



Donna by TECA

the ultimate ladies fit boutique

WHO
WE ARE

TECA is the Italian brand esteemed worldwide since 1986 for its know-how and research in the fitness & sport sectors, awarded for innovation and design.

WHAT
WE DO

We invent and manufacture training equipment with advanced biomechanic that diverge physical activity into an emotional experience for any user: intuitive, engaging and satisfying.

WHAT'S
NEW?

With **TECA Training & Trends** branch, we develop advanced training methods and style following trends – trend setters as the first integrated solution Technology + Furniture for the woman training space.



From over 20 centuries of Beauty



What DONNA means donna s.f

[lat. dōmīna «signora», lat. volg. dōmna]

Collins English Dictionary:
"An Italian title of address equivalent to Madam"



to the new frontier of female fitness



The art of remise en forme was born in Italy, in ancient Rome. Italian style and design have always been synonym for beauty in the world.

From the uniqueness of the Made in Italy, an unique mix of advanced technology and craftsmanship with tailor made creations to go beyond fitness.



The ultimate Women fitness concept

For the first time women fitness meets italian style and design, through an exclusive mix of advanced technology and craftsmanship for the most demanding markets.



inspired by the Italian art of Beauty





When Design meets Art

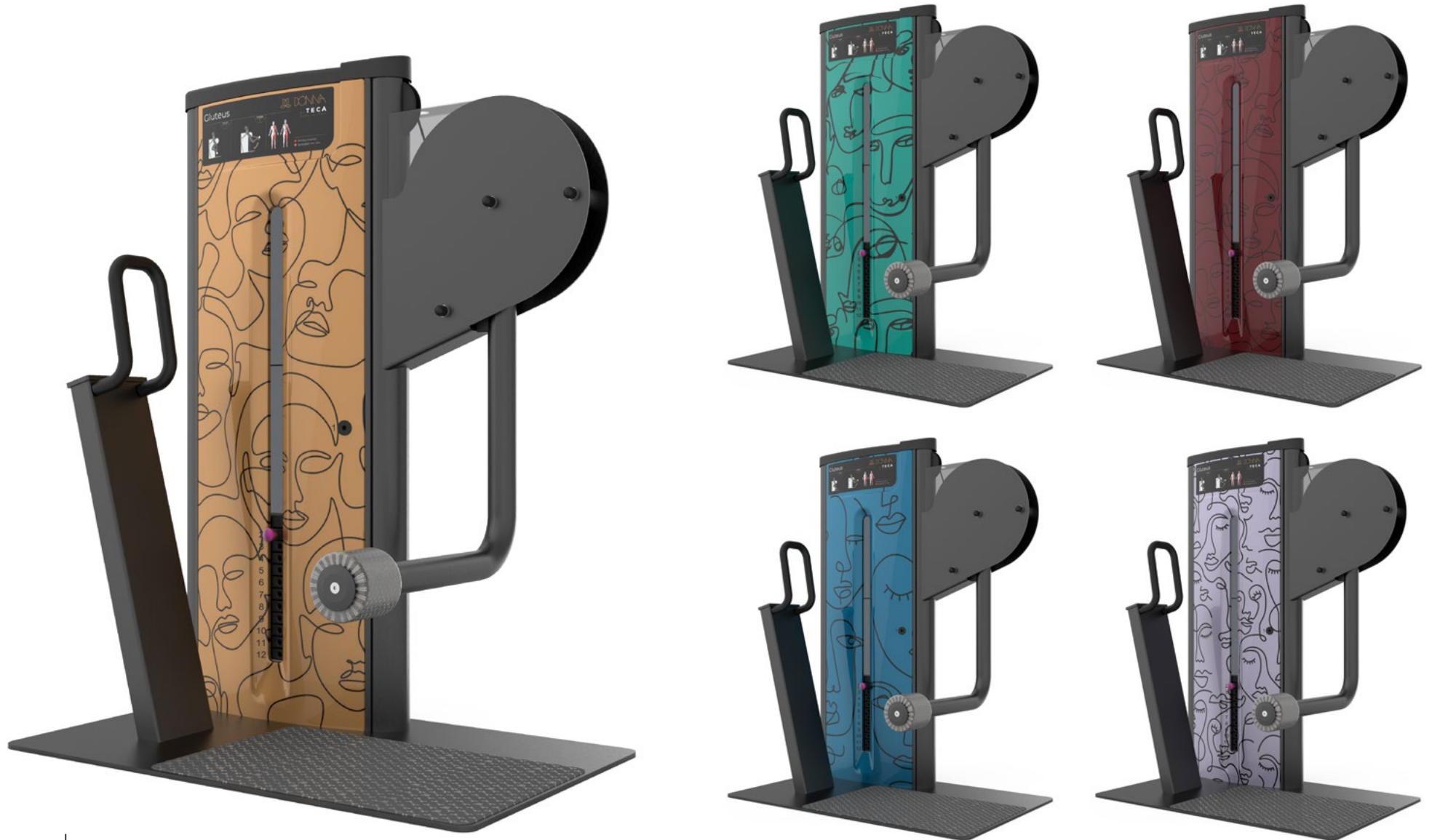


Distinctive artistic collection inspired by design and fashion trends for an exclusive, prestigious and unique fitness & wellness area.





