

# The Only “PURPLE COW” in Fitness ... *STRIVE*

*Remarkable Technologies...Remarkable People...Remarkable Results!*

***A Purple Cow? Stop the Car! Get your camera!  
You're seeing something remarkable.***

In a quest to find unique solutions for their businesses, owners and managers wander through a market place teeming with products, services, salespeople, deceptive marketing pitches and special deals – all clouded by a dim economy. In no time at all, everything starts to look the same, right?

Nonetheless, smart buyers are in perpetual search of something extraordinary that stops them in their tracks. Is it possible to find the elusive Purple Cow among many brown ones? Not common because their genetic code is rare, take a good look at the Purple Cow of fitness – STRIVE.

President and CEO of Strive, John Salvitti, subscribes to the “Purple Cow” philosophy and leads his company accordingly. “Strive guarantees products that are truly unique and provide a meaningful purpose” Salvitti says with humble confidence. “Our differentiated and comprehensive approach is refreshing because we provide our customers a surefire way for them to grow their business.” Giving full credit to business guru Seth Godin for articulating this theory in his best seller Purple Cow – Your Business by Being Remarkable



**Research proves the adjustable cam accelerates results with shorter training periods. Why? More muscle fiber stimulation and perpetual variety.**

Salvitti says, “If you’re like everybody else, you are invisible.”

And invisible Strive is not! With widespread visibility in some of the most discerning markets in fitness, Strive boasts strong loyalties with leading national and



**Working each muscle group at different angles is the key to Strive’s technology.**



**Strive equipment is being loaded on the USS Wasp for the men and women of our armed services to be in top shape.**

international health club chains, YMCA's, all branches of the United States military, schools, universities and professional sports teams. "Each piece of our Strive strength equipment features a unique adjustable cam system. It's as simple as 1-2-3, yet the programmability is infinite," states Salvitti. "This is why our market appeal is so broad. What other company can brag that YMCA's proudly run circuit training classes for seniors on the EXACT same equipment that the Navy Seals and Pittsburgh Steelers use?"

Salvitti goes on to make the prediction that Strive's technology will someday obsolete traditional equipment, as we know it today. "Why would somebody buy equipment that provided you only one cam setting, when you can have greater variability for about the same price? It just doesn't make sense to me, nor does it to our customers who love our cow and are committed to be remarkable."

Vice President of Sales, Michaela Salvitti, continues by saying, "Our adjustable Smart Cam system offers 9 machines in one and better value per square foot." When asked why this is truly significant, she responds with, "Our customer base is in search of differentiated, cost effective solutions that attract and satisfy the needs of their diverse and demanding audience. Keeping up with the Jones' isn't enough anymore in this competitive market. Strive technologies and our partnership approach, makes the difference between thriving or surviving. In fact we offer 100% money back guarantee on the impact we make."

Consistent with Godin's philosophy that business owners should never be content even if they are fortunate to have a Purple Cow like Strive, the Salvitti's never stopped looking to bring new solutions to the fitness market.

Not many years ago when children and fitness meant nothing more than a baby sitting room in a health club, Strive began the development of a youth line of strength equipment because they identified another Purple Cow. They were beginning a young family of their own and they were well aware of the alarming trends of childhood obesity. Both admit scratching their heads that other much larger and better funded competitors didn't see the obvious opportunity as they did. "History shows that large companies are not risk takers. We knew that we would have to lead and educate people to develop this emerging market. Big companies simply don't do that. The big guys wait for smaller, more



**The Salvitti's young family provides added motivation to be leaders in youth fitness. Don't be surprised to see these children walking tradeshow floors or doing demos on today's innovative youth products.**

entrepreneurial companies to be innovative, seed the market, and then they either copy products or buy their way into the market. Thank goodness for patents,” John adds.

“Our goal is to truly make a difference and continue to pioneer youth products that will imprint children for their lifetime,” says Michaela. “Look around. Kids today need help as too many things have changed in our world leading to serious health problems that need addressed. A fit child is socially, emotionally and cognitively better adjusted. New research proves they are probably even smarter. ”

The Salvitti’s also own a fitness center in their local community outside of Pittsburgh PA, the Strive Family Fit Zone. The center showcases their products and presents the ideal environment to develop new ideas and programs. “Our fitness center allows us to walk in our customers shoes. We see first hand our products impact to the business as well as end users. This allows us to more efficiently bring new solutions to the market, and continue is search of more Purple Cows,” says John. Michaela adds that her biggest gratification from Strive Family Fit Zone is seeing the smiles on members’ faces.



**Strive’s partnership with Fit Interactive has enabled the company to deliver complete solutions and be a leader in the Active Gaming market.**

***For more information on Strive and how to be remarkable call 877-941-8784 or email [info1@strivefit.com](mailto:info1@strivefit.com).***

***To purchase a copy of Seth Godin’s Purple Cow email [purplecow@strivefit.com](mailto:purplecow@strivefit.com)***

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