

Tanita Quarterman Triathlon 2007



Tanita was a premier sponsor at the 11th Annual Cannibal Gold Coast Half Ironman® Triathlon Event held on 29th – 30th September at Coomera Waters, Gold Coast.

Prior to the event, 3 news releases featuring Tanita were distributed to 12000 triathletes and 1166 contestants received the Tanita brochure via their race kits. As well as naming rights to the Tanita Quarterman Triathlon, Tanita's logo was positioned around the course track including on the finish arch and also featured on the competitors' singlets. 11 Tanita Ironman® BC 554 Innerscan™ Body composition monitors were prizes for event winners.

Over the two days of Ironman® Expo, more than 1100 people visited the Tanita booth and 200 competitors/ spectators had their body composition analysed on the Ironman® BC 554. Tanita was a favourite with the crowd, leaving them impressed and well aware of Tanita's distinct quality in delivering the vital measures of health and fitness for everyday life.

The Ironman® BC 554 Innerscan™ feature a large, easy to read LCD display that conveys information such as:

- Muscle Mass
- Bone mass
- Basal metabolic rate and metabolic age
- Total body water %
- Visceral (abdominal) fat and provides a physique rating
- Body fat in increments of 0.1%

Priced at **RRP \$349**



For more information or to secure your stock of Tanita BC 554 Innerscan, please contact:

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