Craftsmanship and customization



Total freedom to customize and modify the decorations,
renewing the appeal of the boutique gym.





The Science behind Donna

STANDING WORKOUT INNOVATION AWARD



Inventor of Standing Exercise Equipment and award-winning system for higher effectiveness of the method, compared to traditional training systems.

30 MINUTES

- ▶ Complete workout in less time

+KCAL

- ▶ Up to 1200 kcal per session

METHOD

- ▶ SEE® technology + sequential and progressive training

RESULTS

- ▶ Evident starting from the 6th week

ASSISTANCE

- ▶ Education, protocols, Donna virtual trainer

WORK IN A STANDING POSITION
MUSCLE ACTIVITY: +90%

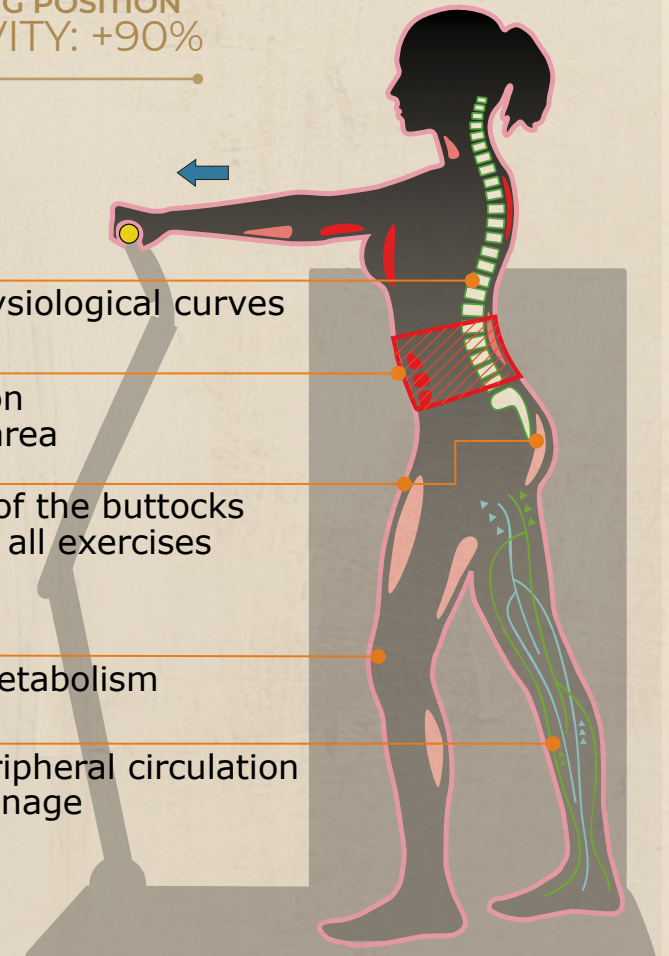
respecting the physiological curves

continuous activation
of the abdominal area

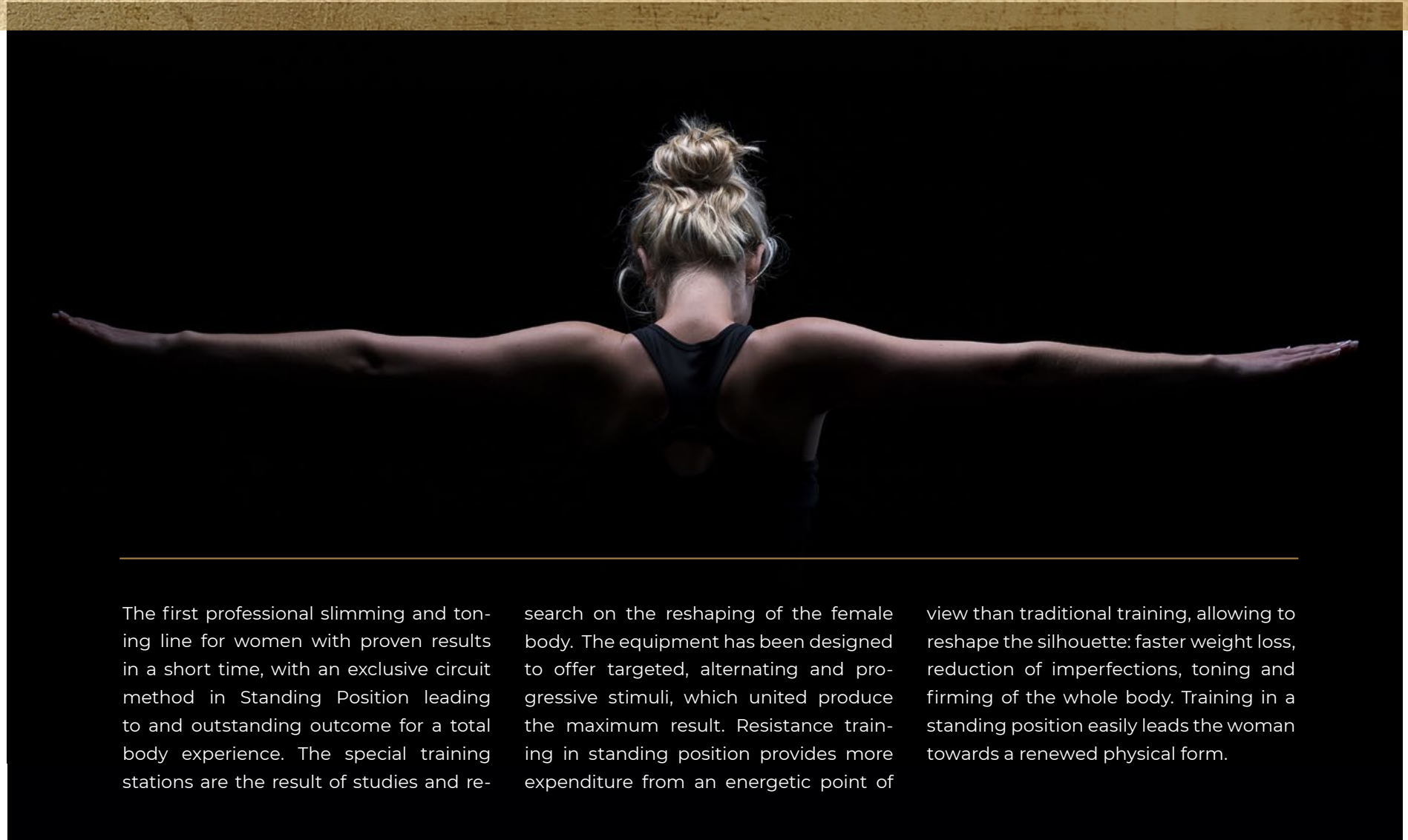
muscle activation of the buttocks
and lower limbs in all exercises

increase of lipid metabolism

increase in the peripheral circulation
and lymphatic drainage



THE METHOD FOR THE BEAUTY AND HEALTH OF EVERY WOMAN



The first professional slimming and toning line for women with proven results in a short time, with an exclusive circuit method in Standing Position leading to an outstanding outcome for a total body experience. The special training stations are the result of studies and re-

search on the reshaping of the female body. The equipment has been designed to offer targeted, alternating and progressive stimuli, which united produce the maximum result. Resistance training in standing position provides more expenditure from an energetic point of

view than traditional training, allowing to reshape the silhouette: faster weight loss, reduction of imperfections, toning and firming of the whole body. Training in a standing position easily leads the woman towards a renewed physical form.



