

**The minute our ambassador shared the Airofit review on his Social Media channel, we made the first sale!**

**RETAIL  
SUCCESS  
STORY:**

**Lepsza  
Forma**

Jakub from **Lepszaforma.com** used to have a successful bicycle shop before the outbreak of COVID-19 in Poland. As the pandemic hit the local businesses hard, he had to close it down and started looking for some innovative products in sport & health, which would help him disrupt the health-tech and sports-tech market. One day he came across the Airofit, which turned out to be the complete game-changer for him.

#### **Why Airofit?**

“When I saw the Airofit for the first time, it attracted my attention. It looked like a smart and innovative device, a state-of-the-art technology, I would say. It was something new for the Polish market, and I saw strong potential in that. It was especially taking into account the whole context of COVID-19 pandemic and the health impact of Airofit towards people with different lung impairments, as well as its prophylactic function. Additionally to the

health angle, we also saw demand on the market from people looking for solutions to stay fit during the pandemia, as the vital majority of the sports facilities were closed. And Airofit was a good additional tool to that. So to say the interest towards the breathing muscle trainers and the topic of breathing, in general, was definitely growing and therefore we decided to give it a try.”

#### **Becoming an Airofit wholesaler.**

“Becoming an Airofit wholesaler was a very smooth process. We received all the guidance from the Airofit team. The communication itself was very efficient and, what is the most important, the order fulfillment was on time and without any complications.

To launch the sales, we decided to create a dedicated website for Airofit - Lepszaforma.com. As we wanted to showcase the full potential of Airofit for us, it was the best solution. Airofit has therefore provided us with a wide variety of marketing materials and communication around the product. Last but not least, Airofit has also shared with us their unique

knowledge in the breathing area, which made our positioning and expertise even more robust and created new opportunities on the market.”

“I definitely remember the first sale of Airofit which we had. The minute our ambassador shared Airofit review on his social media channel we made the first sale! We have never experienced such a prompt response. That was mind-blowing!

**Our current monthly sales of Airofit are quite stable, and simultaneously we also see a steady growth of around 10% a month. As the third wave of pandemic is expected for the fall-winter period, we also forecast the increase of sales for up to 50%.**

Simultaneously, we are also extending our general variety of devices for the sports industry, which will let us enlarge our potential target audience and push the sales of Airofit and other promotional activities.

All in all, we think Airofit was definitely a great addition to our family!”

### **What do Lepszaforma.com customers say?**

We receive very positive feedback from our customers who mention that with Airofit, they do not run out of breath anymore while doing different physical exercises. For many of our customers, Airofit has also become a strong recovery tool during the rehabilitation process after various lung impairments or surgeries, which in the very end, made a strong positive impact on their health and general wellbeing.

“Nowadays, it is worth taking care of the condition of your lungs - says one of our Airofit users - Not only for sports reasons but also for the sake of good health. A person who has experienced covid-19 should definitely use Airofit. It helps to restore the function of your lungs and restore a natural breathing pattern. In my case, training with Airofit was very helpful. My personal experience after using the device: it definitely improves breathing efficiency and also has a positive effect on recovery after training.”

### **How to become an Airofit wholesaler?**

To become an Airofit wholesaler, [\*please register here\*](#), and we will contact you shortly.

Want to learn more about Airofit or have any questions for our sales team? Feel free to contact us as [\*wholesale@airofit.com\*](mailto:wholesale@airofit.com)