

Reflex 76

The Kieser Training magazine
Aug./Sept. 2022

**55 years of
Kieser Training**

35 years of training
20 years of research



Kerstin John
**Fit for the next ultra run
with Kieser Training**

**KIESER
TRAINING**

55

years of Kieser Training: We are happy to be celebrating anniversaries once again. The conviction that our muscles are the engine and powerhouse of our lives and the basis of a healthy, good life drove our founder Werner Kieser in 1967 to develop and successfully implement a training concept that is still unique today: health-oriented strength training using machines specially developed for this purpose. Scientifically sound. Effective. Efficient. No frills. For all muscles and muscle groups. On page 8, you can find out why it pays to strengthen your legs.

35

years of ADOK: This stands for Training and Documentation Centre. Werner Kieser founded this "brain machine" in 1987 to train his employees in Zurich. Today, employees are trained in Switzerland, Austria, Germany and Australia. Starting on page 4, Roy Scherer, sports scientist and head of the DACH training centre, tells us why specialised employees are so important for Kieser Training.

20

years of research: Knowledge is our foundation. Werner Kieser founded the research department in 2000 in an effort to increase the training benefits you reap. Our scientists are constantly searching for new findings that will benefit you in your training. On page 14 you can find out how our dual students also contribute to this.

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Dear readers,

This year we are celebrating not only the 55th anniversary of our company Kieser Training, but also the 35th anniversary of our internal training centre (ADOK) and the 20th anniversary of our own research department. As you can see, it has been a great desire of ours for a very long time to drive forward the further development of our concept, our training machines, our range of products, but also our staff training, and to invest a great deal in this. The demographic development, but also the lack of skilled workers, which is becoming apparent in many sectors and professions, present us with new challenges.

This is why we will continue to invest in our training and further education as well as in our working conditions in order to offer not only an interesting and attractive workplace with interesting career opportunities, but also excellent training support for you.

I would like to take this opportunity to sincerely thank all our employees for their daily work and the service they render to enable us to maintain or better still increase our quality promise and the resulting satisfaction of our customers.

I would also like to thank you, our customers, for your many years of loyalty. We are happy to be an important component of your everyday life and health.

Cordially,

Michael Antonopoulos
CEO



Kieser's "brain machine"

Interview: Tania Schneider

Just as the concept of strength training did not exist 55 years ago when Kieser Training was founded, the corresponding profession also did not exist. "The profession of strength trainer was something completely new that in no way corresponded to the profession of a qualified gymnastics teacher," wrote Werner Kieser in his book *The Discovery of Iron*. To prepare for expansion and train new staff, he created a novelty in 1987, his "brain machine": "What the Interessengemeinschaft für Fitness (IGF) did not manage to

do, Werner Kieser now orchestrated single-handedly: after two years of preparation, he created the Training and Documentation Centre (ADOK) for the staff of training companies," the Kieser customer magazine said at the time. "This site enabled the training and further education of trainers to finally be taken into consideration to a greater extent." Today – 35 years later – we talk to Roy Scherer, the head of the Kieser Training Centre DACH, about the need for sound and internal training of studio staff.



[Continues on p. 6](#)



Kieser Training bei Krebserkrankungen

KIESER

Jun/Jul 2022 | Nina Weber

Careers at Kieser Training

This year:

- ✓ 122 instructors have successfully completed the basic training.
- ✓ 81 people have undergone further training to become LE/CE trainers.
- ✓ 40 people have qualified as managers.

A strong product needs strong employees. They are the foundation and shape our service. Committed, competent and reliable, we make our customers the focus of our actions and give our services that unmistakable certain something. Together we form a strong team.

Why does Kieser Training train its own employees?

We have very high standards for the quality of our service and the competence of our staff. Our trainers and medical staff are here to ensure that exercisers feel safe and receive the best possible programme for them. In other words, they should manage the training not only in the introductory phase, but continuously so that each client can achieve his or her goals. This requires specific and in-depth training and we think we can do this best ourselves in relation to our brand essence.