Donna knows what Women want



DONNA is the first slimming, toning and anti-aging training system that responds to every woman's request: simple, intuitive and effective training in a short time, in a discreet and exclusive space, where to do physical activity and feel at ease.

Donna responds to the need for immediate and permanent results for a slimmer and healthier appearance. Years of scientific research, unique Standing Workout equipment and easy-to-implement protocols enhance beauty and increase longevity.

Since 2006 TECA has been studying and developing systems for training and modeling the female body.

Donna is

Intuitive

DONNA's "Intuitive Motion" method makes physical activity accessible to everyone.

Effective

Thanks to its revolutionary standing exercise machines, women quickly and visibly lose fat and shape and tone the entire body.

Socializing

An inclusive space, a pleasant workout, exercises done with other women with the same interests eliminate any fear or anxiety they could have.

ANTICELLULITE

- The anti-cellulite program developed to combat localized imperfections on the thighs, hips and glutes, improve skin elasticity and decrease the "orange peel" effect and water retention by means of a superior activation of blood and lymphatic circulation.

SLIM

- The highly effective slimming program designed to reduce excess fat on the thighs, hips, glutes, abdomen and arms, increase calorie expenditure, reactivate the metabolism and regain the desired weight.

SHAPE

- The remodeling protocol for a harmonious silhouette, regain tone, compact skin relaxation, restore firmness and elasticity to the tissues, sculpt the whole body within the female standards.

