



FOR IMMEDIATE RELEASE

PMX ProMaxima Announces Membership with the Health & Fitness Association (HFA)

New membership strengthens collaboration to advance innovation and standards in the fitness industry.

Houston, TX – November 10, 2025 – PMX, a leading manufacturer of strength & fitness equipment is proud to announce a new membership with the **Health & Fitness Association (HFA)** — the leading voice and advocate for the health and fitness industry. **"Joining this respected community of health & fitness experts allows us to collaborate, share best practices, and continue driving innovation in the health and fitness space,"** said Beau Blackard, President of PMX.

This membership marks a significant step in PMX's commitment to supporting industry growth, education, and innovation. As an HFA member, the company joins a nationwide network of health and fitness professionals, businesses, and suppliers working together to elevate standards and strengthen the community.

"This milestone marks an exciting step forward in our ongoing commitment to excellence, innovation, and leadership in the fitness industry," said Cindy Steele, Vice President of Sales at PMX.

Through the HFA membership, PMX will take part in HFA initiatives that help shape the future of fitness while supporting business excellence across the industry.

About PMX ProMaxima

Since 1967, **PMX** has set the benchmark for American-made strength training equipment. Designed and built in Houston, Texas, PMX is trusted nationwide for unmatched durability, precision, and safety. From schools and multifamily developments to hospitality spaces and commercial gyms, PMX delivers custom designs, fast turnaround, and full-service support—building fitness centers that last.

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