

PRESS RELEASE

SOLID RACKS PTY LTD

FOR IMMEDIATE RELEASE

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SOLID RACKS GOING GLOBAL WITH FOUR BELLS ADVISORY

Four Bells Advisory works with a very diverse range of companies, all with the goal of helping them unlock the potential contained in each enterprise. A small Australian company with patents awarded around the globe is teamed with Four Bells as part of its growth strategy. SOLID Racks has invented and is now commercialising a wall mounted polymer panel which allows users to store items on a cantilevered and removable rack system. The wall has a very high load bearing, giving it a wide range of applications, including in the fitness industry where it frees up valuable floor space to be used for other activities, allows users to easily customise their work-out space, accommodates a wide range of training methods and is more cost effective than other systems.

This week SOLID Racks has launched its product with the strategically significant Virgin Active Health Clubs flagship site in Melbourne Australia. In a promotional event hosted by Virgin Active the Solid Racks product is being showcased to the health and fitness industries over a two-day period, providing significant exposure and advertising for the firm. Virgin Active Health Clubs Managing Director Scott Hood said the SOLID Racks product “looks superb, makes good use of space, gives us flexibility on storage and exercise equipment and allows us to configure and reconfigure as the needs of our members change.”

Four Bells is working with SOLID Racks to ensure the investment in intellectual property, design, innovation, and the emerging customer base, such as that established with Virgin Active, is realised in a globally significant return for the owners of the business.

About The Author: David Bell

David Bell is a director and/or advisor to a number of companies specializing in the technology, financial markets and risk management sectors. His background is in the management and strategic development of Australian businesses with regional and global aspirations - with special emphasis in the Technology and the Financial Services sectors. He has over 30 years of international experience in the Banking & Finance and Technology sectors both in the Asian markets and throughout the global financial markets.

About SOLID Racks

SOLID Racks is an innovative Australian company catching global attention with its patented wall mounted system which has applications in a wide range of industries. Its use in the health and fitness sectors provides users with a cost effective, space saving, flexible and good looking single solution addressing multiple needs.

Contact: Nicolle Drake at Solid Racks. nikki@solidracks.com
<http://solidinfinitygym.com>