

EQUIPT

COMPANY PROFILE

EDITION 2026 / 05

BUILT TO PERFORM

HEADQUARTERS

Doha, Qatar

OPERATIONS

Qatar · UAE · KSA

EXCLUSIVE PARTNER

Pulse Fitness UK

MEET THE TEAM

200+

TRACK RECORD

Projects across the GCC since 2019.

01

BRAND AUTHORITY

Pulse Fitness UK Exclusive GCC Distributor.

02

STRENGTH PORTFOLIO

Xmaster Authorised Partner across the region.

1976

HERITAGE

Abu Issa family. Premium GCC distribution since.

LEADERSHIP



Ivan Kruger

CO-FOUNDER & MANAGING PARTNER



Mohamed Abu Issa

CHIEF EXECUTIVE OFFICER



AbdulSalam Abu Issa

PARTNER & STRATEGIC ADVISOR



Yazan Hammad

HEAD OF SALES & OPERATIONS



Abdul Farooq

OPERATIONS LEAD



Kosta Bouzopoulos

HEAD OF MARKETING



Musthafa Kilayil

FINANCE LEAD

WHY

Six reasons consultants, architects, and developers shortlist Equipt. The proof under each.



01 / AUTHORITY
PULSE FITNESS UK · EXCLUSIVE GCC DISTRIBUTOR

British engineering, four decades, six continents.



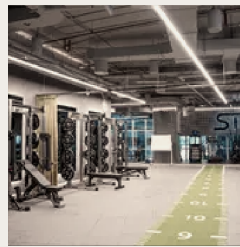
02 / AFTERCARE
3 AMC TIERS · PERFORMANCE RATE-LOCKED

Performance AMC rate-locked across the contract. Genuine Pulse parts stocked in Doha.



03 / END-TO-END
ONE PROJECT LEAD · SPEC TO YEAR THREE

Same coordinator from spec to year-three service.



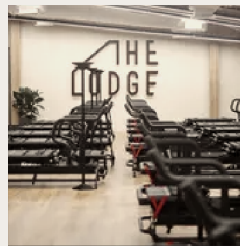
04 / TRACK RECORD
200+ PROJECTS · 2019 TO TODAY

Towers, royal residences, state institutions, studios, schools, corporates.



05 / TIER DISCIPLINE
THREE TIERS IN WRITING · BEFORE PROCUREMENT

Three tiers proposed in writing, signed off in design.



06 / HERITAGE
50 YEARS · ABU ISSA FAMILY GCC DISTRIBUTION

Generational track record since 1976. Group-backed sourcing power.