In fact, there is no obligation in the industry to train the staff ...

That's right, it's up to the quality standards of each provider. We have always had very high standards in this respect and have systematically qualified our staff. That's why Werner Kieser founded the Training and Documentation Centre – ADOK – 35 years ago. Since 2015, ADOK has been listed as a certified training centre in the Trainer Register of the Employers' Association of German Fitness and Health Facilities (DSSV). All ADOK training courses are classified in the qualification levels of the Trainer Register and certified in accordance with the German Qualification Framework.

Kieser Training could also have staff trained externally. Why does that not make the grade?

For us, it's about imparting not only professional competence but also our "corporate spirit", our vision, to our staff. Trainers who have worked in a Kieser studio themselves and have a deep-seated passion for the

concept can do that best. There has to be that spark. Each of our employees should not only understand the concept, but also live by it – for example, by training themselves. They must acquire the competence to apply it in such a way that the customer derives the greatest benefit from it. That's why everyone – whether franchisee, trainer, doctor or physiotherapist – undergoes our specific training, which prepares them for their roles in the studio. For example, our machines have clear instructions of use –



also with regard to health restrictions and illnesses.

How long does the training take?

The basic training extends over a period of about three months. In order to be allowed to work with our computer-assisted back machines, additional training is required. That is another one to two months. And those who want to further qualify as managers also complete the corresponding courses and examinations.

Who are the trainers?

They range from sports scientists and sports teachers to sports therapists and doctors, all of whom have many years of

experience on the training floor in our studios.

Does Kieser Training also offer the possibility of a dual course of study?

Yes, in cooperation with the German University of Prevention and Health Management (DHfPG) in Germany, Austria and Switzerland, we offer the possibility of a dual study programme. The advantage: studying, gaining practical work experience and earning money go hand in hand. The tuition fees for the

bachelor's degree amounting to 13,860 euros are also covered by the studio. In addition, we offer interested parties a three-year training programme to become a sports and fitness merchant.

How does the training in Australia work?

The training is comparable. There, too, all employees go through in-house training. We are always exchanging experiences and thus benefit from each other.

From instructor to talent manager

How long have you been with Kieser Training?

In September it will be 22 years. I started my sports studies as an instructor at Kieser Training in the Cologne Neustadt-Nord studio and have since held eight different and exciting positions. Today I work as a Talent Manager for Kieser Training AG and take care of the entire recruiting process for our own 39 studios in Germany, Austria and Switzerland, from needs analysis to hiring and beyond.

What does that include?

This includes, for example, job advertisements and correspondence with applicants, but also initial interviews and various information days with selected candidates. It is important to us that applicants understand how Kieser works during this process. How do applicants learn with us, how do you instruct, what are our values, etc.? I also ensure that new employees receive training in a studio and are accompanied by mentors in addition to our internal training. And I sound out talents who might take up management positions in our studios in the future, for example, so that we can develop and promote them at an early stage.

What career opportunities are there at Kieser?

There is actually a wide range of roles in the studio, such as instructor, instructor for our computer-assisted back machines (LE/CE), LE/CE management as well as deputy studio manager and studio manager. However, there is also the possibility for further development in our system headquarters in Zurich, Cologne or Vienna or in the training department and to work in various specialist departments. Careers ranging from instructor to owning a franchise studio are also typical.

What do you enjoy about your job?

The recruiting process and the talent interviews are great. I get pleasure from helping young professionals enjoy a job that is meaningful. What Kieser does is just great. I like motivating people to help others strengthen up and thus offer great benefits. And the benefits of health-oriented strength training are huge. I get people to engage and develop with us.

What was the funniest experience in the application process?

