



HIGH-END PILATES EQUIPMENT BRAND

.fonv is a Pilates equipment crafted with philosophy obtained in consideration of user experience.
It is the long-awaited innovation of Pilates equipment after extensive research and consideration.

Focusing on invisible values .fonv



Consideration for people

Innovation of pilates equipment that focuses on its users.
.fonv finds problems in a system that never questions existing methodologies
and addresses user inconvenience in a completely different way.
Finding and solving problems that users don't recognize is what we call **innovation**.

With professional instructors / diverse users / designers,

Pilates equipment that focuses on users and finds solutions to familiar inconveniences

Story 1.

User-centered Pilates equipment that finds solutions to familiar inconveniences

Born from the hands of product designers, .fonv was able to interpret Pilates equipment from a new perspective because we did not follow the existing formula for designing Pilates equipment.

This is how .fonv comes up with innovations that users have not thought of and there is meticulous consideration for users.

Story 2.

Functional design that changes users' behaviors

.fonv is a Pilates equipment brand created by reputable design firms in Korea, Pilates instructors, and experts in various fields.

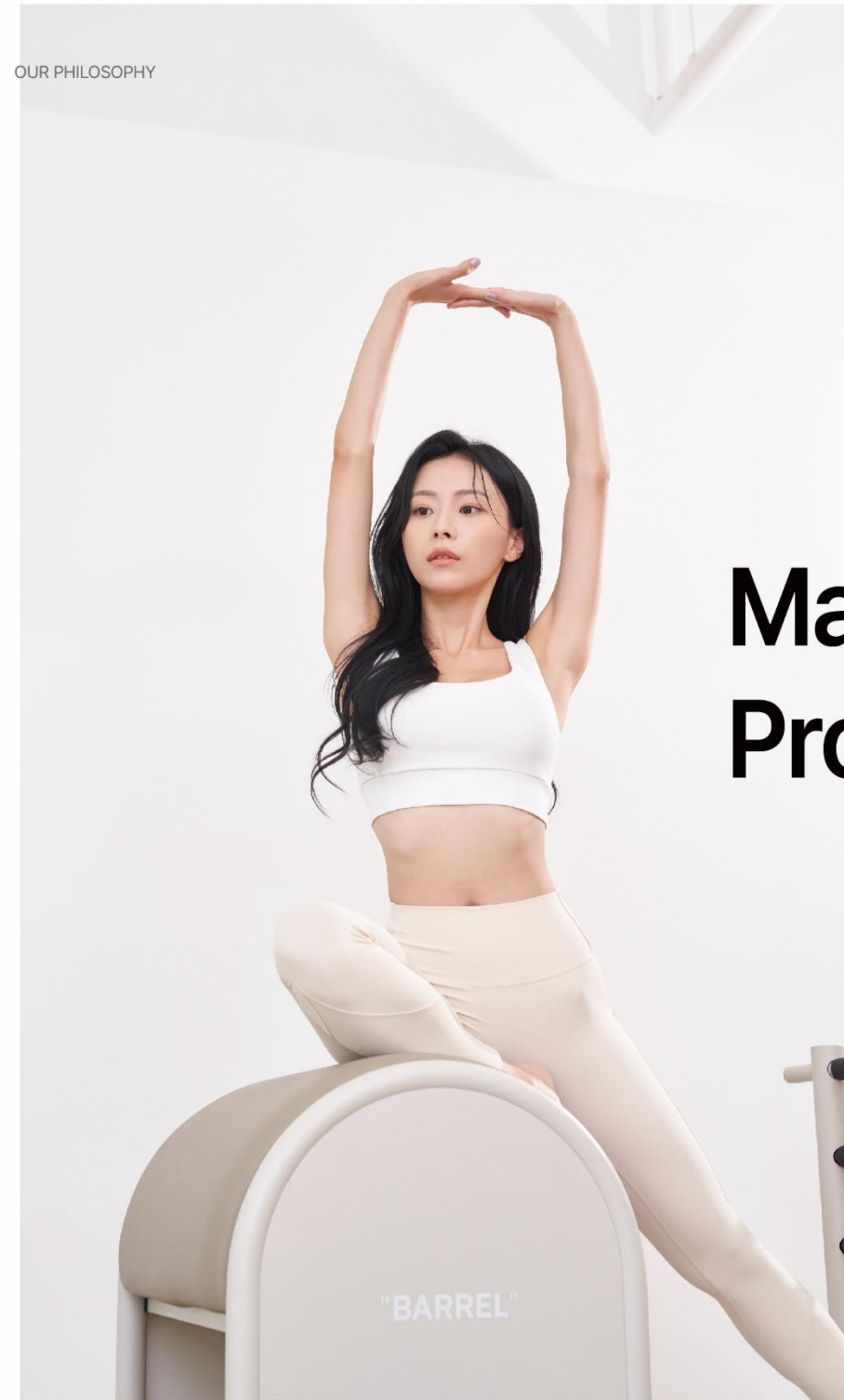
.fonv experts, who give simple solutions to users' complex problems, communicate new possibilities for the way users behave and suggest innovations.



The identity of .fonv that begins with a period. **.fonv**



Focusing on invisible values is consideration for people.