ENGINEERING

BRITISH BY SOURCE

EXECUTION

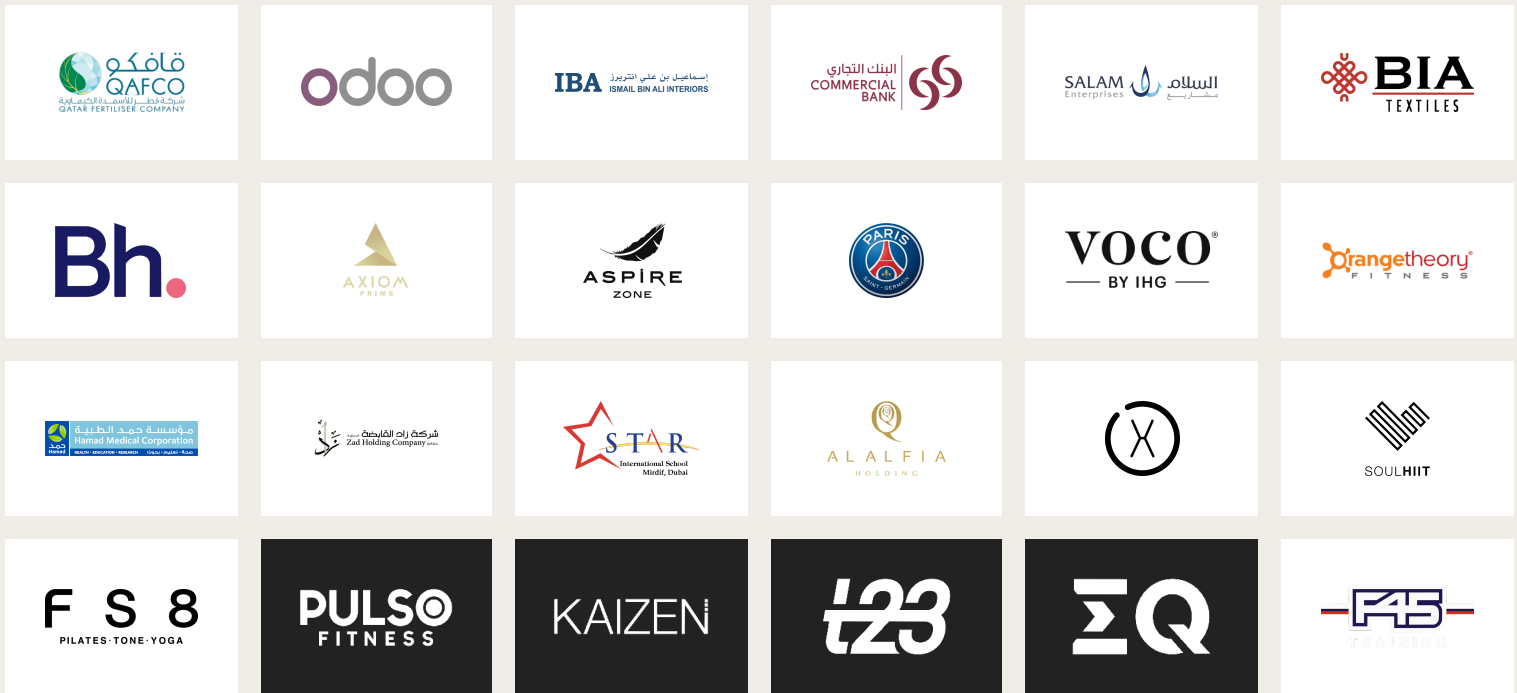
GCC BY TEAM

HERITAGE

FAMILY BY OWNERSHIP

SELECTED CLIENTS

Specifying consultants, hospitality groups, residential developers, state institutions, and branded studios across the GCC.



200+

PROJECTS ACROSS THE GCC SINCE 2019

100%

SINGLE-TEAM DELIVERY SPEC TO YEAR THREE

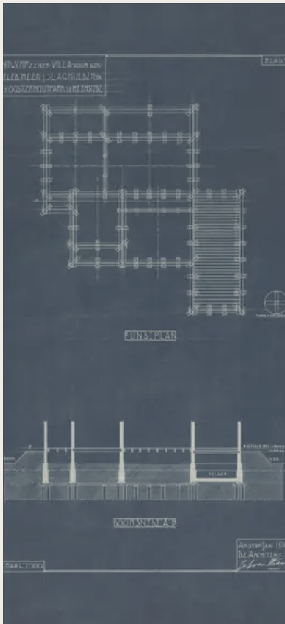
3

COUNTRIES OF ACTIVE OPERATION



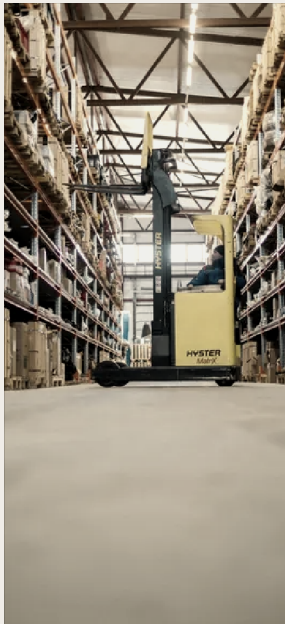
OUR SERVICES

One team. Five capabilities. From the floor plan to the year-five service visit. Never handed off, never subcontracted.



01

DESIGN & SPECIFICATION



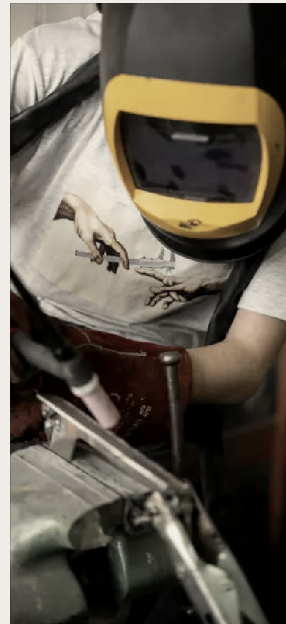
02

SUPPLY



03

FIT-OUT



04

INSTALL & COMMISSION



05

SERVICE & AMC

ONE TEAM.
YEAR ONE THROUGH YEAR FIVE.

NO SUBCONTRACTORS
NO HANDOFFS
NO SURPRISES

PACKAGES

01 ESSENTIAL

Pulse standard range with Preventive Care AMC.

Equipment: Pulse Classic & Club Line range

Finish: Standard frame and upholstery

Warranty: 12-month Pulse standard

Service: Preventive Care AMC · 4 visits/yr (quarterly) · targeted break-fix · genuine parts in country

BOUTIQUE STUDIOS · WORKPLACE WELLNESS · ACADEMY STRENGTH ROOMS

02 PREMIUM

RECOMMENDED

Pulse Premium with curated finishes and rate-locked AMC across the contract.

Equipment: Pulse Premium range with Cirrus V4 + TRAKK

Finish: Frame color choice (4 options) + upholstery selection

Warranty: 5-year frame guarantee + 2-year electronics

Service: Performance AMC · 6 visits/yr (bi-monthly) · rate-locked across 3-year contract · priority dispatch · named service lead

HOTEL GROUPS · HOSPITALITY RESIDENCES · PERFORMANCE FACILITIES · ROYAL RESIDENCES

03 SIGNATURE

Bespoke Pulse with Xmaster custom rigs and Total Care AMC.

Equipment: Custom Pulse Selection range + Xmaster custom rigs

Finish: Custom upholstery and frame finishes (RAL match)

Warranty: Full custom + extended coverage

Service: Total Care AMC · 12 visits/yr (monthly) · fast-track break-fix · named lead through year five · loaner unit

ROYAL RESIDENCES · ULTRA-HNW HOMES · AMBASSADORIAL & STATE SPACES

PROPOSED IN WRITING · APPROVED IN DESIGN · DELIVERED IN CONTRACT

PULSE FITNESS - UK



Pulse Fitness builds the cardio that British leisure operators trust. Equipt is the exclusive GCC distributor. Manufactured in Manchester since 1981. Family-owned across two generations.

