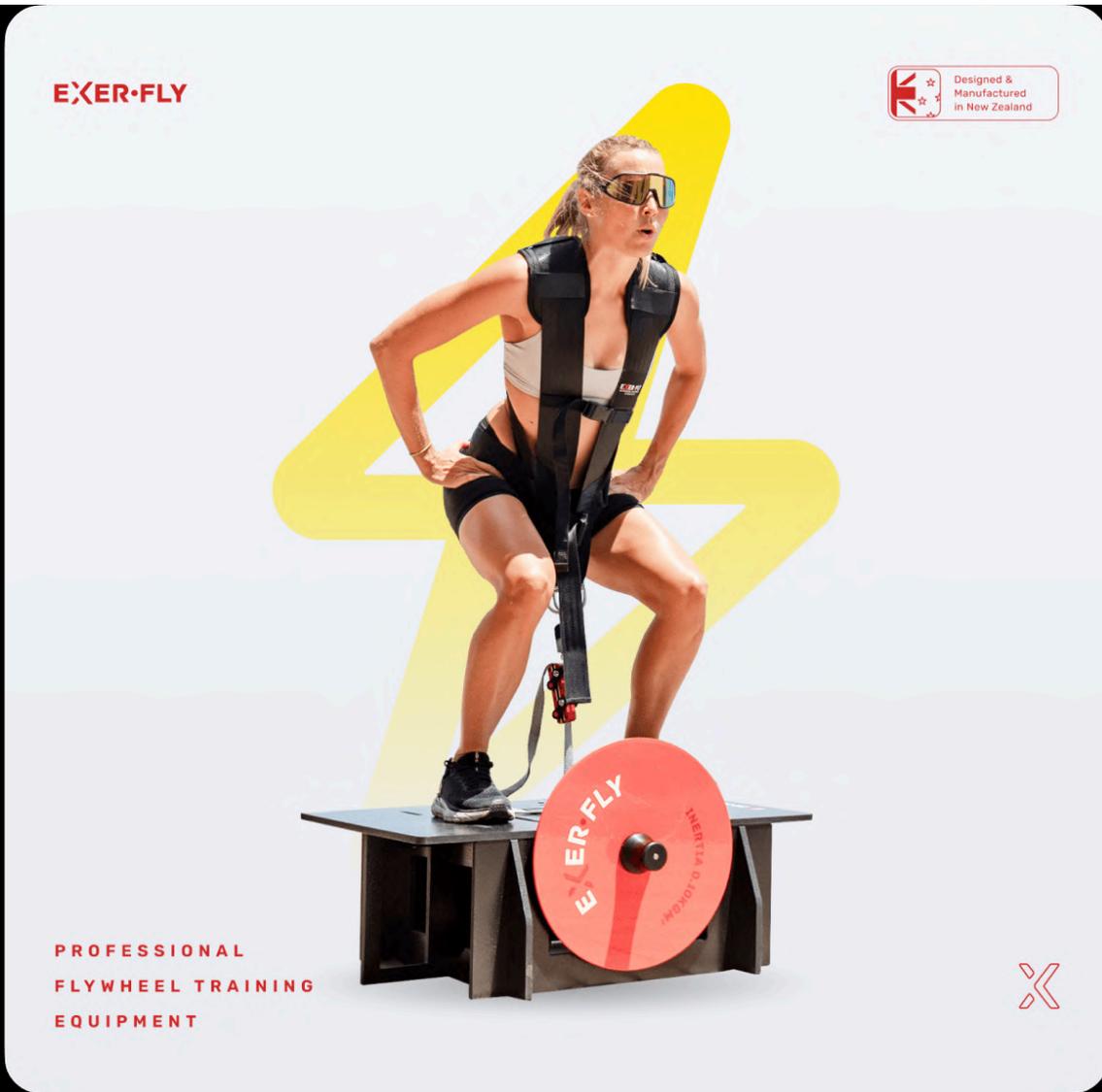


02

Corporate identity



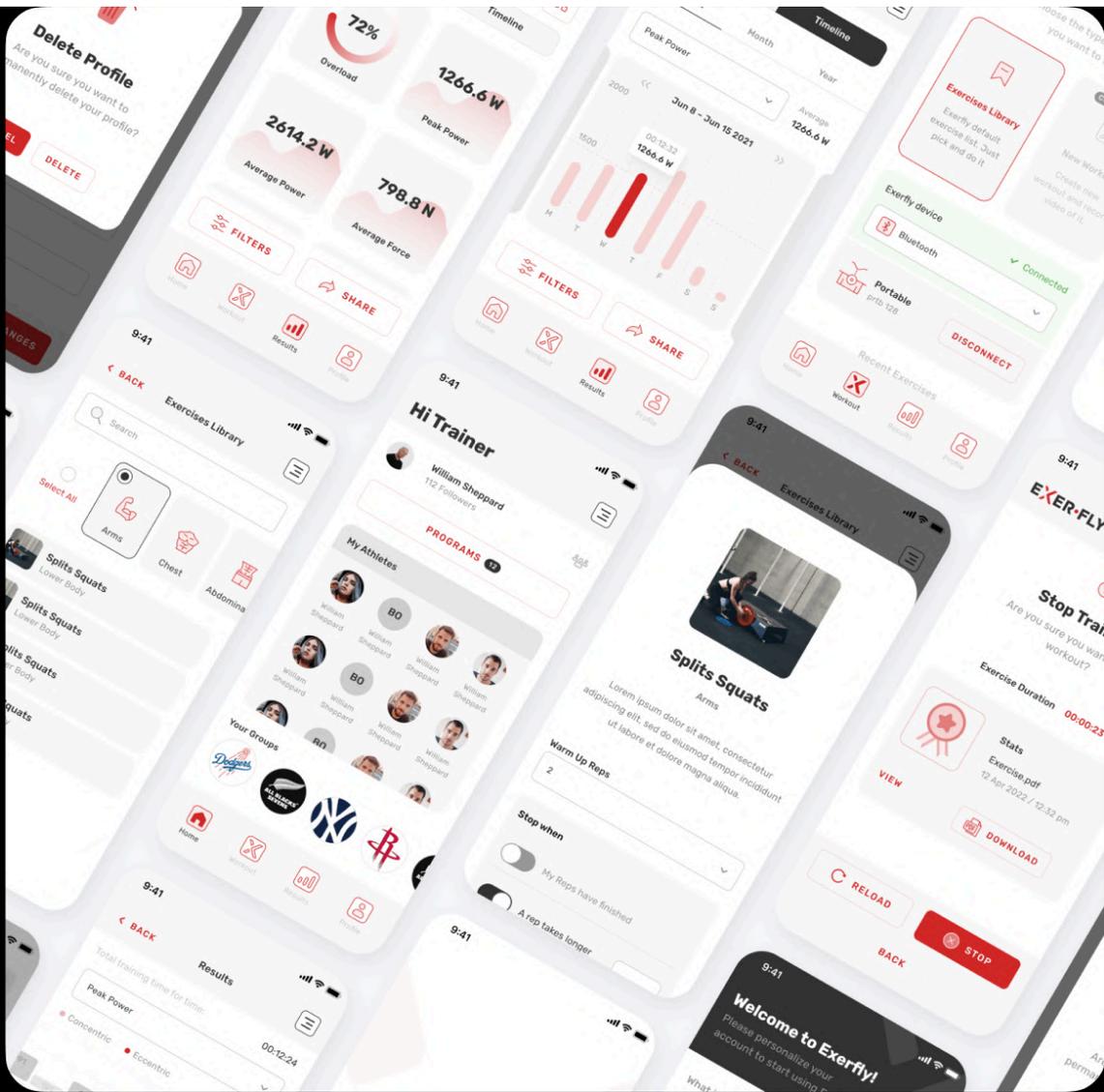




03

Exerfly Equipment App

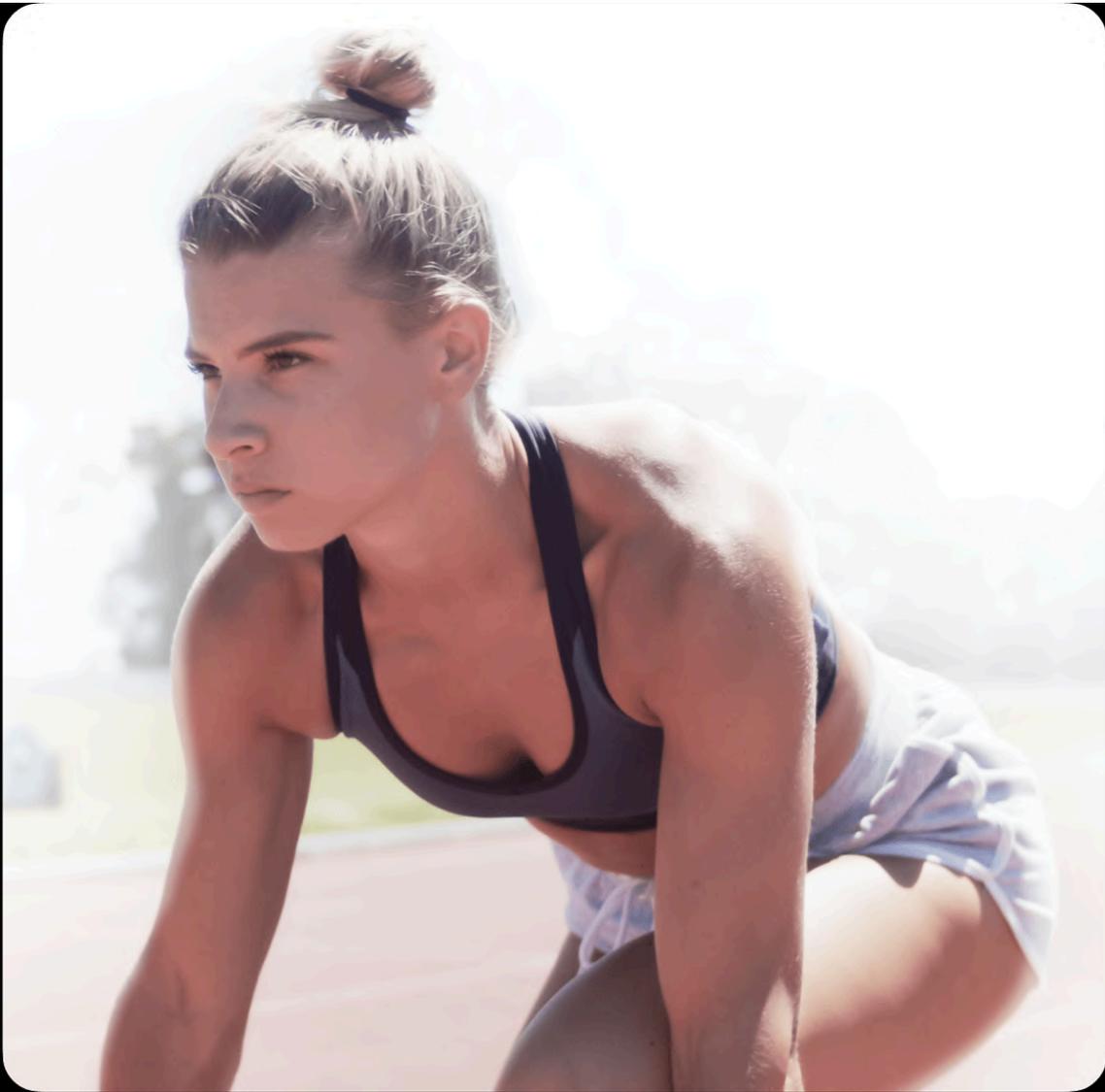


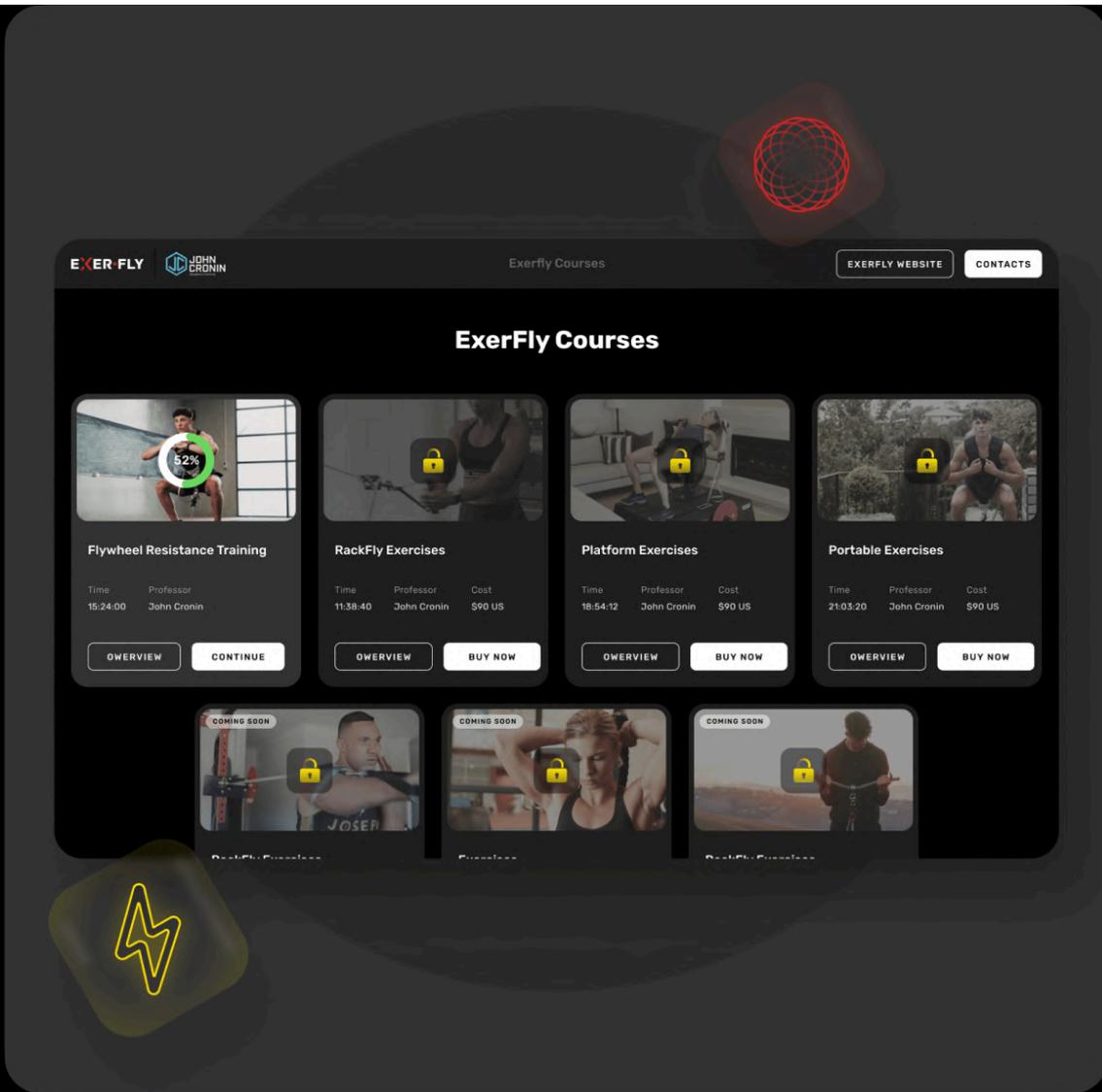


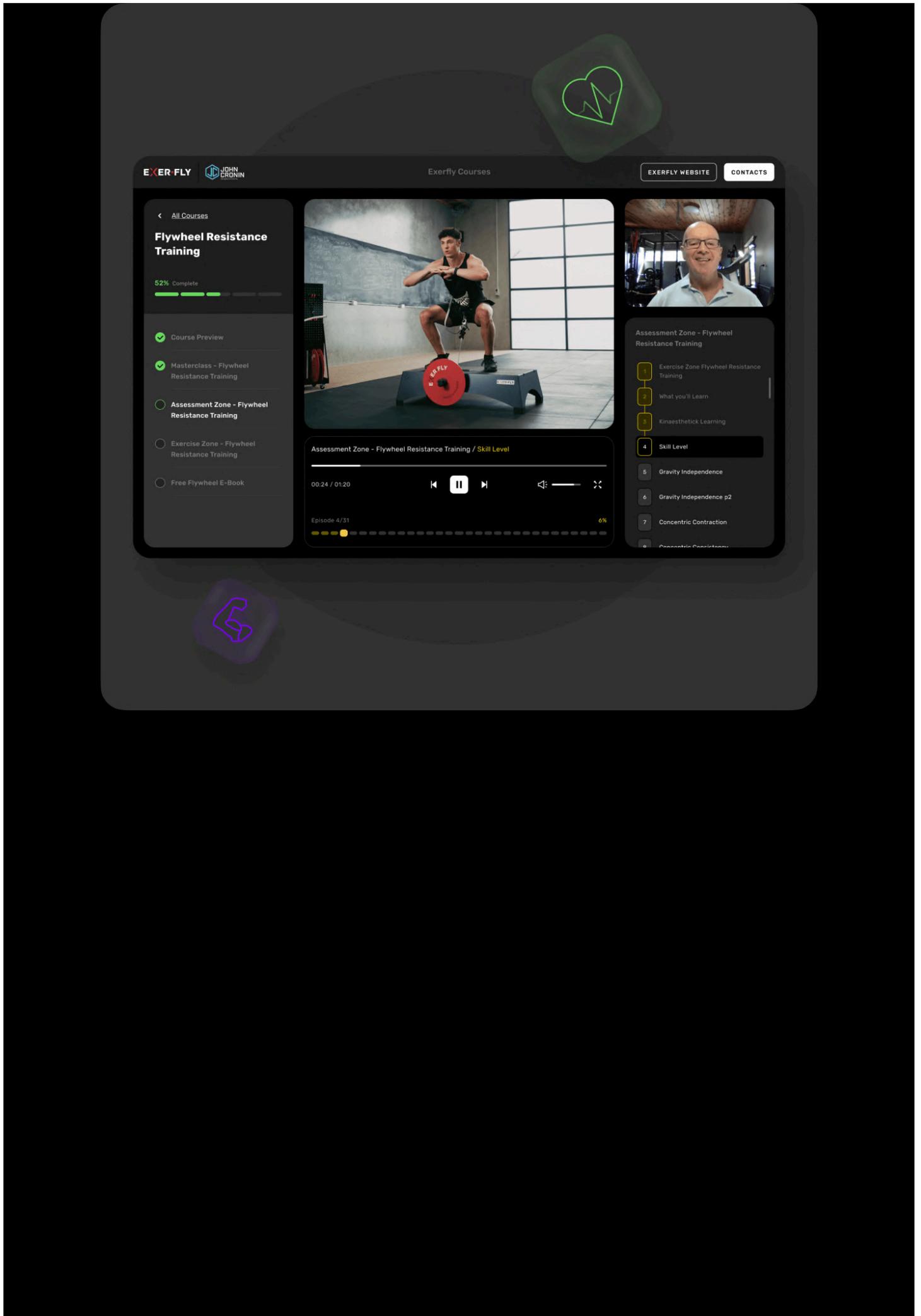


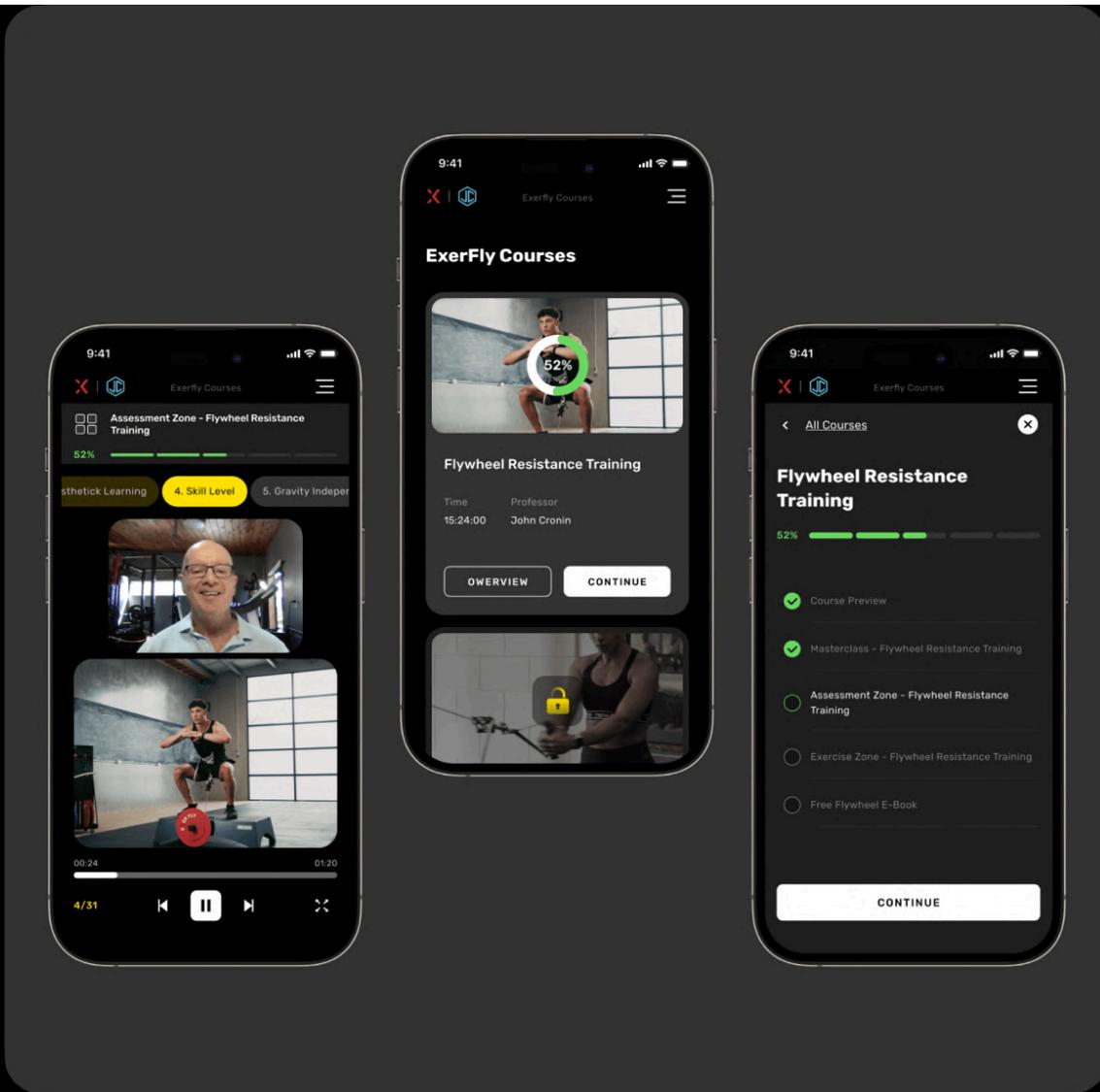
04

Educational Application