Makes different, Professional Line of .fonv

PHILOSOPHY

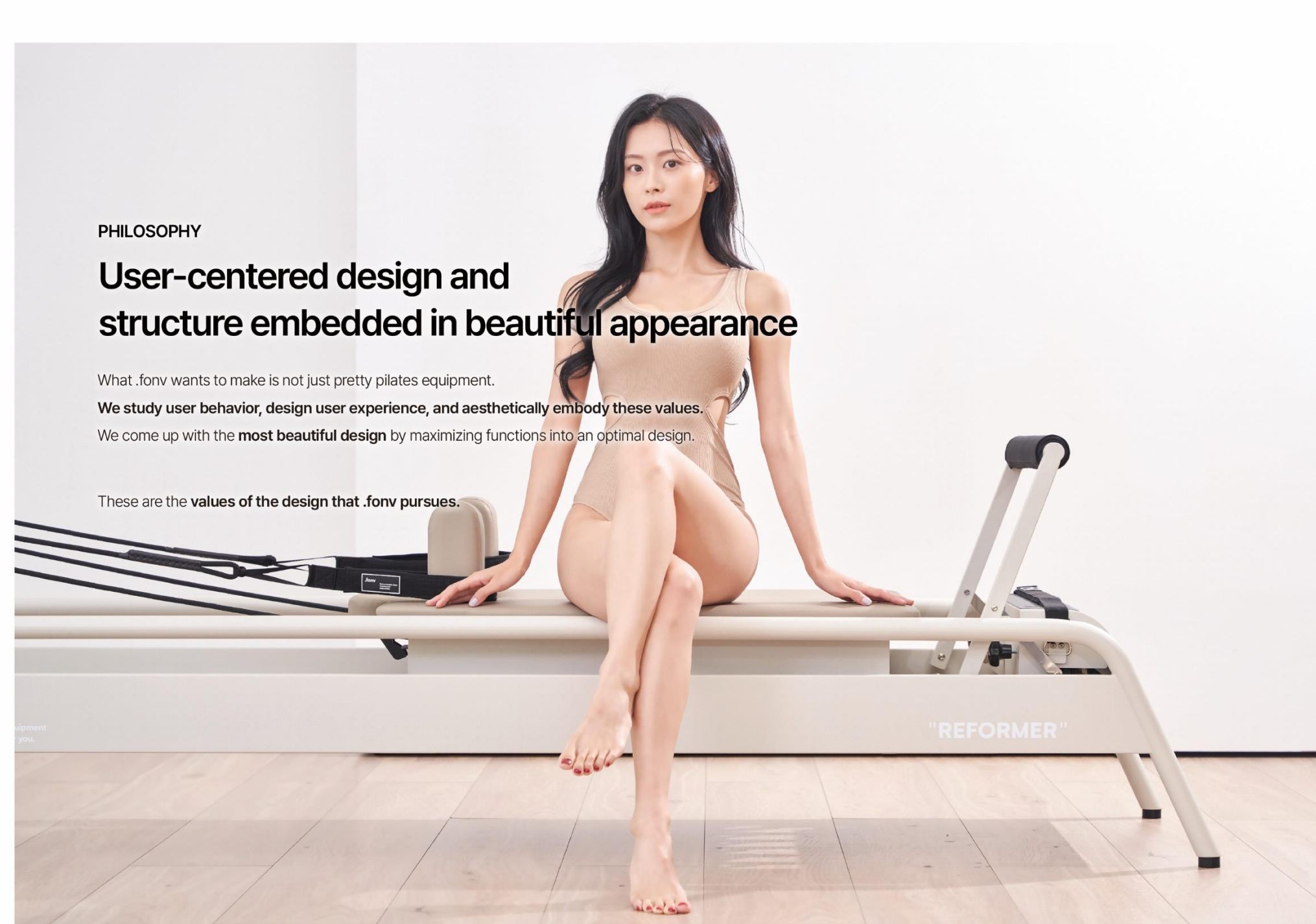
User-centered design and structure embedded in beautiful appearance

What .fonv wants to make is not just pretty pilates equipment.

We study user behavior, design user experience, and aesthetically embody these values.

We come up with the **most beautiful design** by maximizing functions into an optimal design.

These are the **values of the design** that .fonv pursues.



.fonv is the **most complete Pilates equipment**
that provides the best experience for all users.



PHILOSOPHY

.fonv reinterprets the Pilates equipment.

Through the reinterpretation of the Pilates equipment, **.fonv enhanced the inherent value of performance** that allows users to focus fully. **.fonv is the reinterpretation for even better design**, becoming the standard of high-end pilates equipment.

By understanding the way users unconsciously behave while using the equipment, improving the existing methods according to each equipment's unique characteristics, **.fonv introduces its reinterpretation of Pilates equipment.**



Pilates

Beginning of an ultimate change, Pilates

.fonv believes Pilates is the most delicate and honest exercise. Pilates started as a rehabilitation, changes the member's body and completes healthy lifestyles under the guidance of experts.

A positive change in life begins with a healthy body and it is the core value of pilates exercise.

.fonv is with you to start sharing the true value of pilates.



1.

Naturally, for a long time

.fonv pilates equipment blends in well with any environment, constantly waking up new senses even after a long time.

A simple & classic silhouette that suits the pride of a premium pilates studio and a scientific design that can overwhelm the space with its existence alone are .fonv's highest values.



2.

Start interior design with .fonv, Complete a premium studio

.fonv thinks the power of a space comes
from experiencing changes in attitude.

Promoting premium experience through .fonv,
.fonv will be a reliable partner for your pilates studio.

Start your studio with .fonv.

.fonv helps set up a premium studio with minimal interior design.

Minimal interior design that maximizes operational efficiency,
and premium pilates equipment that delivers the highest satisfaction to users.

That is the true value of .fonv so that we can satisfy everyone.



3.

Globally recognized value, A premium equipment

.fonv pilates equipment has taken every detail into
consideration and is exported to countries like the U.S, Australia,
and across Europe, which are recognized as the origin of pilates.

We are known for our excellent performance and design.