Since the pandemic, the initial interviews have mostly been conducted online via video. Once, a 17-year-old applied for a dual study programme. During the interview, his mother came into the room and hung up the washing in the background. With another applicant, I saw a cat's tail running from left to right and back again on the edge of the screen the whole time. There are a lot of funny incidents. I love my very human job for that, too.



Marcel Haasters

Talent Manager at Kieser Training

05/2018-present

Head of Talent Management Regular studios Germany, Austria and Switzerland, Zurich

01/2015-04/2018

Head of Regular Studios Kieser Training Switzerland AG, Zurich

10/2005-12/2014

Managing Director Kieser Training London, Trainer international

09/2004-09/2005

Franchise Manager southern Germany, Cologne

06/2004-08/2004

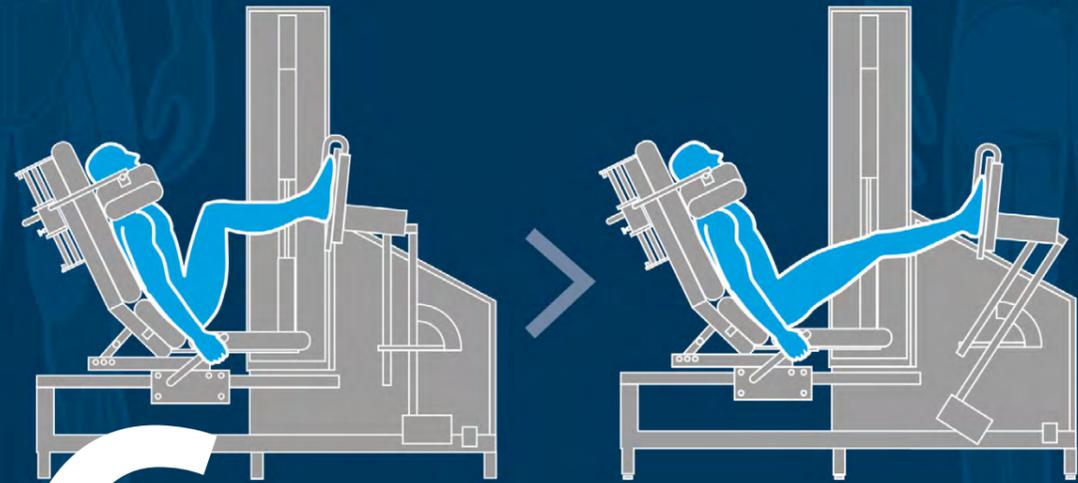
Business Manager Bonn Studio

05/2002-05/2004

Trainer in the Training and Documentation Centre (ADOK), Cologne

09/2000-04/2002

Instructor for preventive strength training and therapist for medical strengthening therapy (MST), Kieser Training Cologne Neustadt-Nord



B6 Leg press

Alexander Mörwald,
Kieser Training Vienna Julius-Tandler-Platz

Performing strongly: According to our latest newsletter survey, the B6 is by far the most popular machine among respondents. Reason enough to take a closer look at it. We asked Alexander Mörwald what makes this leg press so special.

Strong legs and a firm butt – the B6 is the perfect exercise for this. It strengthens the front and back thigh muscles. The good thing about our leg press is its wide range of setting options and the possibility to make slight adjustments to the resistance. The training has many health benefits.

The benefits are

- ✓ stronger leg and buttock muscles
- ✓ increased performance and walking speed – e.g. for running or cycling
- ✓ fall prevention
- ✓ preservation or improvement of the mobility in the knee joint
- ✓ contribution to the stabilisation of the knee joint

How it works

- Select your training weight.
- Adjust the seat position, backrest and shoulder pads as instructed.
- Sit on the seat and slide your buttocks to the bottom edge of the backrest.
- Place your feet hip-width apart and in a V-shape on the footrest.
- Place your hands on the handles.
- Slowly push the footplate forward within 4 seconds and pause here for 2 seconds.
- Return to the starting position within 4 seconds and pause here also for 2 seconds without releasing the weight.
- Immediately follow up with the next repetition and repeat the exercise until you can no longer perform a complete repetition despite maximum effort.