Conclusion

We did everything and even more for the visual identity of the brand and for the logical and correct structure of all Exerfly products, which are aimed at their target audience. The work done showed 8 times more interest in Exerfly products than before the redesign.

Redesign is a very responsible mission, much more difficult than developing a new brand. It is very important to preserve the history of the brand, who they were, but at the same time to bring "freshness" to the brand, something completely new, something that will attract new customers and that will satisfy old customers. And we coped with this mission 100%, this is evidenced by the metrics and coverage.



At Leadige, we specialize in designing and optimizing websites that not only look great but also drive sales and enhance user experience. Our team focuses on creating seamless, high-performing online stores tailored to your business needs.

Whether you're looking to improve your store's design, optimize for conversions, or enhance functionality, we're here to help. Visit our [contact page](#) to discuss how we can elevate your eCommerce strategy and deliver results.

What to read next?

EXERFLY



Sales

X3

Total Leads

11,390

Work period

2 Years

August 24, 2024

How We Achieved 3X Sales Growth For A Sports Equipment Store

Exerfly is a leading designer and manufacturer of elite flywheel exercise equipment. Founded in 2017 and headquartered in Auckland, New Zealand

Read



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B2B Marketing

B2B Lead Generation

Outbound Email Marketing

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Prospect List

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