Welcome to a world of outdoor fitness

Norwell Outdoor Fitness was founded in 2007 by the Barkholt family from Denmark. During travels in Asia, the family experienced how the public outdoor fitness parks everywhere offered easy access to exercise, and the perfect supplement to the family’s walking and running routines. This experience inspired the Barkholt family to develop their own unique line of outdoor fitness equipment, expressing the very best of Danish Design: quality, functionality and aesthetics.

As a front-runner within the outdoor fitness concept, Norwell quickly became specialists in designing, developing, and marketing outdoor fitness equipment. Today, Norwell is represented by outdoor fitness parks in Europe, Asia, Australia and North America.

The benefits of outdoor fitness

Health benefits

Each Norwell Outdoor Fitness station is designed and developed for all -- from out of shape beginners to the very fit.

By placing outdoor fitness parks in the user’s own environment, maintaining and training your body is as easy as it gets. The natural consequence is an increased quality of life, and a healthier community.

Danish design

The main element of our design -- the curve -- creates a lightness and transparency of construction, which combined with our choice of colour scheme, makes a Norwell Outdoor Fitness park suitable for any environment.

Representing the quality of Danish Design, every fitness station contributes to an aesthetic experience as well as having the functions required for training and maintaining your body.

Optimum functionality

The strength training stations allow a full range of motion, making them accessible and effective to all users. By using your own body weight as resistance, the equipment is tailored to individual progress.

Movement patterns are smooth and natural, making the equipment functional and intuitive. The low impact cardiovascular equipment is safe, effective and fun to use.

The balance and stretching stations complete the package, creating a complete, effective and functional workout. The result is increased strength, increased cardiovascular capacity and overall improved health.

Quality and durability

Norwell Outdoor Fitness stations are designed and developed in Denmark with the highest quality standards.

Quality is very much defined by the durability and longevity of the equipment. To ensure a long life service, Norwell fitness stations are built according to the tradition of solid Danish craftsmanship, and with the best quality materials.

Every detail is well thought out, from the high level of functionality and usability, to the appealing and aesthetic Danish Design.

With Norwell, both users and customers are guaranteed the best outdoor fitness equipment for training, and for investment as well as having the functions required for training and maintaining your body.
STRENGTH

CHEST NW101
The Chest is a seated chest press, that uses your own body weight as resistance in training. This station improves the strength of your chest, front of shoulders and triceps.
We also recommend the Chest for senior citizens.

BACK NW102
The Back gives you an easy and efficient way to strengthen your back and back of shoulders by using your own body weight as resistance in training.
We also recommend the Back for senior citizens.

BAR NW105
The Bar strengthens your chest, triceps, core and the front of your shoulders in the most simple and efficient way.

LEG NW106
The Leg fits all when it comes to building up strength in your thighs, legs and calves.
We also recommend the Leg for senior citizens.

DUAL PULL UP NW107
Dual Pull Up has two pull-up bars of different heights – 191cm and 223cm.
This gives the opportunity for combined strength training for arms, shoulders, back and core.

ARM WALKER NW108
With the Arm Walker, you combine endurance and strength training. This will strengthen your upper body, arms and coordination.

SIT UP NW103
The Sit Up strengthens your abdomen, thighs and hips in an intuitive way.
The level of difficulty is determined by you and your level of experience.

PULL UP NW104
The Pull Up combines strength training of a wide range of muscle groups in your arms, shoulders, back and core.
MULTI LADDER NW110
Multi Ladder strengthens your abdominal muscles, thighs and hips. The difficulty is determined by you and your level.

AIR WALKER NW201
To walk on air is probably the greatest feeling of freedom you can have. Norwell’s Air Walker gives you the full experience of a brisk walk without the strain.
We also recommend the Air Walker for senior citizens.

CROSS NW202
The Cross station is a comfortable way of developing leg and hip muscles, while simultaneously improving your cardiovascular endurance.

HIP NW204
The Hip builds the strength of your hip and core while improving cardiovascular endurance.
Train alone or with a friend.
We also recommend the Hip for senior citizens.

TWISTER NW301
The Twister has two individual platforms, one you stand on and one you sit on, using the curve as support. This station improves your balance and coordination skills, combined with developing the muscles in the back.
We also recommend the Twister for senior citizens.