.fonv completes the value of Pilates
.fonv

01. Pilates equipment brand with best performance

.fonv is pilates equipment that addresses all the discomfort unknowingly experienced by users. From quality materials, professional design, and convenient internal structure to excellent usability, all of which are maximized by the perfect design of .fonv.

02. Experience high-end equipment

.fonv allows all pilates lovers to experience the premium quality that a high-end brand offers. We provide the best performance for Pilates instructors and a special experience that clients can't get anywhere else. To understand the true values of .fonv, one has to experience, and the experience of using high-end equipment is another criterion for clients in choosing their pilates studio.

.fonv completes the value of pilates.



03. The value of professionalism

.fonv pilates equipment is manufactured by a company that specializes in designing various products, such as medical or home appliances, commissioned by Korean and overseas companies.

From a sketch to a completed design, and from a prototype to the launch of the finished product, all of .fonv equipment incorporates professional experiences and expertise.

Pilates equipment is created by expert product designers who consider every detail for users.

Enjoy the value of true professionalism through .fonv.



04. The most advanced pilates studio

.fonv pilates equipment not only enhances the interior design of a pilates studio, but also enables instructors to give flawless lessons, all of which benefits are shared with the clients.

With its functional excellence and beautiful design, .fonv promotes emotional satisfaction as well as healthy changes in body.

Where beautiful changes in body and mind take place, a studio filled with .fonv pilates equipment will help complete the true value of pilates exercise.

What makes .fonv different?



1

Design customized
for user behaviors

2

Detailed
design

3

Quality
material

01. Usability tests performed on members



- Analyzed the reasons why beginners give up
- Analyzed the learning behavioral patterns of beginners to advanced level
- Several in-depth interviews and monitoring
- Participated in product sample tests

Analysis of client's difficulties with using Pilates equipment

Identify common usage issues according to equipment and sequences, and improve the issues from the client's perspective

02. Usability tests performed on instructors



- Analyzed obstacles that disturb the flow of a lesson
- Analyzed unnecessary instructions and behavior patterns in class
- Several in-depth interviews and monitoring
- Participated in research and development of .fonv

Analysis of instructor's obstacles that hinder their performance

Analyzed factors that hinder smooth sequence progression from the instructor's perspective and invited them to .fonv's research and development for proposing better solutions

03. Took expert's advice from various fields



Product designer

"The existing Pilates equipment looked like an object dated back to Middle Ages"

In the eyes of product designers who design medical devices and home appliances that focus on users, the existing Pilates equipment was 'shocking.' The conventional design that makes it easier for the manufacturer, and not the users, suggested a clear direction for us to improve.



Pilates instructor

"How could it never cross my mind? Why?"

.fonv suggested the possibility of addressing the issues we never questioned before. So, we tried to recognize unnecessary movements while giving a lesson and during our practice, and went through a long process exploring the directions for improvements.



Product Development Specialist

"The most difficult task that incorporates everyone's needs"

Numerous exercise equipment, medical devices and home appliances are based on the idea of creation, but .fonv required both creation and elimination, which was quite difficult. .fonv was born after trying to recognize the existing design from different perspectives and verifying the validity of the new design for about several hundred times.

What makes .fonv different?



1 Design customized
for user behaviors

2 Detailed
design

3 Quality
material



01. 3D Design

- **Applied 3D technology** used for medical and home appliances
- Optimized the appearance and internal parts through **3D design**
- Created harmony between **innovative internal parts** and **beautiful exterior**



02. Full- Frame

- Full frame **welded** rather than assembled
- Design that enhances **durability**
- **Solid structure** that prevents distortion due to use



03. Component Hiding

- **Optimal design** for users
- Component hiding method that **minimizes the risk of injury** and guarantees **performance stability**
- **Simple and stylish exterior** design

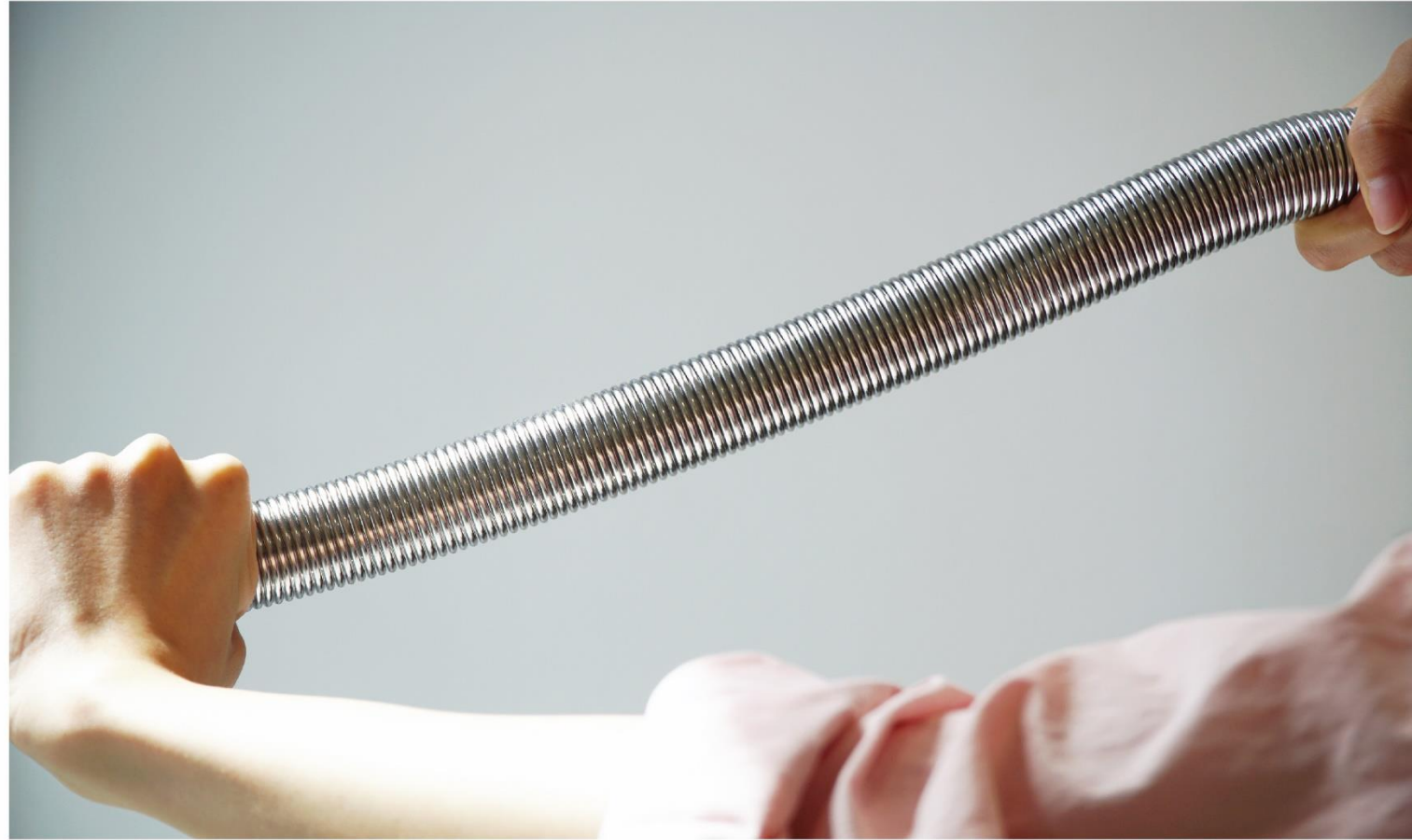
What makes .fonv different?



