

ProMaxima Strength and Conditioning Unveils Dynamic Rebranding to Reflect Evolution and Future Vision – Introducing PMX

Following ownership changes in 2022 and extensive enhancements ProMaxima emerges with a new identity PMX to better align with its growth and future aspirations.

HOUSTON, TX, UNITED STATES, August 2, 2024 /EINPresswire.com/ -- ProMaxima, a prominent American manufacturer of fitness equipment, announces a significant rebranding initiative.

Following ownership changes in 2022 and extensive enhancements ProMaxima emerges with a new identity to better align with its growth trajectory and future aspirations.

Formerly known as ProMaxima, the company will now operate under the name PMX ProMaxima. This rebranding marks a transformative moment for the company, founded in 1967, reinforcing

“

Our decision to rebrand to PMX ProMaxima underscores our dedication to evolving as a company.... This change encapsulates our commitment to innovation, quality, and customer-centric values...”

David Hoodis

its status as an innovative industry leader. The new name reflects PMX ProMaxima's commitment to advancing fitness equipment, maintaining superior American-made quality, delivering exceptional value, and enhancing customer experiences.

David Hoodis, President and CEO of PMX ProMaxima, who was a former Vice President and Officer at Walmart (NYSE:WMT), as well as CEO of Mood Media which was owned by Apollo Global Management and KKR, commented, "Our decision to rebrand to PMX ProMaxima underscores our dedication to evolving as a company and



PMX ProMaxima equipment at the Kollektive in Austin, Texas

articulating our vision for the future. This change encapsulates our commitment to innovation, quality, and customer-centric values, positioning us at the forefront of the industry."

Under the PMX ProMaxima brand, the company will continue to design and manufacture high-quality fitness equipment in the USA, catering to the diverse needs of fitness enthusiasts, athletes, and gym owners worldwide. This rebranding emphasizes PMX ProMaxima's drive to innovate, adapt, and empower individuals and organizations in achieving their fitness goals.

The PMX ProMaxima brand introduces a modern visual identity with a sleek, stylized logo that embodies its energetic spirit. The bold typography signifies PMX ProMaxima's leadership in innovation, quality, and value within the fitness industry.

Additionally, the new slogan, "Strength From Within," reflects PMX ProMaxima's core values: the strength of its clients and users, the collaborative spirit of its team, and the determination to exceed expectations.

Arnold Vazquez, responsible for operations and logistics at PMX ProMaxima and a retired USAF Veteran, remarked, "The transition to PMX has invigorated our team, reinforcing our commitment to excellence."

In conjunction with the rebranding, the PMX ProMaxima website (www.PMXstrength.com) will undergo a comprehensive redesign to improve user experience, facilitating easier access to product information and seamless order placement.

PMX ProMaxima remains steadfast in its commitment to customer satisfaction and continuous improvement. Beau Blackard, Chief Revenue and Customer Officer, who joined PMX ProMaxima from BSN Sports, noted, "The team at PMX ProMaxima sets the standard in our industry, dedicated to delivering exceptional quality and support."

For more information PMX ProMaxima and its range of fitness equipment solutions, visit www.PMXstrength.com

David Hoodis
PMX ProMaxima
+1 713-667-9606

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

Other

This press release can be viewed online at: <https://www.einpresswire.com/article/732522448>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.