BALANCER NW303
With Balancer you can train balance and coordination and strengthen your body.
We also recommend the Balancer for senior citizens including the curve to hold on to.
The Stretch is very efficient for keeping the mobility and flexibility in your hamstrings, calves and gluteus when you cool down and stretch out after exercising.

The Bench is full of possibilities for training your abdomen, back, arms and legs - and for resting comfortably. We also recommend the Bench for senior citizens.

The Tai Chi trains the muscles in your arms and shoulders. Working out on the Tai Chi improves the cardiovascular functions and increases the flexibility of upper body joints.

The Hand Cycle trains upper body strength and improves cardiovascular function. Exercising on the Hand Cycle works your upper body the same way a stationary bike works your legs.

The Ping Pong table offers a fun and very beneficial way to get fit, in a playful yet competitive way. With Ping Pong you will train your coordination, movement and speed at the same time. We also recommend the Ping Pong for senior citizens.

Functional Bench has many training options. Training your abdomen, back, arms and legs - or just for resting. A perfect multiple equipment to complete the environment around the outdoor fitness park.

We also recommend the bench for senior citizens.

Combi Unit 2 is an outdoor training station for training both back and chest. The combi Unit 2 can be used together with others.

Combi Unit 3 is an outdoor training station for training multiple muscle groups. Go on air with the Air Walker, boost your balance on Twister and improve your circuit function and leg muscles on Stepper. The combi Unit 3 offers several training options simultaneously and takes up little space.

With the Norwell Combi Unit 1 you have, as the name suggests, several different ways of working out, all in one. The combi Unit 1 takes up little space and you can train together with others at the same time.
CALISTHENICS FRAME NWC607

With our new Calisthenics frame, both trained and novice can achieve a well-trained body without the use of heavy weights. Body weight training has become a very popular form of exercise where only your imagination sets limits. Therefore, this frame challenges the more demanding athletes who put the bar higher, and for the beginner is a new way to become strong.

Our efficient and sculptural frame has more than 15 different training exercises, and can be used by many users at a time.

FUNCTIONAL TRAINING FRAME NWC608

With the Functional Training frame, the focus is on movements where you strengthen more muscles at a time, and at the same time get the pulse up. With exciting elements such as boxing ball, endless rope and gym-rings.

A training form that challenges all levels, and a completely new approach to exercise and strength training.

TIRE FLIP NWSW108

With Tire Flip you can do a variety of functional strength exercises.

For example, the stabilization of muscles is trained both in the abdomen and in the back.

HORIZONTAL LADDER NWSW109

The Horizontal Ladder trains endurance and strength. It also strengthens the upper body, arms and improves coordination.

DUAL BAR NWSW110

Dual Bar is ideal for abdominal muscles, strength and balance.

Extremely effective for the chest, arms and shoulders.

STEP BLOCKS NWSW112

Step Blocks is a versatile exercise station that can be used for full-body workout.
TRIPLE PULL UP NWSW114

Triple Pull Up has three pull up bars of different heights. It can be used by up to three people at the same time.

Popular with people who want to work their upper body, including shoulders, back, arms and body.

PARKOUR NWSW115

With Parkour you can strengthen your body awareness, muscle mass and balance while moving over, under, and through obstacles.
- There is nothing right or wrong.

ACTIVITY PARK

We now offer a complete activity park, for all ages and fitness levels and all in Norwell’s sculptural design.

Combine the Norwell equipment and meet the requests to complete your ideal fitness park - ask for more details.
It is a well-known fact that fit and thriving employees are a big asset to any company. A Norwell Outdoor Fitness park near or in the grounds of your business, is an easy and very cost benefit investment in the health, wellbeing and efficiency of your employees.

A fitness park also represents a powerful statement about creating work/life balance for your employees. We suggest the Norwell Standard package for the corporate grounds.

Companies & Workplaces

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Street Workout

Our outdoor fitness equipment for Street Workout is designed for those who want a little extra challenge.

Street Workout is globally a very popular form of physical activity that takes place primarily in parks and public facilities. - The activity is a combination of athletics, calisthenics and sports, and the name is a modern expression of body weight training outside.

Street workout is more challenging for athletes, as it is typically required to lift their own weight.