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material



01. Stainless Spring

In order to design the meticulous difference between restoring force and recoil that only the user can feel, .fonv uses a stainless material for its springs. Although there were more than twice the cost difference and difficulties in the manufacturing process compared to existing materials, this was selected according to our brand value which is to puts users first. You can experience a stainless spring that maintains good condition for a longer period of time while feeling smooth driving and movement with its buttery elasticity.

“ The subtle difference in the .fonv is hidden in the spring material. ”



02. Durable steel material

We increased the durability of the equipment with premium steel instead of the wood used for other existing equipment. Steel compensates for the shortcomings of wood and has fewer restrictions on the environment as it is resistant to scratches and moisture. Also, the unique gloss of premium steel gives a more modern and refined look. Using construction-grade premium steel, all of .fonv equipment is not only durable but also superior in design.

“For the equipment’s longevity, .fonv insists on only durable materials.”



03. Leather material approved for suitability

We use materials certified as children's leather products under the Children's Product Safety Special Act so that people can learn about the benefits of pilates without worrying about the material. This product is made with leather certified to be safe for children's use by the Ministry of Trade, Industry, and Energy in accordance with their safety standards. Thus, the material is suitable for use by adults who are sensitive to materials, pregnant women, children, and infants under the age of 3 who need to be cautious of hormones and allergies.

“.fonv selects only safe materials for the true benefits of pilates.”

REFORMER

Round shape for safe & various performance

The .fonv Reformer removed all the sharp edges of the frame and designed them round-cornered. Minimizing the risk of bumping into the equipment or being injured, it was designed with safety and user's convenience in mind. Also, the equipment feels more spacious than other equipment as its design is intended for various users.

With its side handles that go well with round frames, it allows users to engage in various movements other than Reformer workouts such as stretching and changing the pose.



Detail 1

Automatic rope pull lever

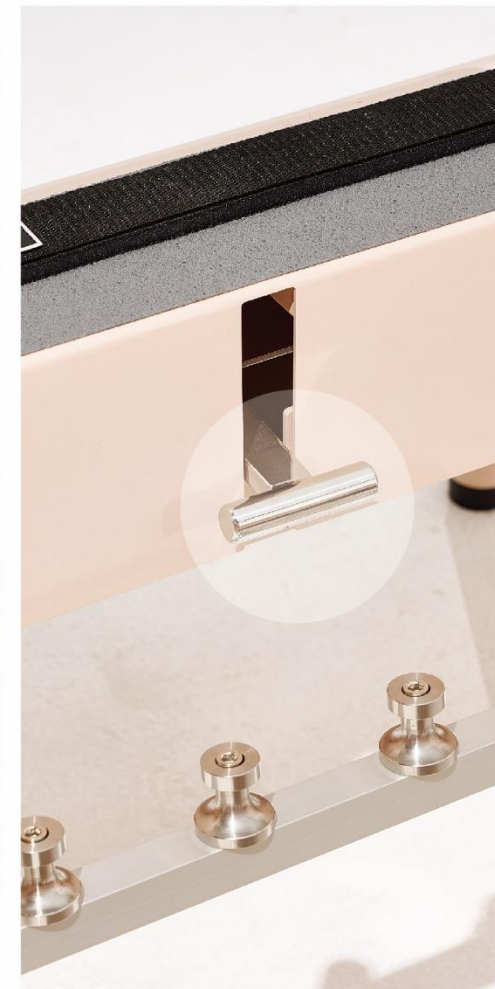
No need to manually adjust the rope, just press the pull lever and the rope will automatically wind, making it easy for anyone to adjust the rope length.



Detail 2

Headrest handle

There is a handle on the bottom of the headrest, so you can conveniently adjust the height while lying down.



Detail 3

Foot bar with 3-level adjustable angle

Anyone can easily adjust the angle of the foot bar using the lever.



