

Valcke Group becomes Exclusive Merrithew Distributor in France, Belgium, Luxembourg and Monaco



VALCKE GROUP
EXCLUSIVE DISTRIBUTOR



Valcke Group is proud to announce its appointment as the Exclusive Distributor of Merrithew equipment in France, Belgium, Luxembourg and Monaco. Valcke Group will serve the commercial fitness, hospitality, corporate wellness and government sectors, providing localized sales, service and customer support throughout the region.

Merrithew is an internationally recognised brand specialising in premium Pilates equipment, accessories and professional training solutions. This new partnership enables Valcke Group to expand its product portfolio and strengthen its offering in the fast-growing Pilates, fitness and wellness markets.

As the exclusive distributor of Brunswick Bowling in 14 European countries and distributor of Life Fitness / Hammer Strength and now Merrithew in France, Belgium, Luxembourg and Monaco, Valcke Group represents the world's leading brands in the bowling and fitness industries. Guided by its vision, Inspired by Excellence, the company combines global innovation with local expertise to deliver exceptional customer experiences and build long-term partnerships.

"France, Belgium, Monaco, and Luxembourg represent important growth markets for Merrithew, with increasing demand for premium Pilates equipment and mindful movement solutions across both commercial and wellness sectors. Valcke Group's extensive industry experience, strong market presence and commitment to customer support make them an ideal partner as we continue to expand access to our equipment across these markets," said Jim Heidenreich, CEO of Merrithew.

"We are delighted to add Merrithew to our portfolio of leading fitness brands," said Henri Valcke, CEO of Valcke Group. "This exclusive partnership allows us to enter new market segments, reach new customers and respond to the increasing demand for Pilates and low-impact training solutions. Merrithew's reputation for quality and innovation is fully aligned with Valcke Group's commitment to delivering the best solutions to fitness and wellness professionals."

The growing popularity of Pilates reflects a broader shift towards mobility, controlled movement, functional training and overall well-being. By combining Merrithew's internationally recognised expertise with Valcke Group's strong local presence and market knowledge, this partnership will offer all customers a complete and professional solution across France, Belgium, Luxembourg and Monaco.