PROVENANCE · MANCHESTER THROUGH TO THE GCC



MANCHESTER

UNITED KINGDOM

FOUNDED 1981 · FAMILY-OWNED



DOHA

QATAR · HQ

STOCKED AT THE DOHA WAREHOUSE



GCC

3 COUNTRIES

INSTALLED BY ONE TEAM

CARDIO HIGHLIGHT · PREMIUM & CLUB LINE



PREMIUM TREADMILL



GROUP CYCLE



PREMIUM STEPMILL



POWER AIRBIKE

1981

FOUNDED

Manchester, UK. Family-owned since.

5-YR

FRAME GUARANTEE

Across the strength range.

EQ

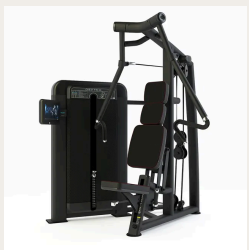
EXCLUSIVE GCC

Equipt is the exclusive GCC distributor.

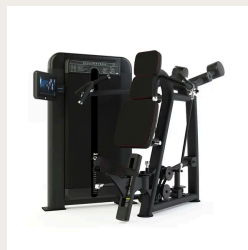
STRENGTH & FINISH

Selectorised, plate-loaded, and free-weight. Every frame backed by a 5-year guarantee.