Detail 4

Double & foot strap with adjustable length

The foot strap on the .fonv Reformer uses molding velcro, which makes it strong and secure with excellent fixing power. With adjustable strap length, you can conveniently customize it to the user's body size.

BARREL

Design focused on simple setup & Design for various sequences

.fonv Barrel focused on solving problems caused by traditional Barrel's difficult setup.
We were able to identify inconveniences that users got accustomed to
by analyzing factors that restrict movement and disturb class flow due to complicated setup.

In order to address this problem,
.fonv Barrel designed a foot plate that can adjust the distance by simply using feet,
allowing users to perform various sequences.



Detail 1
Footplate with adjustable distance

Conveniently adjust the barrel distance
by simply stepping on the plate.
Distance can be adjusted from front or rear,
any side of Barrel.



Detail 2
Indication of adjusted distance

Distance is marked as steps on
the upper face of the lower frame.
It can be adjusted to the desired position.



Detail 3
Silicone tube

A silicone tube is attached to the ladder pipe
to relieve pain in the instep for a softer feel.



Detail 4
Sturdy full frame design

A sturdy full frame structure made by welding
rather than assembling allows for safe exercise.



CHAIR

Chair balance that lasts

In the case of an existing chair, the weight and movement of the load are transmitted to the left and right pedals, distorting the chair. This prevents the appropriate transfer of power and balance, and results in the deformation of the equipment. To prevent distortion, .fonv Chair is built in a full frame which helps maintain good posture but also preserves the balance of the equipment.



Detail 1

Chair's lower axis

A stainless steel straight bar is used at the rear bottom of the Chair to allow smoother movement of the footrest without additional oiling or maintenance.



Detail 2

Small parts hidden inside the Chair

There are no protruding parts when the handle is not in use, so there is little risk of injury during exercise. This clean-cut structure will also help minimize the risk.



Detail 3

Spring holder

A holder that fits the spring size can be secured without wobbling and keep the spring from making a creaking sound. When the spring is not in use, please keep it secured to the spring holder.



Detail 4

Convenient to move

There are wheels attached to the bottom of the chair, making it easy to move around in the studio.

CADILLAC

Detail added for optimal grip & Improved safety for chains and springs

We improved the grip on the pipe for a more effective Cadillac sequence.
We designed a special pipe that is easier to get a strong grip with one hand to replace a pipe that can't be held with one hand. "CADILLAC"

We addressed potential problems and risks so that users could focus on exercise without distraction.
By eliminating elements that can trap clothes and hair, we promote safe workouts.



Detail 1
Safe chain

The safe chain is made of a strap, so it does not generate any noise when using the push bar. Also, you don't have to worry about getting your clothing or hair stuck in the chain.



Detail 2
Swing spring cover

We put a cover to the spring, so you don't have to worry about getting your hands or hair caught in the spring.



