

Johnson Fitness & Wellness Partners With Nike Strength Equipment to Expand Assortment for Demand of Strength Training

World's #1 specialty fitness retailer partners with Nike Strength Equipment to expand assortment of dumbbells, kettlebells, barbells, racks, and accessories.

COTTAGE GROVE, WI, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Johnson Fitness & Wellness, the world's leading specialty fitness retailer of home fitness equipment, is now carrying Nike Strength Equipment to bring an expanded assortment of

strength products to its U.S. stores and online marketplace. The rollout begins this month with 25 store locations and on JohnsonFitness.com, with plans to expand Nike Strength Equipment to all Johnson Fitness & Wellness stores across the U.S. over the course of the next several months.

The new rollout includes a curated assortment of Nike Strength Equipment products featuring dumbbells, kettlebells, barbells, racks, benches and accessories, including the Nike Grind Dumbbell, Nike Strength Shield Barbells and Nike Rubber Coated Kettlebells. The addition of these products to Johnson Fitness & Wellness' offering provides customers the ability to build out their home gym with premium strength training equipment that has worldwide brand recognition, innovation, quality, and an aesthetic..

The partnership comes as strength training continues to surge in popularity across the U.S., with more consumers building home gyms and prioritizing strength training as part of their health and fitness routines. Not coincidentally, Johnson Fitness & Wellness has seen their strength category sales increase over the last few years, and the addition of Nike Strength Equipment reflects their commitment to offering premium, performance-driven, and sustainable products to meet the consumer trend.



Johnson Fitness & Wellness Partners With Nike Strength Equipment

"We are very excited to partner with Nike Strength Equipment, and their best-in-class assortment of strength training products. It is a fantastic addition to JFW's product lineup, which amplifies our strategic commitment to bring exceptional strength products to our customers enabling them to reach their personal health and fitness goals," said Bob Zande, President of Johnson Health Tech Retail, Inc.

Nike Strength Equipment offers additional variety for consumers at Johnson Fitness & Wellness. Specifically, the new assortment includes products made with Nike Grind, which combine intelligent design, trendy pops of color, and excess material from footwear manufacturing to deliver high-performance dumbbells, kettlebells, and bumper plates with a premium aesthetic.

"Johnson Fitness & Wellness customers are becoming more invested in premium strength training equipment and we're excited to bring them our innovative combination of elite performance and iconic design," said Drew Conant, CEO of Dimension 6 Fitness and founder of the Nike Strength Equipment business. "We've developed equipment informed by how the best in the world train and elevated by Nike's rich design heritage that will make any home gym stand out from the pack."

Johnson Fitness & Wellness will carry Nike Strength Equipment products at the following stores and on their website starting this month, with plans to expand Nike Strength Equipment to all stores across the U.S. over the course of the next several months.

Central

Appleton, WI
Chesterfield, MO
Clive, IA
Naperville, IL
St. Louis Park, MN
Waukesha, WI
Woodbury, MN

East

Annapolis, MD
Fairfield, NJ
Tysons Corner, VA
Montgomeryville, PA
Mount Laurel, NJ
Rockville, MD
Paramus, NJ
Wilmington, DE

Texas

Dallas, TX

Spring Branch, TX

San Antonio South, TX

Southlake, TX

Spring, TX

West

Bellevue, WA

Laguna Niguel, CA

Los Angeles, CA

Paradise Valley, AZ

Sherman Oaks, CA

About Johnson Fitness & Wellness

Johnson Fitness & Wellness (JFW) is the retail division of Johnson Health Tech Retail, Inc. JFW is the world's largest specialty fitness retailer with nearly 100 stores across the U.S. and more than 220 stores worldwide. Each JFW retail outlet offers the strongest assortment of fitness and wellness products and brands, including Matrix Fitness, Vision Fitness, Horizon, BowFlex, Peloton, Tonal, Force USA, Fujiiryoki, and now Nike Strength Equipment. The stores are staffed by experienced fitness consultants who help customers find the perfect product to achieve their fitness goals. Customers have access to a wide variety of personal fitness and wellness equipment, including treadmills, ellipticals, stationary bikes, home gyms, and accessories.

About Dimension 6 Fitness

Based in Portland, OR, Dimension 6 Fitness believes that All Victories Start With Training. Dimension 6 Fitness is a global leader in the sporting goods industry, and takes immense pride in being a licensed partner of the legendary Nike brand - an iconic name in the world of sports. Our exclusive rights enable us to spearhead the design, development, manufacturing, and marketing of cutting-edge Nike Sports Equipment, propelling athletes to become the best version of themselves.

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