

Valcke Group wins the Life Fitness / Hammer Strength EMEA Evolution Award 2026



Photo: Andrew Mahadevan (CCO Life Fitness / Hammer Strength, Henri Valcke (CEO Valcke Group), Hugo Hanss (CMO Valcke Group) & Philippe Faber (VP Sales Europe, Valcke Group)

Valcke Group is proud to announce that it has received the Life Fitness / Hammer Strength EMEA Evolution Award 2026 — a recognition of its work as a commercial fitness equipment distributor.

The EMEA Evolution Award recognises the Life Fitness and Hammer Strength distributors across Europe, the Middle East and Africa that stand out through their growth, their commitment and the quality of the support they provide to their clients. For Valcke Group — exclusive distributor of Life Fitness and Hammer Strength in France, Belgium and Luxembourg — it is a milestone shared by the entire team.

The award reflects the work the Valcke Group team delivers every day, from first advice and project design to the installation and after-sales service of professional fitness equipment. It mirrors the way the company works alongside the gyms, hotels, physiotherapy practices and corporate fitness facilities it equips across France, Belgium and Luxembourg.

For its clients, the award is a sign of what they can count on: a reliable fitness equipment partner, backed by one of the world's leading brands, that stays at their side long after the equipment is installed.

"This award belongs to the whole team. Every day they go the extra mile for our clients, and this recognition from Life Fitness and Hammer Strength is the proof of it. We're proud — and motivated to keep raising the bar." — Henri Valcke, CEO Valcke Group

Valcke Group congratulates its entire team and sincerely thanks Life Fitness / Hammer Strength for their trust and continued support.