The hallmark of Street workout is that it is performed where access is freely available in the urban environment.

Healthy aging

To have a healthy aging is on everybody’s wish list, and the key is maintaining the body through exercise.

A Norwell Outdoor Fitness park can provide an important benefit to all senior communities: e.g. healthy outdoors activities, socializing, adding movement into everyday life, helping maintain independence, and improving physical and mental wellbeing.

Anyone can join – our intuitive stations are designed for all, from those challenged by physical limitations or illness, to the rather fit and mobile.

This also makes an outdoor fitness park a perfect place for grandparents to spend time with their grandchildren.
Our app

The Norwell first-of-their-kind Smartphone apps uniquely combine new technology and exercise in a fun, motivating way.

By using our innovative app you can:

- Log in your training
- Invite your friends and create a community
- Get instruction and training for each station
- Find the closest Norwell park via GPS map

Our Norwell Smartphone App works on both Apple and Android devices.

You can download the app at the App Store and Google Play, and also via our website, where you will find full instructions of use.

QR codes give access to inspiration

The ID band on each fitness station not only indicates type of equipment. It also contains a QR code leading directly to training videos on our website.

The videos show several different suggestions for efficient exercises on each fitness station.

They can inspire you to get the most out of your training efforts on the stations, and even to make your own training program.

Our fitness guide

Fitness guide

The Norwell outdoor fitness guide for adults is an inspirational guide to fitness for all.

The guide is organized in four sequences: warming up, balance training, strength and flexibility, and cooling down. In each sequence, a number of exercises are suggested with a full description of type, function, physical level, and instruction supported by a pictogram and a QR code.

It will inspire you to get the most from your efforts on the Norwell stations in the fitness parks.

Technical specs & warranties

STANDARD HIGH QUALITY EQUIPMENT:
PC (Powder Coated)
MATERIAL: Steel grade S235
FINISH: Sandblasting, E-coating, Priming and Powder Coating

EXCLUSIVE HIGH QUALITY EQUIPMENT:
SS (Stainless Steel)
MATERIAL: Stainless Steel SS304
FINISH: Brush polished
MAIN FRAME DIAMETER: Ø 76 mm
SS STEEL THICKNESS: 3.0 mm
RUBBER MATERIAL: EPDM rubber, complying to PAH test (Polycyclic Aromatic Hydrocarbons) on handles and foot rests.
PLASTIC MATERIAL: PA66 (nylon)
BOLTS AND NUTS: Stainless steel with locking feature
BEARINGS: Sealed stainless ball bearings
ID BAND: Water and U.V. resistant adhesive film

MANUFACTURING STANDARDS: ISO 9002

PRODUCT STANDARDS:
The Norwell equipment is tested and approved by TÜV Product Service GmbH according to EN16630:2015.

PC WARRANTY:
10 years against failure due to material or manufacturing defects and corrosion breakthrough on pipes, foundations and welds.

SS WARRANTY:
15 years against failure due to material or manufacturing defects and corrosion breakthrough on pipes, foundations and welds.

RUBBER, PLASTIC AND MOVING PARTS
2 years warranty against failure due to material or manufacturing defects on all moving parts, and against failure due to material or manufacturing defects on plastic and rubber parts.

WARRANTY COVERAGE
The warranties do not cover:
- Surface corrosion
- Surface corrosion as a result of wear and tear
- Damages as a result of vandalism
- Damages as a result of insufficient or lack of maintenance

Warranty coverage requires compliance with the descriptions for installation and maintenance as provided by Norwell Outdoor Fitness.

Please contact us for upgrades available for sites within 5 km of saltwater.

SIGN NW503

The Norwell Sign shares information about the training concepts and the Norwell Smartphone App, and gives a progressive signage to your Norwell Outdoor Fitness park.

Customized graphic design on the sign is possible.

MINI SIGN NW504

The Norwell Mini Sign shares information about training concepts and the Norwell Smartphone App, and gives a progressive signage to your Norwell Outdoor Fitness park.

Customized graphic design on the sign is possible.
All products are available in two materials

As standard the Norwell products are delivered with a powder-coated finish, but for special projects it is possible to order the items in the Premium stainless steel finish. Though be aware that the time of delivery will be a bit longer for those special productions.