SELECTORISED PREMIUM



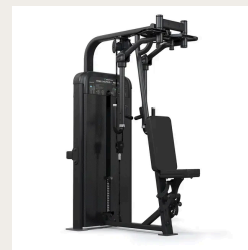
CHEST PRESS



SHOULDER PRESS



LAT PULLDOWN

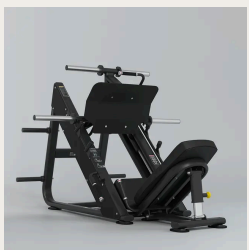


PEC FLY

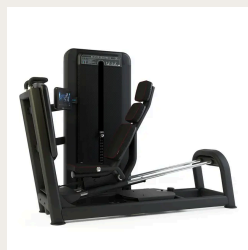


LONG PULL

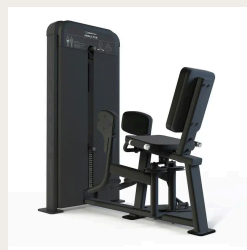
PLATE-LOADED & LOWER-BODY



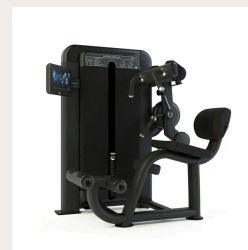
LEG PRESS



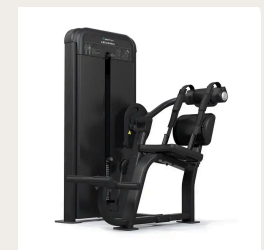
SEATED LEG PRESS



ABDUCTOR

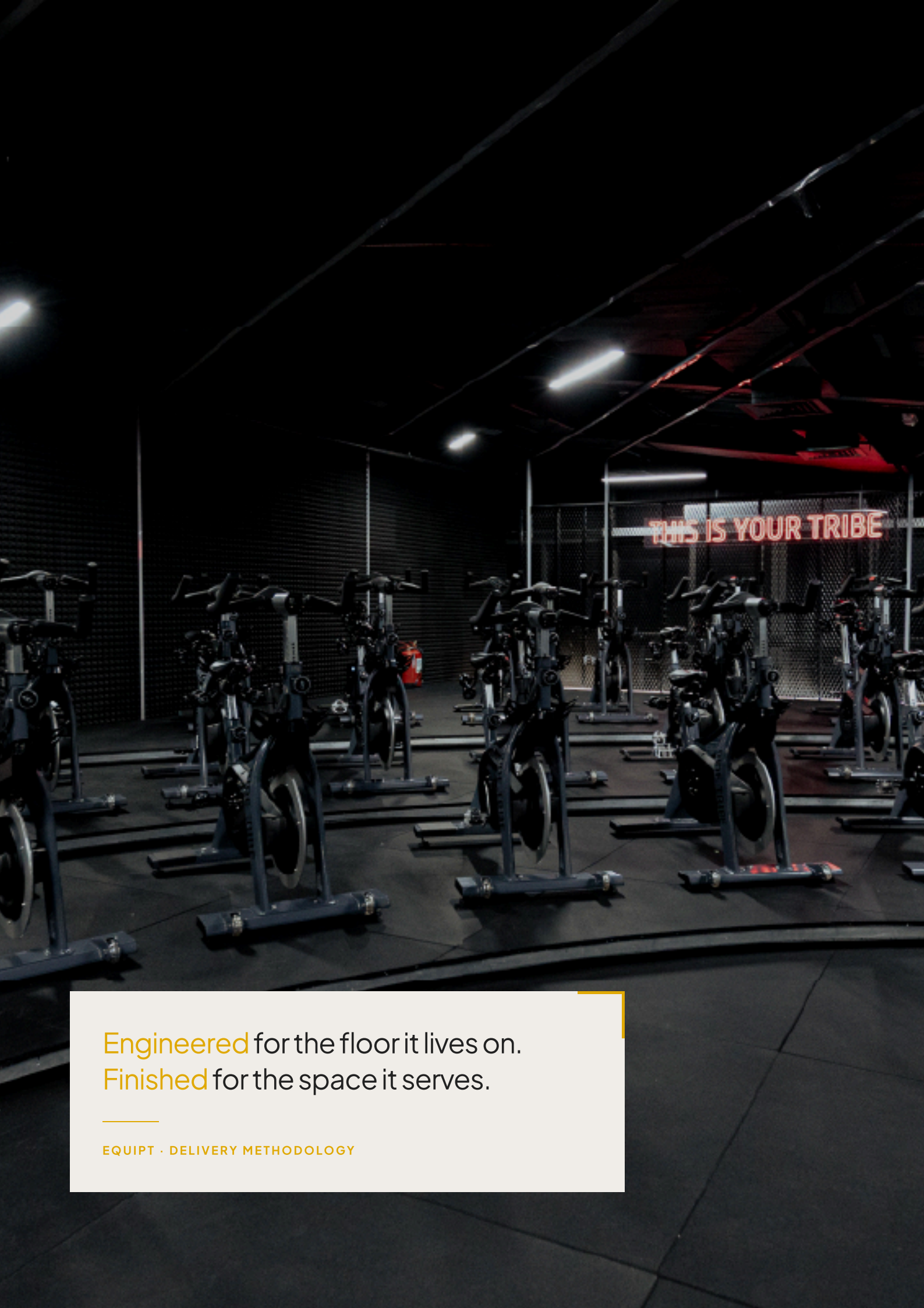


ABDOMINAL



CRUNCH

FRAME · PLATE · BENCH · SPECIFIED TO ROOM

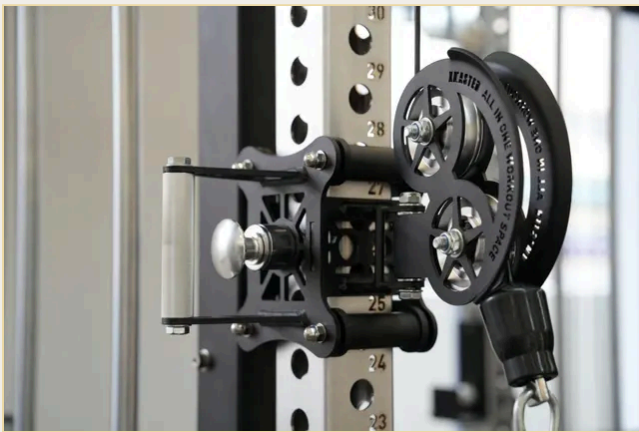


Engineered for the floor it lives on.
Finished for the space it serves.

EQUIPT · DELIVERY METHODOLOGY

XMASTER

Authorised partner. Premium-grade strength: free weights, custom rigs, racks, benches, storage. Built to the room, not picked from a catalogue.



POWER RACK
CUSTOM STEEL · MADE TO BRIEF

AUTHORISED PARTNER
STEEL CUT TO BRIEF, NOT CATALOGUE



Plates, dumbbells, racks, benches, custom rigs and storage. Load-rated for daily commercial use.

PLATES

RACKS

BENCHES

DUMBBELLS

4*

SPECIALTY PRODUCT LINES

Plates · Racks · Benches · Dumbbells

RAL

CUSTOM FINISHING

Frame, plate, and bench colorways to brief.

100%

EQUIPT-INSTALLED

Welded, calibrated, and signed off in-house.

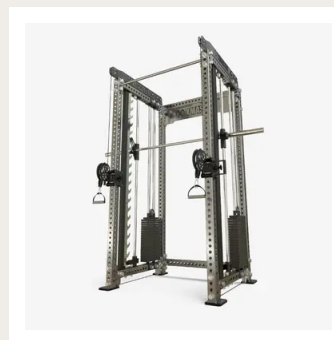
RANGE PREVIEW



PLATES



DUMBBELLS



RACKS



BENCHES

PLATES & DUMBBELLS

Bumper, urethane, change, calibrated. Steel chrome, urethane, fixed. Load-rated for daily commercial use. Calibrated to IPF tolerances on the competition range.

PLATES · BUMPER · URETHANE · CALIBRATED



PREMIUM BUMPER

5 TO 25 KG · STUDIO & PERFORMANCE



URETHANE CHANGE

PREMIUM URETHANE · QUICK CHANGE



CHROME CHANGE

STEEL CHROME · LB & KG



COMPETITION

RUBBER BUMPER · IPF-RATED

DUMBBELLS · CHROME · URETHANE · FIXED



CHROME STEEL

1 TO 50 KG · FIXED-WEIGHT



STAINLESS STEEL

FIXED · PREMIUM FINISH



CPU COATED

POLYURETHANE · DROP-RATED



GOLD-CHROME & RACK

UP TO 160 KG · HNW SIGNATURE

PLATE LOADS · CALIBRATED · RACKED

RACKS & BENCHES

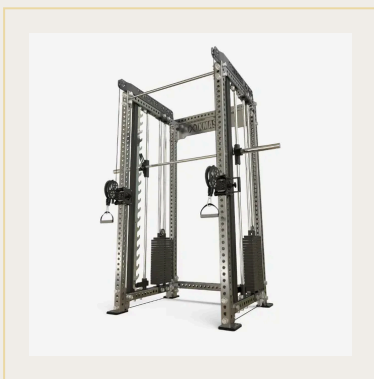
Modular rigs, half-racks, full power racks, GHD, and adjustable benches. Configured to floor and ceiling height. Welded, not bolted.