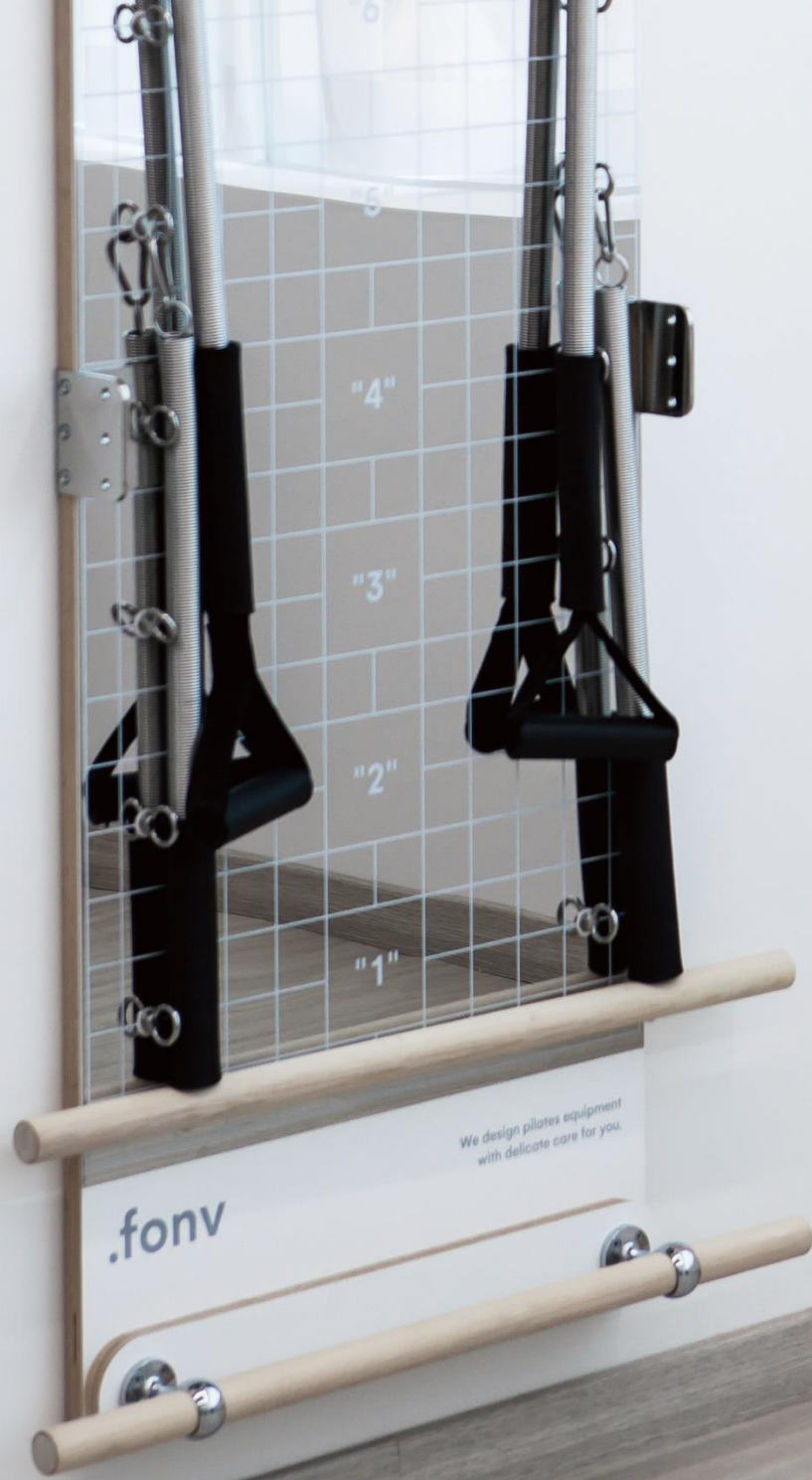
Detail 3
Spring sliding bar

You can adjust the spring height according to the purpose of the exercise by turning the adjustment screws on both sides of the sliding bar.



Detail 4
Pipe easy to grip

In order to optimize the grip, we used a pipe specifically designed to be thinner than the existing pipe, which was difficult to grip with one hand.

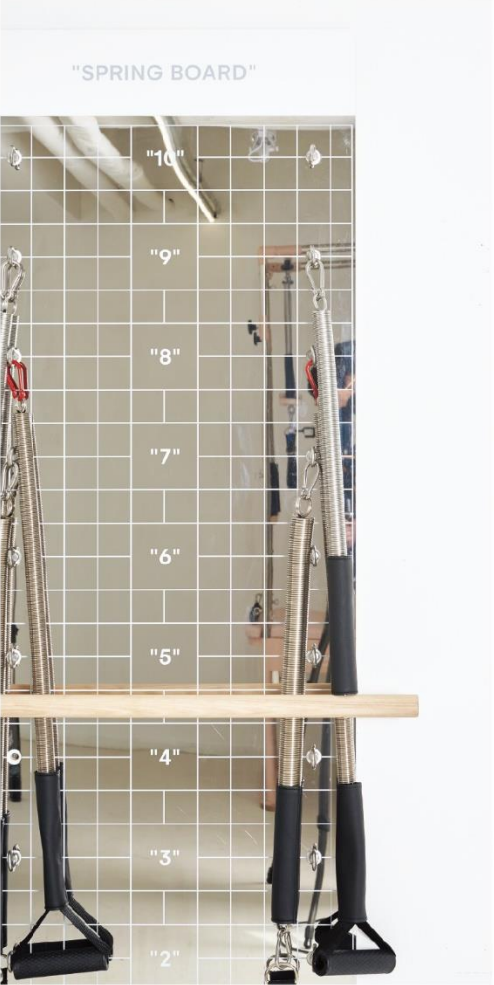


SPRING BOARD

Front mirror for practical space utilization

The .fonv Spring Board, with a mirror attached to its front facade, optimizes space utilization as well as durability and aesthetics.

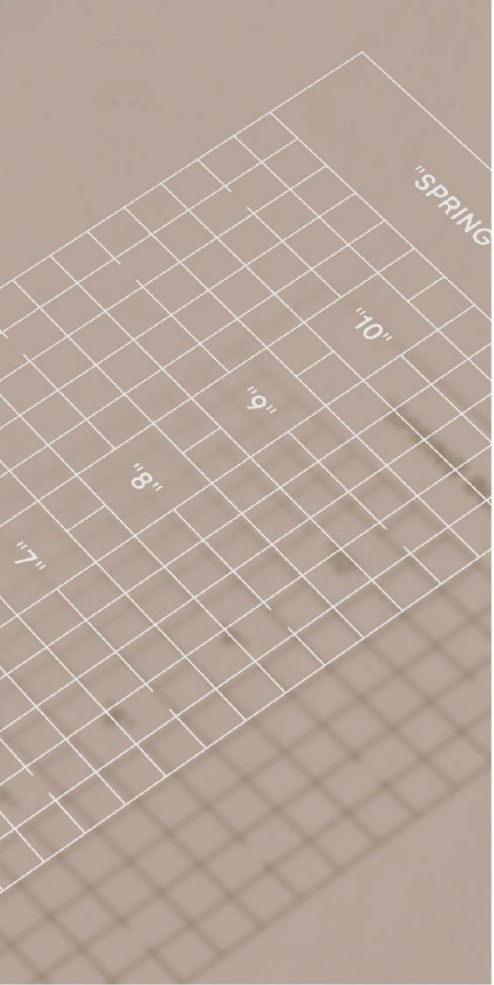
The .fonv Spring Board can be used without having to install a separate mirror, allowing efficient use of space and enhancing interior design.



Detail 1

Stainless super mirror

The front of the Spring Board is made of a stainless steel super mirror to prevent the glass from breaking. You can teach while looking in the mirror.



Detail 2

Grid helps correct postures

The steps and grids printed on the super mirror help correct postures and give detailed instructions, which let users get the best out of the workout.



Detail 3

Efficient use of space

The Spring Board with a super mirror makes the studio look spacious, and it can cut interior expenses since no separate mirror is needed.