LONGEVITY

- The natural and preventive anti-aging path that stimulates the whole body designed to reactivate cells, improve circulation, eliminate toxins and excess fluids, strengthen muscles to prevent loss of tone and maintain a high quality of life.



INNOVATIVE EQUIPMENT

DONNA converts physical exercise
into a sensory and perceptive
experience of one's body.

- Technology, innovation and design
blend together to create 14 machines
that lead women closer to fitness
with extreme naturalness.
- The equipment allows every woman
to feel safe, at ease and comfortable
thanks to its simplicity.

Discover Donna ► **Beauty**
and ► **Health** advantages



Virtual trainer Electronic timer

DONNA is equipped with a
luminous column of exclusive
design, fully programmable,
able to track any workout

Designed to manage both
individual activities and
group lessons, it controls
the pace and phases of the
training protocol, optimizing
the flow of users. Its smart
functionality helps motivate
users, increasing customer
loyalty and satisfaction.



Legs and hips

- B** ▶ Optimal exercise to stretch and strengthen the hips
- H** ▶ Firmness and protection of the knee joint



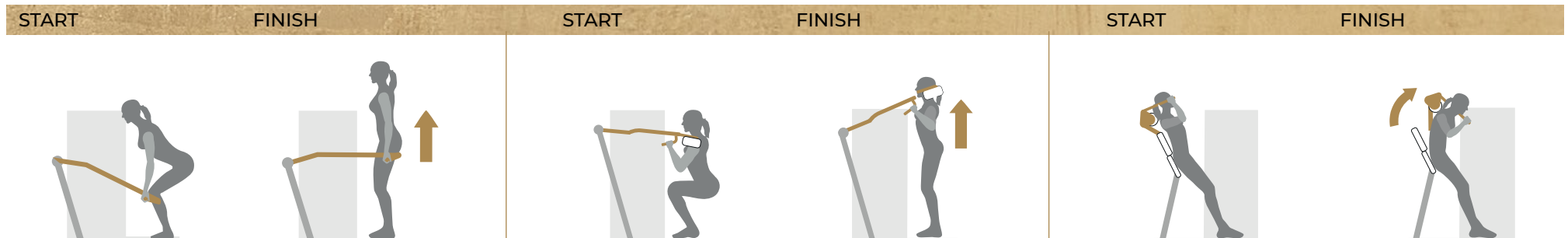
Legs

- B** ▶ Ideal exercise for sculpting and defining the thighs
- H** ▶ Essential for an agile and vigorous body



Abdominals

- B** ▶ Effective for a slim waist and flat tummy
- H** ▶ Support of the spine and prevention of lower back pain



Total glutes

- B** ▶ Lifting effect exercise for glutes
- H** ▶ Strengthens the pelvic floor



Upper glutes

- B** ▶ Ideal to ensure roundness in the upper region of the glutes
- H** ▶ Ensures stability during movement



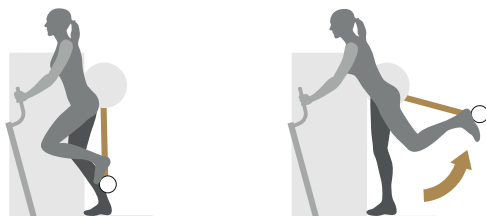
Lower glutes

- B** ▶ Perfect exercise for round and firm glutes
- H** ▶ Prevents back and knee injuries



START

FINISH



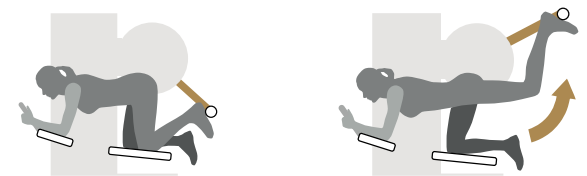
START

FINISH



START

FINISH



Chest

- B** ▶ Exercise indicated to guarantee a harmonious and balanced figure
- H** ▶ Supporting effect



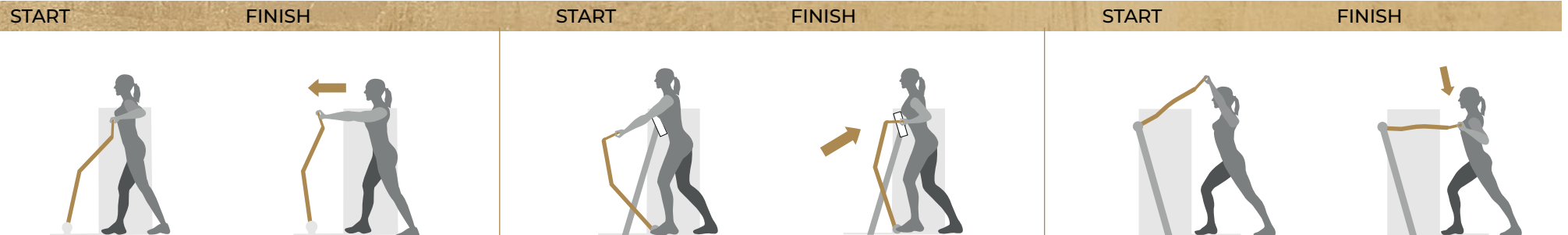
Lower back

- B** ▶ Ideal exercise for posture and back strengthening
- H** ▶ Prevention and less lower back pain