These aspects are particularly important

- ✓ The position of the feet is V-shaped.
- ✓ The knees remain slightly bent even in the final position.
- ✓ Make sure your knees stay in line with your hips, i.e., do not tilt outward or inward.
- ✓ Use your hands to prevent yourself from sliding down.
- ✓ Move the weight by pushing over your heels only.
- ✓ And last but not least: Don't forget to breathe!

Training tip

Variations: Training in slow motion

We often hear, "Please create a new programme for me, I can't get any further with the old one." However, it is not the change of programme that is the key to progress when training success is stagnating, but the intensive execution of the individual exercises or the last seconds. Therefore, it is often more promising to vary the method of loading. We are talking about intensification methods here. One of these is the super slow method.

1

When you change an exercise to super slow, you first reduce your training weight by 10 to 20 percent. If you change your entire programme to super slow, the number of exercises will also be reduced to five to eight.

2

The difference between super slow training and normal training is the rhythm of movement: instead of 4-2-4-2 seconds, the formula is 10-2-4-2 seconds per repetition.

5

Discovering slowness has many advantages:

- ✓ The method is easy to implement.
- ✓ It is very well tolerated.
- ✓ It can be used to further improve movement technique and reduce variations in pace.
- ✓ And you can make fast progress with it.

4

Bring the muscle to muscular fatigue or exhaustion within 90 to 120 seconds. This point is reached when you have to stop a movement and the muscle fails in its task.

3

In other words, you simply extend the concentric phase and move the resistance to full contraction within ten seconds. Be careful not to gain momentum, especially at the beginning of the movement. Hold the final isometric contraction for two seconds and then move the weight back to the starting position in four seconds in the eccentric phase. Here hold the weight again for two seconds before seamlessly following with the next repetition in slow motion and without momentum.



Would you like to try out training in slow motion?

Feel free to make an appointment for an accompanied training session. This is included in your programme free of charge every 20 training sessions.

S

rength training at Kieser helps with osteoarthritis



Text: Dr. Wimmer

Let's face it – the body does not necessarily become more resilient with age. Especially because, in addition to decreasing muscle strength, older people often have to deal with osteoarthritis. And this combination can be really unpleasant. All I can say is: stiff joints, pain and restricted movement. Fortunately, we now know that osteoarthritis is not something you just have to put up with. On the contrary, you can even get active! Regular exercise and strength training cannot cure the disease, but they can help improve mobility and relieve pain.

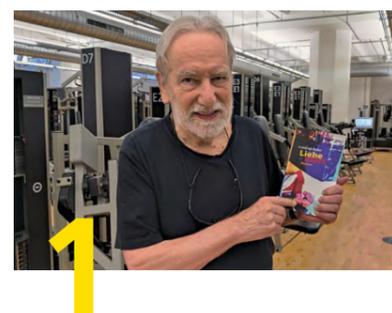
In order to do this, however, you first have to understand what is actually going on with the disease: doctors call osteoarthritis a disease of the joints that cannot be cured and in which the cartilage gradually breaks down. Over time, the cartilage changes its shape and continues to wear away with every movement until it finally disappears completely in the most heavily loaded areas. The joint bones are then exposed and rub against each other. As a reaction to the loss of cartilage, the body forms bony protrusions, so-called osteophytes, to stabilise the joint. In this way, it tries to close the resulting gap, which unfortunately leads to the joint becoming increasingly stiff. And this is where strength training comes in. Due to the fact that cartilage

degradation cannot be stopped or reversed, it is all the more important to strengthen the surrounding muscles in order to relieve the joints. Above all, training slows down cartilage degradation and improves resilience.

