

Kickstarter Funded XBAR Fitness Launched to Rave Reviews

Written by Australian Business

SANTA ANA, CA, August 22, 2014 /**24-7PressRelease**/ -- The Kickstarter crowd-funded project XBAR Fitness by Damian Sanders has launched to a fanfare of rave reviews with the innovative and exciting full body workout equipment already having exceeded the team's and backers expectations.

It is something of a rarity for a crowd-funded project to launch on time. Kickstarter-funded projects often suffer major delays as product design and manufacturing hit unforeseen snags, with launch dates often delayed by several weeks and sometimes months.

Not so with XBAR Fitness. The project moved from conception to shipping in an impressively short time, with the company exceeding its initial project goals at whiplash speed, keeping its 1028 backers in exceptionally high spirits.

"Awesome campaign and amazing product! This is the best Kickstarter campaign I have ever backed."Kickstarter Backer

XBAR Fitness is the brainchild of ex-pro-snowboarder Damian Sanders; one of the original founding fathers of the sport who helped send the sport on its meteoric rise in popularity. After retiring he began working on the concept for a full body workout system that could be taken anywhere, allowing the millions of people who struggle to find time for the gym to get toned and stay fit and healthy. The result of Damian Sanders and his team's labors is an incredibly innovative portable home fitness solution which plugs a gap in the home fitness market.

"We are not claiming we invented the wheel; we just redesigned it to do so much more. With well over 100 exercises documented, the XBAR is now in a class of its own," says Sanders. He goes on to say "Never before has a portable home gym device combined a curl bar, a push up bar, an ab-slider and a doorjamb cable system into one simple and incredibly stylish product. The innovative XBAR replaces an entire gym full of equipment and delivers a unique and challenging full body workout unlike any other."

XBAR Fitness got it's exciting start on Kickstarter. The portable gym concept proved to be a major hit for backers on the crowd-funding platform. With the XBAR fitness solution securing funding in just 11 days! In a few short weeks the project generated 339% of the initial target goal required to bring the home gym product to the market.

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The XBAR personal gym works on resistance training, with fully adjustable resistance bands allowing users of all ages and fitness levels to enjoy the workouts, with the XBAR product appealing to athletes, senior citizens and sports therapists alike. The XBAR team is now embarking on a massive marketing and sponsorship campaign to be sure to keep the momentum flowing.

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