RACKS · HALF · FULL · MODULAR



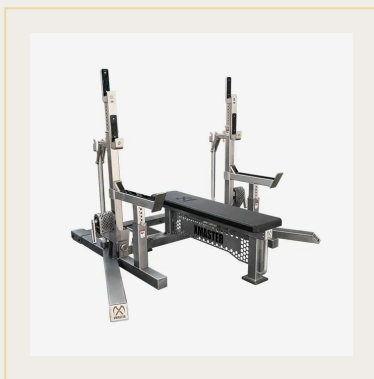
HALF RACK

STAINLESS · WALL OR FREESTANDING



POWER RACK

FULL CAGE · PULL-UP · SPOTTER ARMS



SQUAT COMBO

SQUAT · BENCH · RACK-IN-ONE



PLATE TREE

VERTICAL STORAGE · WALL-MOUNT OPTION

BENCHES · FIXED · ADJUSTABLE · SPECIALTY



FIXED BENCH 2.0

FLAT · COMMERCIAL-GRADE WELDED



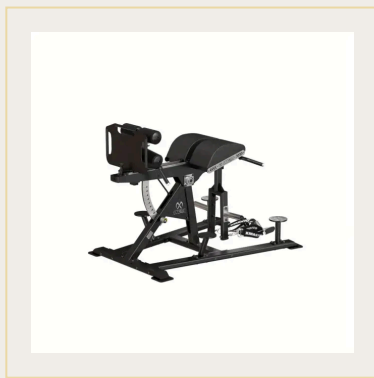
ADJUSTABLE

MULTI-ANGLE · OLYMPIA-GRADE



STAINLESS FID

FLAT · INCLINE · DECLINE ARTICULATION



GHD

GLUTE-HAM DEVELOPER · PERFORMANCE SPEC

WELDED · CONFIGURED · ANCHORED



THE CURATED STACK

Beyond Pulse and Xmaster. Specialty kit chosen brand-by-brand on weld quality, longevity, and procurement reality. Never as filler.



ROWING & SKI



THE STUDIO STANDARD

The global benchmark in rowing and ski ergs, stocked and serviced on the same AMC line as the rest of the floor.



SUSPENSION



BUILT-IN SUSPENSION TRAINING

Commercial-grade ceiling-mounted suspension for movement training without floor footprint.



FUNCTIONAL RIGS



MODULAR RIG AND STORAGE

European-built modular rigs and storage for HIIT studios and compact performance rooms.



PERFORMANCE FLOORING



DROPPED-LOAD RATED RUBBER

Drop-rated rubber flooring installed under rigs and platforms where Olympic plates land.

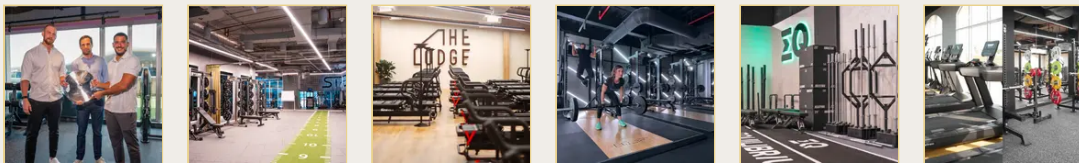
“I've had a great experience working with EQUIPT Qatar. Their team is highly professional, reliable, and efficient on the ground, especially when it comes to installations. Communication has always been smooth, and they consistently deliver quality work with excellent attention to detail.”

JAZZ AGUILAR

GOOGLE REVIEW · EQUIPT QATAR · VERIFIED 2025

FEATURED PROJECTS

Seven projects. One delivery model. From corporate headquarters to boutique studios across the GCC.



PROJECT 01

ODOO



LOCATION

Dubai, UAE

SECTOR

Corporate

SQM

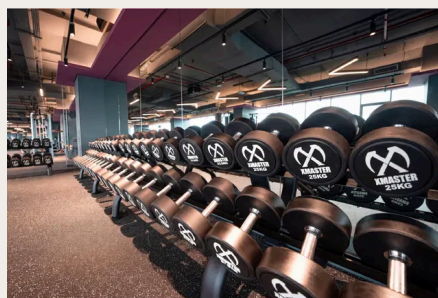
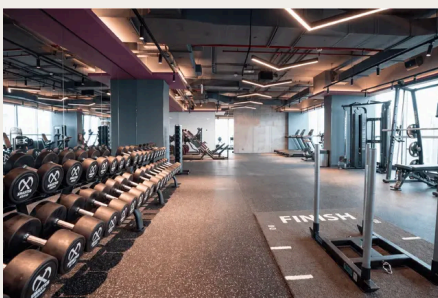
250+

