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BOWLING | FITNESS

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KRC Genk chooses Valcke Group as Official Fitness Equipment Supplier

Life Fitness / Hammer Strength in the new H.Essers Training Center



Photo: Henri Valcke (CEO Valcke Group), Peter Croonen (CEO KRC Genk) & Christophe Callens (Account Manager BeLux, Valcke Group)

Belgian top club KRC Genk and Valcke Group are joining forces. Valcke Group, exclusive distributor of Life Fitness and Hammer Strength in Belgium, Luxembourg and France, becomes Official Fitness Equipment Supplier of the Limburg football club. The partnership starts in the brand-new H.Essers Training Center, which KRC Genk officially opened on 13 November, and runs until 2031.

With the H.Essers Training Center, KRC Genk invested some €20 million in a complex that brings the first team, technical staff, scouting and player care together under one roof. At the heart of the building is a 1,400 m² gym – a world of difference from the 60 m² the players used to train in.

Valcke Group supplied a large part of the strength and cardio zone: state-of-the-art Hammer Strength strength stations, racks and dumbbells, complemented by Life Fitness cardio equipment and indoor bikes. The players now train every day on the same equipment as top athletes around the world.

"Top athletes train at their limit every day, so their equipment has to help them do that. KRC Genk relying on us for its new training center is a real recognition. We look forward to supporting the club in the years ahead." — Henri Valcke, CEO Valcke Group

"At KRC Genk, we believe in hard work and the ambition to improve every single day; in Life Fitness, we have found the ideal partner to support this at our new training complex. Their top-tier equipment provides our players with the environment they need to develop and to get the absolute most out of themselves during every training session." — Devon Maes, Head of Health and Performance at KRC Genk

About Valcke Group
Valcke Group (founded 1966) is the exclusive distributor of Life Fitness / Hammer Strength in Belgium, Luxembourg and France, and of Brunswick Bowling in 14 European countries. The company supports fitness clubs, sports clubs, hotels and businesses from design and delivery to installation and service.

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