Upper back

- B** ▶ For a straight back and an elegant posture
- H** ▶ Supporting effect for the spine



Shoulders

- B** ▶ Specific exercise for round and firm shoulders
- H** ▶ Increased joint mobility



Biceps

- B** ▶ Ideal exercise for toning the arms.
- H** ▶ Ensures benefits on functional strength



Triceps

- B** ▶ Most effective exercise to withstand loss of tone in the back of the arms
- H** ▶ Increased shoulder joint mobility



Adductors

- B** ▶ Specific exercise to firm the inner thigh
- H** ▶ Benefits for pelvis, hip and knee stabilization



Abductors

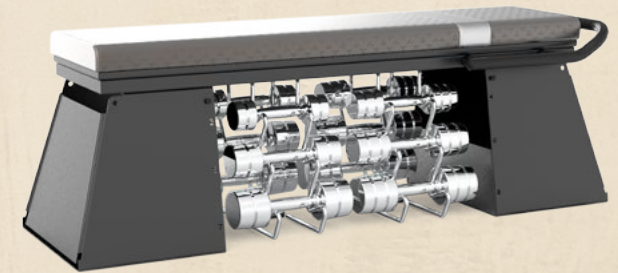
- B** ▶ Ideal exercise to reduce localized fat and tone the outer part of the thigh
- H** ▶ More drainage and less water retention



Functional bench

FOR ATHLETIC PROGRAMS

A special bench with the capability of offering innumerable variations of exercises to expand and diversify training sessions and enhance physical and aesthetic results, in just one square meter. With an exclusive and elegant design, it is equipped with many accessories and allows more users to engage in group activity.



Aerobic platform

FOR CARDIO PROGRAMS

Special fitness platforms with graphics that facilitate the execution of aerobic activity alternating with exercises on the equipment.



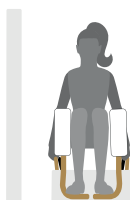
START

FINISH



START

FINISH





EXCLUSIVE FURNITURE

A large range of exclusive and functional solutions designed for fitness spaces, expandable and upgradable with new modules and tools and new decorations.



Modular system

Multi use modular double-sided system equippable with shelves, boxes, open and closed door storage compartments and support surfaces for receptionist and trainers.



- 1 CABINET MODULE
- 2 EXPO MODULE
- 3 GRAPHIC MODULE
- 4 CABINET MODULE

- 5 PANEL MODULE
- 6 EXPO MODULE
- 7 DISPLAY MODULE
- 8 DESK MODULE

Booth and display modules

Double-sided modules with panels, graphics or mirror, which can be equipped with shelves and boxes in the open version / opaque or transparent bottom / opaque or semi-transparent door for a corner shop, reception, bar and recreational area, changing room.