EQUIPMENT

Pulse · Xmaster ·
Shua

CLIENT TYPE

Corporate HQ

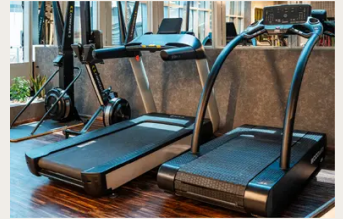


EQUIPT

17 / 23 / OX & OX LODGE · CASE STUDY

PROJECT 02

OX



LOCATION

Doha, Qatar

SQM

250+

EQUIPMENT

Custom ·
Topflor · Shua

PROJECT 03

OX LODGE



LOCATION

Doha, Qatar

SQM

200+

EQUIPMENT

Lagree



PROJECT 04

OX ALIGN



LOCATION

Doha, Qatar

SQM

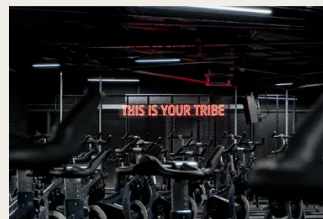
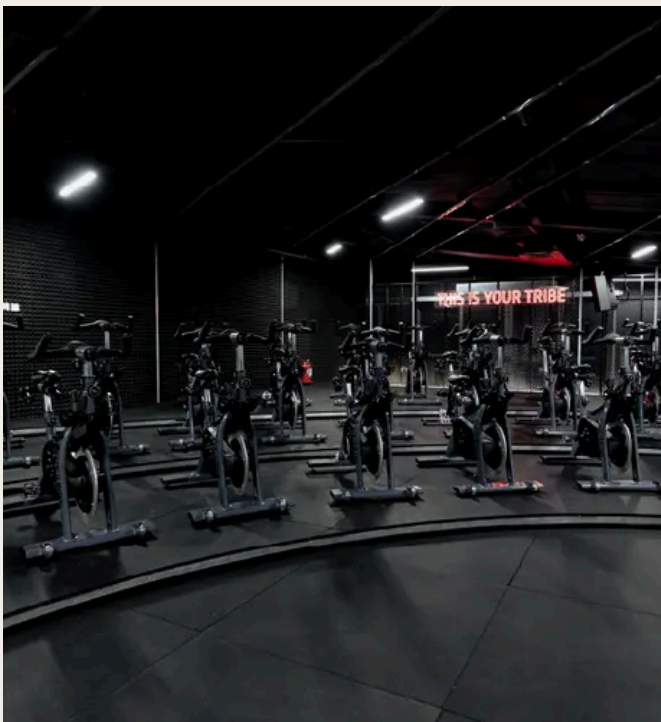
150+

EQUIPMENT

Merrithew

PROJECT 05

RIDE TRIBE



LOCATION

Doha, Qatar

SQM

150+

EQUIPMENT

Schwinn SC5

PROJECT 06

SOUL HIIT



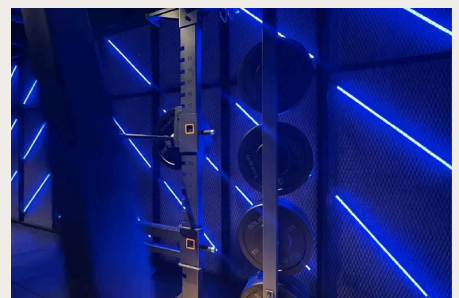
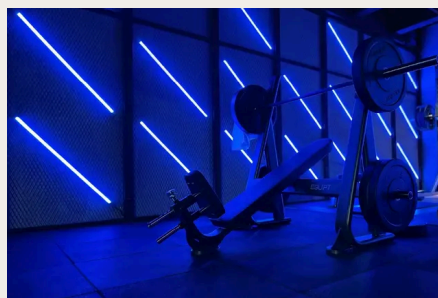
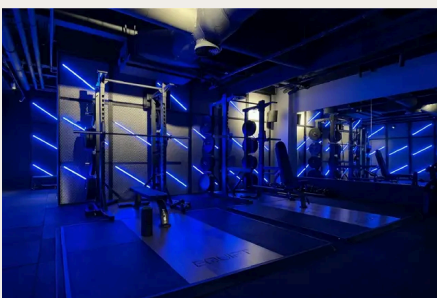
LOCATION
Doha, Qatar