However, because osteoarthritis often manifests itself in relapses, it is important that the training is tailored to the individual, because training should not be done during a relapse. Once the inflammation has subsided, however, training can be resumed at a moderate intensity. The fact is that most people with osteoarthritis tolerate strength training well, even in the high-intensity range. If local irritation occurs after training, it is usually because the areas that have been spared for a long time due to the symptoms have started moving again. As a rule, however, the irritation subsides after a few days. This also applies to the muscle soreness, which can of course also occur at the beginning. Apart from that, side effects are actually rare. So you see – even with osteoarthritis, regular exercise and strength training are the key to more freedom of movement and less pain.



A visit to ... Vienna



Kieser Training at Julius-Tandler-Platz

“Love distracts” are Florian Langecker’s last words in the novel by Friedrich Hahn and also its title. Langecker had a stroke two and a half years ago. Now he is dead. Heart attack. Florian never had a family. Not a real one. It wasn’t until he was 40 that he sort of grew one. Florian tells his “family story” from the perspective of heaven. The film of his life that is playing before his eyes shows a person who has left nothing out between serene self-termination and blind resignation to fate, but who has possibly missed out on a lot. There is one thing he did not miss out on: training at the MKI – the Muscle & Strength Institute. This refers to the Kieser Training studio in Vienna on Julius-Tandler-Platz, the very first studio that existed in Austria. This is also where Friedrich Hahn trains – the author recently turned 70 and is very much alive.

Kieser Training at Julius-Tandler-Platz:
kieser-training.at/studios/wien-julius-tandler-platz



Cultural metropolis Vienna

With over 100 museums, including the Belvedere, the Albertina and the Kunsthistorisches Museum, Vienna is considered a powerhouse of art. There is also a lot to discover architecturally: be it the UNESCO World Heritage Site Schönbrunn Palace, St. Stephen’s Cathedral, the Hofburg or the Karlskirche. The exhibition building of the Vienna Secession by Joseph Maria Olbrich and the church of St. Leopold at Steinhof by Otto Wagner, which is also one of the most important buildings of Viennese art nouveau, are also recommended. Speaking of which, the Viennese Kieser System headquarters and training centre is located in Wagner’s apartment building at Döblergasse 4, where he died in 1918. His flat is still partially preserved in its original furnishings and houses the Otto Wagner Archive of the Academy of Fine Arts Vienna.

Info at: wien.info/en
Architectural tours of art nouveau are available here, for example: guides-in-vienna.at/en



Vienna’s intangible cultural heritage

What would Vienna be without its coffee houses and *Heuriger* (wine taverns). In 2011, UNESCO designated the “Viennese coffee house culture”, as a so-called “social practice”, an intangible cultural heritage. “The coffee houses are a place ‘where time and space are consumed, but only coffee is on the bill,’” writes UNESCO. We like Café Eiles in Vienna’s Josefstadt – one of the oldest coffee houses in Vienna, which has been at this location since 1840 and where Mario Gritzner serves Viennese delicacies with a great deal of charm. By the way: Did you know that Vienna’s *Heuriger* culture is also on the list of intangible cultural heritage? There are several *Heuriger* on the Nussberg that invite you to stop for a drink after hiking and offer a great view of the city. How nice that culture can be so relaxing.

wien.info/en/shopping-wining-dining/coffeehouses



Kerstin John

At the age of 47, Kerstin John's passion is running. She ran her first marathon at the age of 39. She is convinced: "Without the intensive strength training at Kieser, this would not have been possible."

Kerstin John: Fit for the ultra run with Kieser Training

She had an ambitious goal that she could only achieve with a strong body: attempting her first 100-kilometre ultra run. To achieve this, Kerstin John ensured perfect preparation thanks to Kieser Training – and covered the distance in twelve hours.

Text: Editorial

Nothing works without running. For Kerstin John, running is as important as breathing. Feeling her own strength with every step, the suppleness of her muscles and at the same time being able to move forward unwaveringly – that is something very meditative for her. When other athletes have already finished their events, the fun is only just beginning for Kerstin John.