Detail 4

Install push-through bar

We make installing a push-through bar optional, allowing you to customize your order. (Installation fee applies)



JUMPING BOARD

Sophisticated design focusing on detail

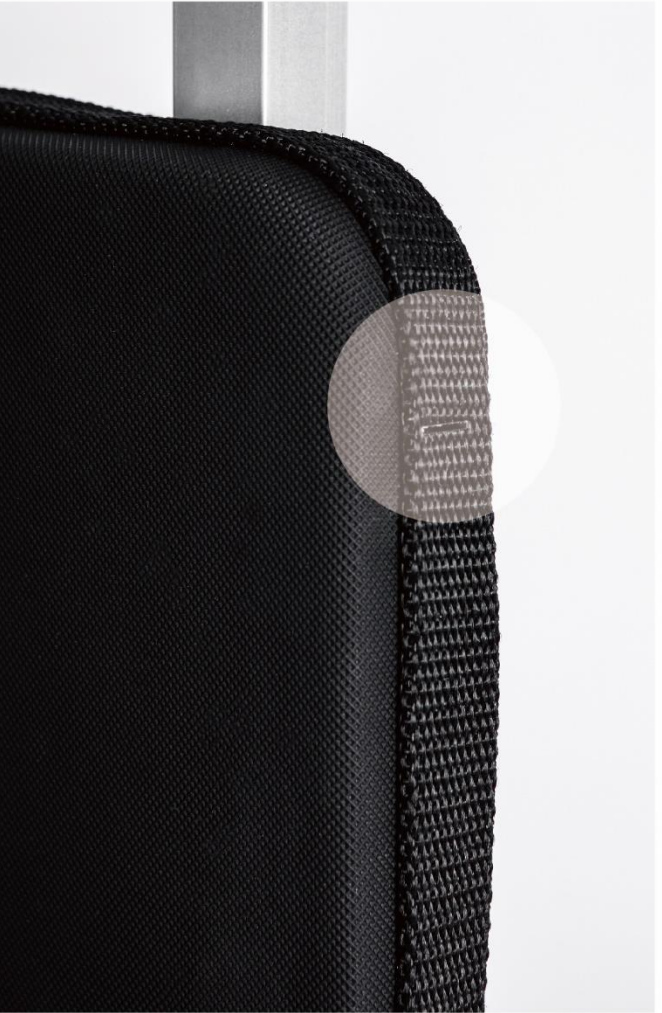
We focused on the sophisticated design of the Jumping Board to make it compact, but sturdy and durable. This sophisticated Jumping Board can be secured in place and is very sturdy.



Detail 1

Strongly secured without wobbling

When the jumping board is mounted on a Reformer, a foot bar fixture supports the back of the jumping board to lock it in and reduce vibration when jumping.



Detail 2

Detailed corners

Webbing is added to the side of the board to prevent the pad from wearing down, keeping it look new for a long time.



Detail 3

Non-slip pad with anti-slip function

A non-slip pad covering the front of the board prevents you from slipping due to sweat.

BOX

Designed for various uses

The .fonv Box, made in consideration of various uses, is carefully designed to stay fixed in place and uses quality materials that make it easier to move.



Detail 1

Non-slip pad to prevent slipping

We added a non-slip pad to the bottom of the box to reduce your risk of slipping while on the reformer.



Detail 2

Carefully crafted straps

We put three straps on three sides of the box and covered them with silicone tubes to reduce strain on your wrists when moving the box.



Detail 3

Used sturdy birch tree

We used birch plywood that is light yet sturdy, to reduce weight while increasing durability.



GYMBALL HOLDER

Professional space layout & efficient storage

You can store items needed for exercise, such as straps, equipment springs, and props, and use space efficiently. .fonv Gym Ball Holder help create a professional workout area by effectively managing elements that distract interior design.

As neat as the .fonv Gym Ball Holder looks, it also does not get in your way. Efficient storage makes a difference in performance.



Detail 1

Hold gym balls of various sizes

The vertically wide hole is stable for storing gym balls of various sizes.



Detail 2

Store items and use space wisely

It can store various items, from a gym ball to towels, stretch bands, and equipment springs.



Detail 3

Gym Ball Holder with a patent

.fonv Gym Ball Holder is a unique product that has received a design patent with its function and design that meet the client's needs.

HAMMOCK STRAP

Hammock strap with completely new material functional fabric & excellent fit and usability

Addressing the shortcomings of the fleece straps used in the existing pilates equipment, the .fonv Hammock Strap is made of a breathable and elastic two-way fabric.

The double-layer specialty fabric is a perfect fit for your body. Wrap the strap twice for a more stable and diverse movement.



Detail 1

Perfect fit of double-layer specialty fabric

Elastic material specialized for movement.
Try a detailed movement with
a hammock strap that fits nicely on your hand.



Detail 2

Easy-to-wear strap holder

Unlike a bulky fleece strap,
.fonv Hammock Strap is easy to put on without any support.



Detail 3

Easy to wash and dry

Because it is a functional sports fabric, it is easy to wash and dry.
This is a highly durable fabric with a high coefficient of friction and
excellent resilience even after frequent wash.



Elegance in **Coral**

Coral color has its unique warmth that helps relax the body and mind,
while at the same time adding vitality.
.fonv Coral fills the space with positive energy.
Complete the true value of pilates exercise by creating an elegant space.

Chic and simple conveyed in **Black**

.fonv Black finds a trendy charm in the classic black.
The profound black allows for deep meditation and refined movement.
.fonv Black's charm varies by material.
Create a trendy space with your choice of material and color.





Completing the luxury with **Sand Beige**

Inspired by natural objects, .fonv Sand Beige enhances the atmosphere of the space with the color's unique luxurious feel as well as psychological comfort.

The Sand Beige color captures 100% of the high-quality sensibility that .fonv pursues.

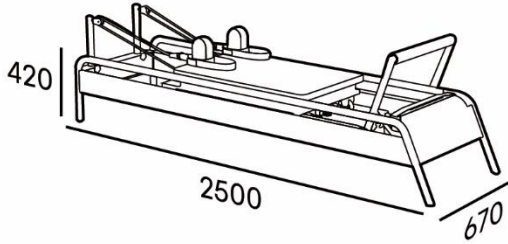
Enhance the atmosphere of the studio with the .fonv Sand Beige, in which natural and refined coexistence.