SECTOR
Boutique HIIT

SQM
300

EQUIPMENT
Shua · Custom

CLIENT TYPE
Boutique



PROJECT 07

STRETCH LAB



LOCATION

Doha, Qatar

SECTOR

Recovery

SQM

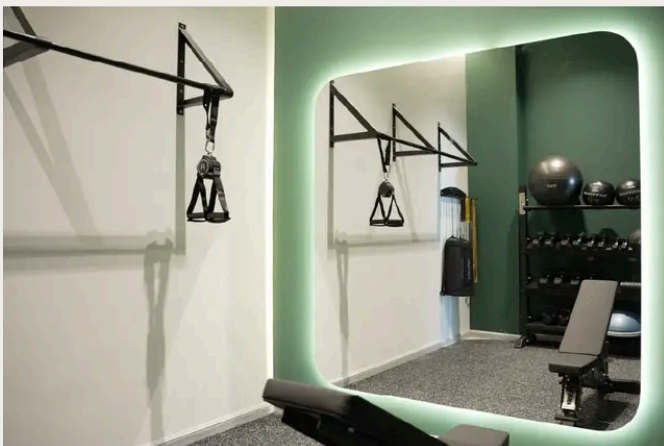
100+

EQUIPMENT

Xmaster · Recoil

CLIENT TYPE

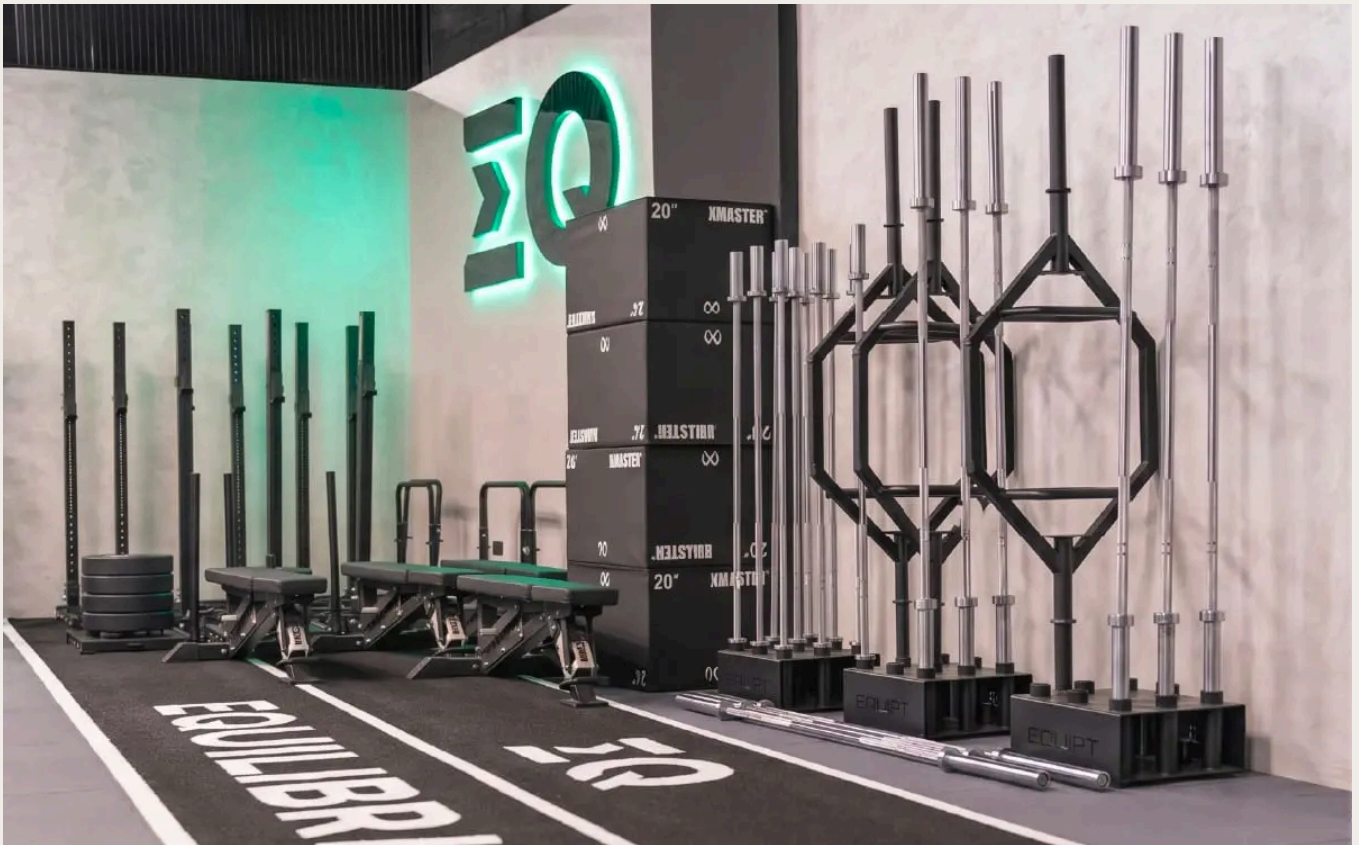
Specialty



PROJECT 08

EQ

ΣQ



LOCATION

Doha, Qatar

SECTOR

Members

SQM

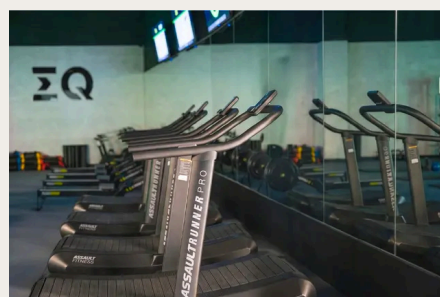
200+

EQUIPMENT

Concept2 ·
Custom Steel

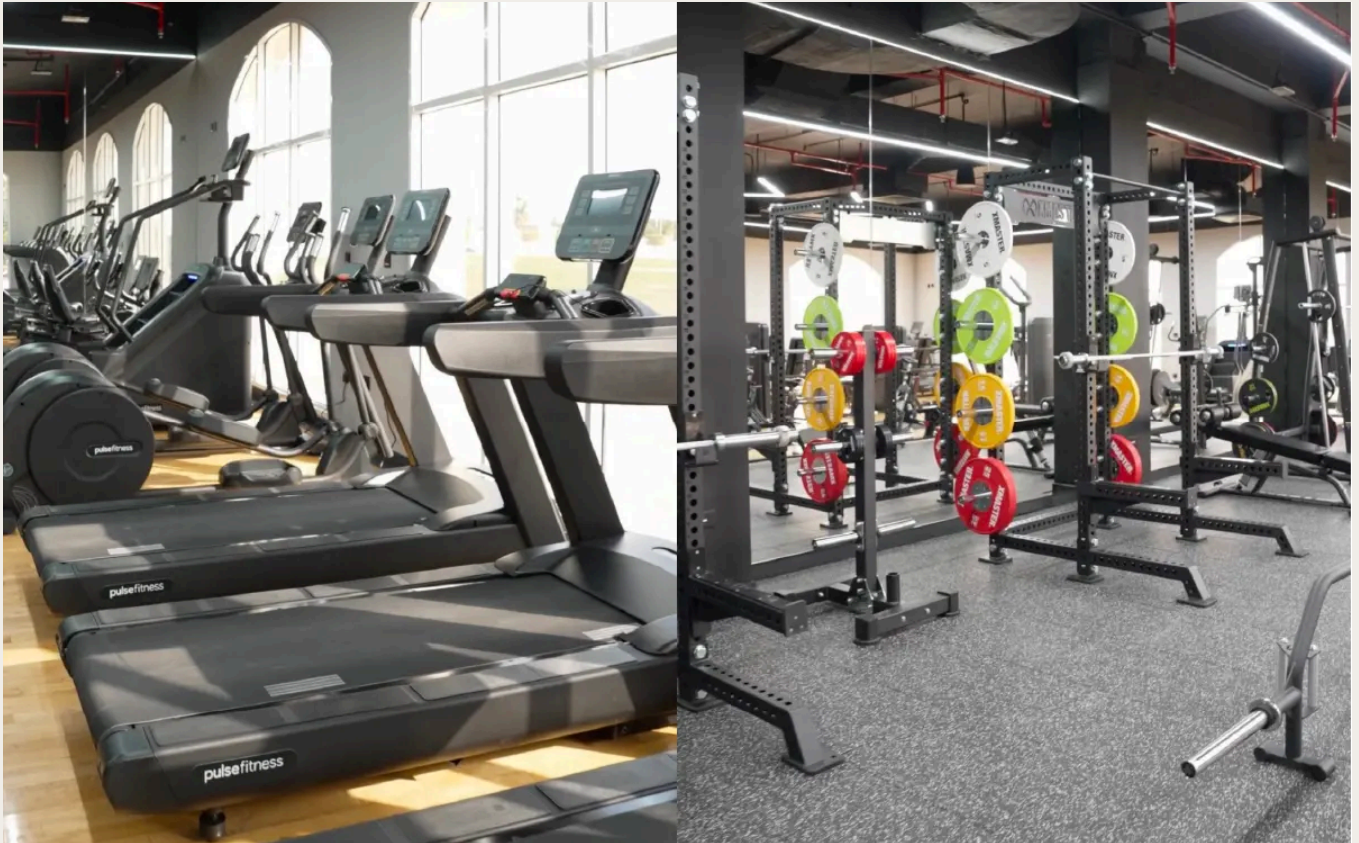
CLIENT TYPE

Members-only



PROJECT 09

QAFCO



LOCATION

Mesaieed, Qatar