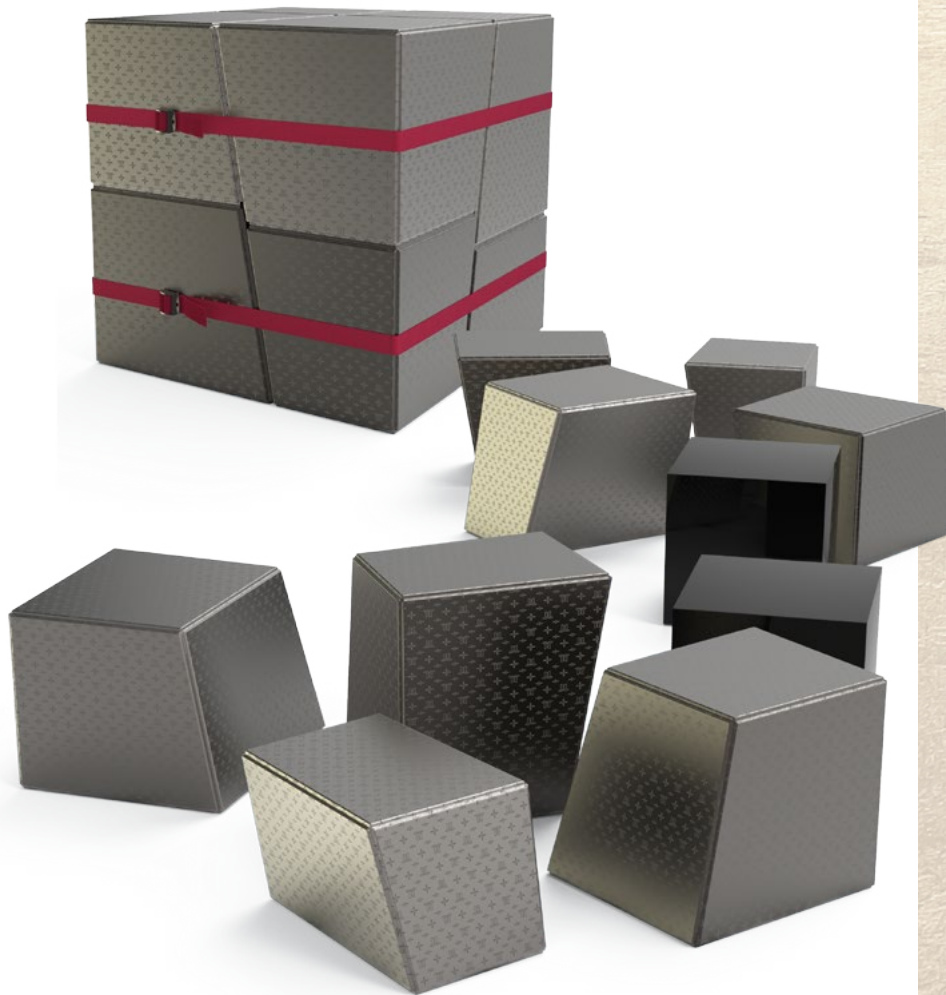
Desk modules

Support surfaces for receptionists and trainers with open or closed door storage compartments, for bar, reception and recreational areas.



1m³ sitting cubes

Multi-use modular elements that can be used as seats or shelves in the recreational/ waiting / reception area.



Tool box

For the first time, functionality is converted into elegance.



All the accessories used in the DONNA program, such as handlebars, steps, mats and more, find place in an original piece of furniture with a refined design and embellished with elegant finishes.