.fonv **Size**

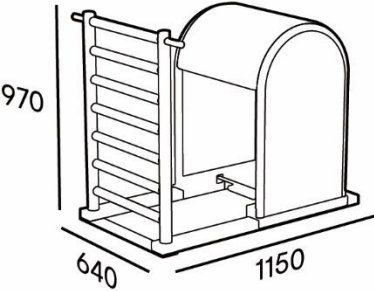
Reformer

Coral / Black / Sand Beige
W 2500 D 670 H 420



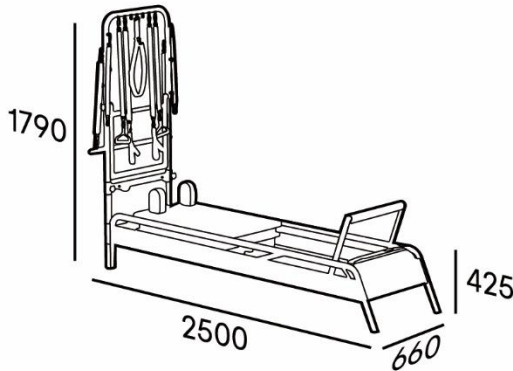
Barrel

Coral / Black / Sand Beige
W 1150 D 640 H 970



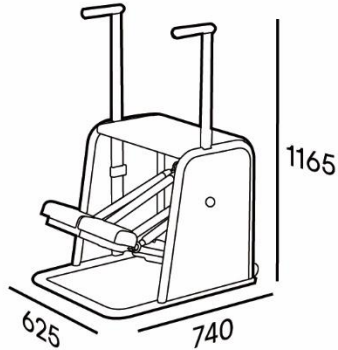
Tower Reformer

Coral / Black / Sand Beige
W 2500 D 660 H 1790



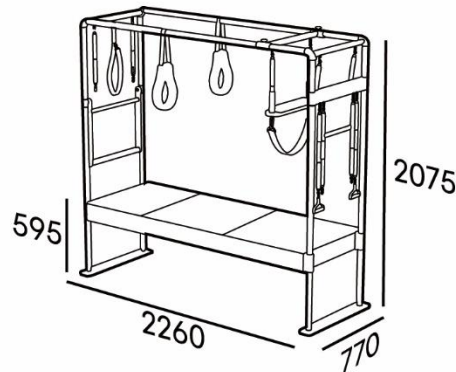
Chair

Coral / Black / Sand Beige
W 625 D 740 H 1165



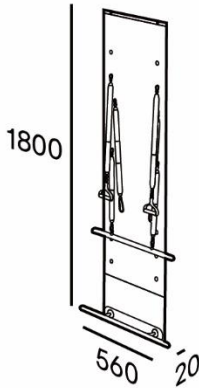
Cadillac/Caformer

Coral / Black / Sand Beige
W 2260 D 770 H 2075



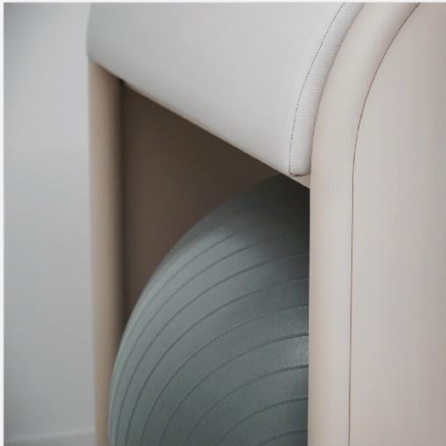
Spring Board

White/ Coral / Black
W 560 D 20 H 1800



How to keep .fonv equipment in the same best condition as they were at first

Refer to the maintenance guide to manage your equipment in order to keep them clean for a long time.



Frame

Use a wet magic sponge or a dry cloth to wipe down the iron frame.



Spring

Wipe down with a dry cloth.
Replace the spring once a year,
We do not recommended to use it for more than 2 years.



Straps

Machine wash
(hand was recommended)
Washing in hot water
may cause color stains.

* Fleece Strap Do not machine wash.
Dry clean only.



Artificial Leather

For light contamination,
wipe it off with a
wet magic sponge or a dry rag.
For severe contamination,
use the provided cleaner and
wipe it again with a wet tissue.

fonvservice@gmail.com

For contract-related information,
please contact us at the email address above and
we will kindly respond.

Payment

Payment can only be made by overseas remittance.

[Information on purchasing overseas shipping]

- The equipment is made to order, so it takes about 6 weeks to manufacture after signing the contract.
- Delivery is carried out through an overseas shipping company,
and it takes at least 4 weeks or more as it is shipped by sea freight.
- The sea freight schedule can be delayed than the date notified at the time of contract due to local conditions,
sea conditions, etc., and refunds are difficult due to such matters. Please be well informed before signing the contract.
- For overseas purchases, warranty-service and installation support are not provided.

Return & Refund

- Due to the nature of custom-made products, production bgins within three days of deposit.
- ✳ **Exchange or refund due to buyer's remorse is not available once production begins.**

Delivery

[Equipment only delivery]

- Freight rates may vary depending on the destination.
- The equipment will be packaged and delivered in a way that rquires the minimum assembly.
- Installation manual will be provided for assembly.
- This product must be installed by the customer with the provided installation guide.

[Accompanied by the installer]

Airfare varies depending on the country.

- ✳ Please cintact us for this information upon signing the contract.
- Prior information on the delivery site must be confirmed by the customer in advance.



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