SECTOR

Industrial

SQM

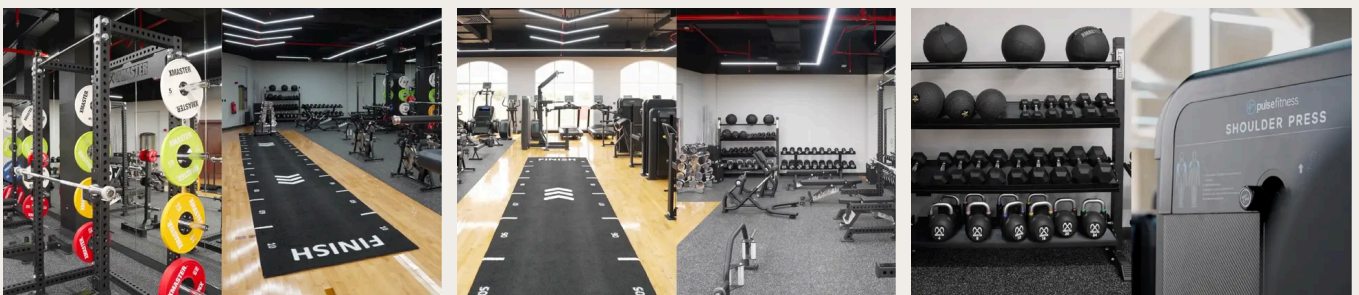
250+

EQUIPMENT

Pulse · Xmaster ·
Topflor

CLIENT TYPE

Corporate HQ



REACH

UNITED ARAB EMIRATES

DUBAI

Ivan Kruger

CO-FOUNDER & MANAGING
PARTNER

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ivan@equipt.ae

Equipt LLC-FZ

QATAR

DOHA

Yazan Hammad

HEAD OF SALES & OPERATIONS

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Doha, Qatar

SAUDI ARABIA

RIYADH

Routed via Doha HQ

PROJECT ENQUIRIES

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Project-by-project