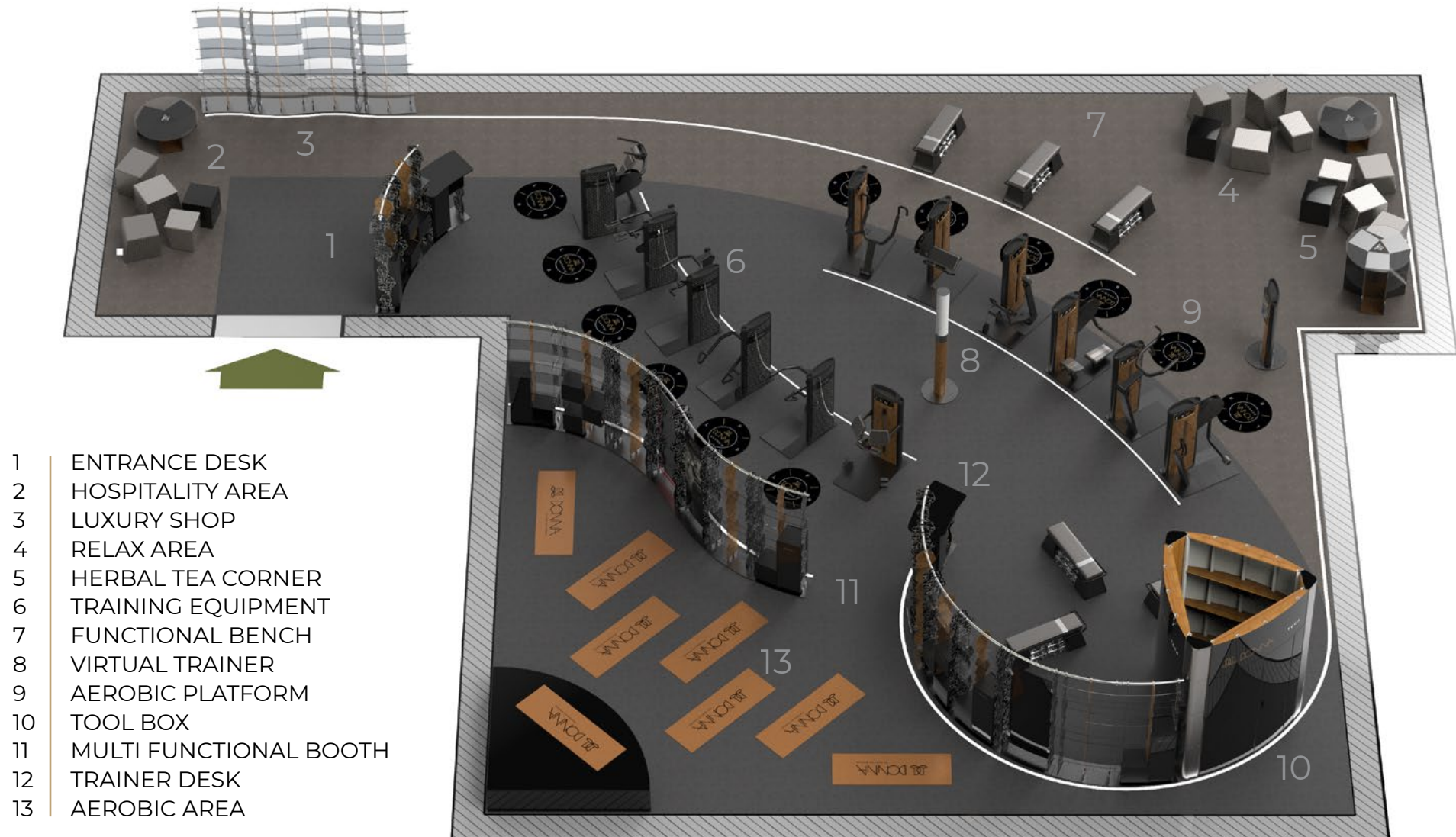
BUSINESS ADVANTAGES

Donna is

- ▶ UNIQUE FORMAT
- ▶ TURN KEY SOLUTION
- ▶ NEW BUSINESS OPPORTUNITIES
- ▶ SIMPLIFIED MANAGEMENT SYSTEM

Smart & successful format

With Donna the layout becomes functional. Ensuring an efficient management of space.





Business models & layout

Business

DONNA enriches the wellness market by creating new business opportunities. DONNA creates specialized areas in all those sectors dedicated to wellbeing and remise en forme, to complete the range of services, provide an exhaustive response to women's needs and increase revenue.

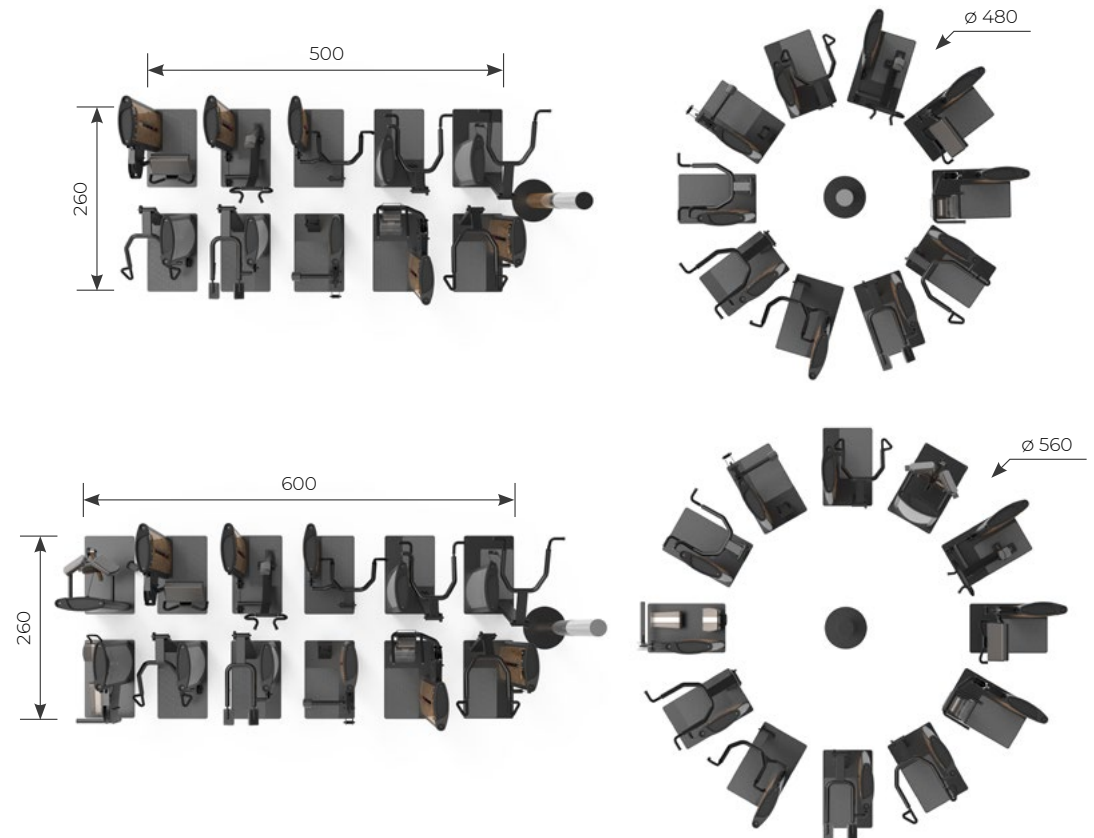
Spacesaver

DONNA offers different configurations adaptable to any environment with tailor-made layouts to optimize your business potential.

