

Hedstrom Fitness launches the newest product in the Surge Toolbox – The Surge Riptide

ASHLAND, Ohio, March 13, 2018 (SEND2PRESS NEWSWIRE) – Hedstrom Fitness is pleased to announce the launch of their newest product in the Hydro-Interia® Training line, the Surge® Riptide. This specialized training tool utilizes water to create an unstable and unpredictable resistance, allowing the muscles to be challenged no matter what the exercise.



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The Riptide also provides a unique challenge to the joints and stabilizing muscles, forcing the body to resist and control the unpredictable nature of the shifting water. The advanced core training the Riptide offers allows for over 50 innovative movement patterns that stimulate top down instability the way it happens in life.

The Surge® Riptide is similar in many aspects to the Surge® Storm, launched last summer, just more compact for easier accessibility. The Riptide is 33-inches in length and can hold up to 38 lbs. of water. Two soft grip handles, one long centered handle and end cap grips allow for a wide range of exercise options.

“This product has so many functional training and core training uses, and can be used by everyone from elite athletes to beginner fitness enthusiasts,” says Candice Brooks, Hedstrom Fitness Programming & Master Trainer Team Director. “Utilizing water as the weight means the product is adaptable to any user’s strength and abilities. By simply adding or eliminating water you can quickly change the product from an entry-level training tool to a very intense piece of equipment.”

Hedstrom Fitness will be launching the Surge® Riptide March 21- 24 at IHRSA 2018 in San Diego, Calif., booth #407. The Riptide will also be available to purchase at www.hedstromfitness.com.

About Hedstrom Fitness:

Hedstrom Fitness is a division of Ball, Bounce and Sport, Inc., one of the nation’s premier manufacturer, distributor and marketer of play and sports balls with more than 400 employees and distribution networks in the U.S. and Canada. Based in Ashland, Ohio, Hedstrom Plastics, a sister division, currently manufactures BOSU®, Kamagon® and Surge® products. Hedstrom Fitness is dedicated to delivering products that are unique and versatile, and fill a specific niche within the fitness industry.

For more information, visit <https://www.hedstromfitness.com/>.

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