

# INFINITY<sup>®</sup>

THE WORLD'S BEST MASSAGE CHAIRS

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## **INFINITY LAUNCHES IN-STORE “WELLNESS GALLERY” AS EXPERIENTIAL MARKETING INITIATIVE TO INTRODUCE MASSAGE CHAIRS TO CONSUMERS**

**SEABROOK, N.H.** - Premium massage and wellness chair producer Infinity is introducing the “Wellness Gallery,” an experiential retail environment designed to help dealers capitalize on the high margin massage chair category. The dynamic, 66-square-foot display offers consumers the ability to test drive three massage chairs as part of a “good, better, best” marketing strategy. It also becomes a focal point on retail floors that helps attract shoppers.

The ‘Gallery’ includes Infinity’s robust point-of-purchase (POP) materials along with a demo program that talks to the consumer as each phase of the massage is happening.

“The ‘Wellness Gallery’ is a way to immerse consumers and showcase what makes the product unique,” said Michael Milone, vice president of retail sales and business development at Infinity. “In addition, the five-minute automated demo program enables them to feel comfortable with the massage mechanisms and helps demystify the chairs. Consumers recognize that massage is one of the best ways to rejuvenate the mind and body and they’re realizing that having a massage chair in their own home is an affordable solution to better health and wellness. The ‘Wellness Gallery’ offers an opportunity to experience several chairs to see which one best serves their needs and budget.”

With five chairs built exclusively for the brick-and-mortar-channel, the “good, better, best” strategy offers a choice of three, full-featured massage chairs, all of which are in stock and ready to ship in three to five days, allowing quick delivery to consumers. Chairs can also be drop shipped

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## INFINITY WELLNESS STUDIO

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from any one of Infinity's four distribution centers in Pennsylvania, Tennessee, Texas and Oregon, so there is no need for retailers to store inventory.

The ***Genesis Max 4D*** offers a 49-inch L-track that reaches from neck to glutes; triple roller Total Sole Reflexology™ foot massage, spinal correction and decompression stretch; a kneading calf mechanism; and a four-node traveling back mechanism that delivers shiatsu massage techniques. The chair comes with Bluetooth speakers built into the unit for onboard sound therapy and a wired remote control that can be managed through an IOS/Android app. It is priced at \$6,999.

The ***Smart Chair X3*** provides a deep tissue full-body massage that mimics the feel of human hands, Truefit™ Body Scanning technology that customizes the massage for each user, and a unique near-flat reclining S-Track massage mechanism. ***Smart Chair X3*** retails for \$5,999.

The newly upgraded ***Infinity® IT-8500 Plus*** attracts a wide variety of consumers and features lumbar heat, a body scan sensor system, and rejuvenating foot rollers and spinal correction. Offered in black or brown, it is priced at \$4,999.

Other models include the ***Aura*** and ***Prelude***. ***Aura*** features an L-track that massages from neck to glutes and includes zero-gravity positions and lumbar heat, while foot rollers provide a reflexology massage to the feet; it is offered in black, brown or cream, and is priced at \$3,999. ***Prelude***, with its intuitive design and sleek style, is offered in black or brown, and retails for \$2,999.

Founded in 2009 in Seabrook, New Hampshire Infinity is a premium massage and wellness chair producer that delivers innovative solutions to promote wellness for all lifestyles with durable, customizable and user-friendly massage products. The company designs, manufactures and markets premium massage chairs and handheld body massagers and is the number one massage chair seller in the United States.