LESS SPACE (1 sqm per station)

Efficiently fits in a minimal floorspace making every environment extremely usable and easy to manage.

LAYOUT EXAMPLES



Main sectors targeted

► HOTELS ► BEAUTY CENTERS ► SPAS ► WELLNESS CENTERS ► RESIDENTIAL / VILLAS ► EXCLUSIVE GYM

Training and Marketing support

DONNA guarantees a complete training program with innovative training protocols and winning marketing support.

Professional tools aimed to fully support staff that guarantee comprehensive expertise to give the best experience possible and to generate additional revenue.

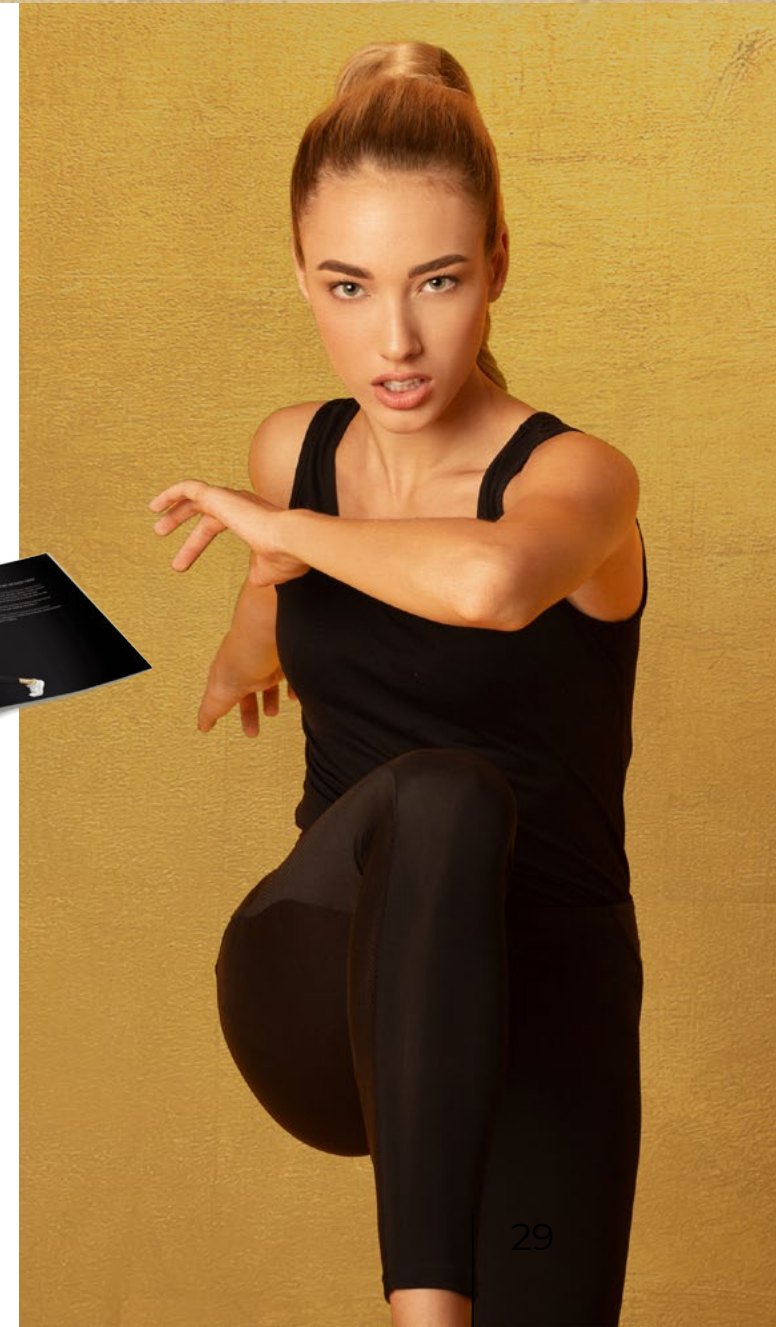
TRAINING PROTOCOL

Donna simplifies the staffs workload thanks to scientifically tested programs applied to the most modern training techniques to guarantee better results through individual, group and personal training activities.



Donna generates profit through digital marketing and communication tools that help promote and create interest on internet and social networks.

MARKETING SUPPORT





ORIGINAL MERCHANDISING

Exclusive collections of sportswear
and accessories for fitness and leisure,
by prestigious Italian designers and
customizable with graphic art or logos.





TECA®

I T A L Y

DONNA by TECA is a brand of FISICO srl - ph +39 085 903301

tecafitness.com