That wasn't always the case. She started running standard distances up to the half marathon in 2009. But she picked up the running bug right away, because it offered her a valuable balance to her work in internal auditing at an international medical technology company. Running allows her to really switch off and forget her surroundings. And so her runs steadily grew in distance, her condition kept improving and she got fitter and fitter. In 2013, the time had come and Kerstin John ran her first marathon at the age of 39.

"Without intensive strength training it wouldn't have been possible," she says. To this end, she relies on Kieser Training.

She started training with Kieser in 2003 accompanied with a change in her diet. At the time she came to Kieser Training on the recommendation of her doctor. And she quickly saw the success of the regular, individually tailored training sessions. Running marathon distances almost became the norm for her after her first official race. She loves going on running trips with her friend and just running for "as long as we feel like it". They regularly run distances of up to 50 kilometres.

Kerstin John trained regularly until 2016, but then had to take a break for professional reasons. She was constantly away on business trips and could no longer fit Kieser Training into her daily routine. But this unfortunately came with conse-

"For me, Kieser Training is a break from everyday office life."

Kerstin John

quences. Her back started hurting and she realised that she needed to do something for herself again that was good for her and fun. That's why in 2020 she decided to start training again. But why not take the opportunity and set herself new goals? Kerstin John is not someone who rests on past successes. She loves a chal-

lenge and simply wants to know what she is able to achieve. And so the idea of the 100-kilometre ultra run was born.

"It was clear to me that I would need professional support to prepare for the challenge," says Kerstin John. After all, such a run is no mean feat. Her studio manager at Kieser Training helped her to build up her muscles accordingly so that her body was ready for the strain. With a specific plan, she worked especially on her torso, legs and back and got noticeably stronger. "In fact, there are no exercises that I don't like. But I do have favourite exercises." One is the B6 leg press and the other is the new K2 pull-up tower.

Kerstin John completed her first 100-kilometre ultra run in twelve hours and five minutes in August 2020. This year in April, she managed to break the 12-hour mark for 100 kilometres, crossing the finish line in 11 hours 40 minutes. She is currently preparing for her fifth triple-digit ultra run. "Kieser Training provides me with a break from everyday office life. That's why I do it several times a week and I miss it when I'm not able to train as often as I would like."

Effects of tertiary preventive strength training

Text: Research department

The German University of Prevention and Health Management (DHfPG), in cooperation with Kieser Training AG, examined the effects of tertiary preventive strength training according to the Kieser Training concept in patients with back pain after completion of outpatient or inpatient treatment. The prospective intervention study in a longitudinal design was conducted via dual students of the DHfPG and Kieser Training within the framework of dual Bachelor's degree programmes.

The research question

The primary research objective of the project was to evaluate the effects of standardised tertiary preventive strength training according to the Kieser Training concept following medical treatment in people with chronic or temporary non-specific or specific back pain. The effects on the strength of the trunk muscles, the physical and mental state of health, the risk of chronicity of back pain and the subjectively perceived ability to work were evaluated.

The intervention

In the multicentre intervention study, the 122 participants completed a total of 20 training units of a standardised machine-based strength training programme with a minimum of one and a maximum of two training units per week. The study participants completed a standardised whole-body programme. A standardised load configuration was specified for the training.

Data from a total of 122 subjects (66 women, 56 men) were evaluated. Due to contraindications, 102 of the subjects were able to perform the strength tests on the LE and F2.

The measurements

- Testing the strength performance of the trunk extensors and flexors on specific testing or training machines (LE and F2).
- Survey of physical and mental health perception with the SF-36 questionnaire
- Survey of the risk of chronicity of back pain with the help of the Heidelberg Short Questionnaire on Back Pain
- Survey of perceived work ability with the help of the Work Ability Index

The measurement time points

All test parameters were collected before the intervention at test time t0 (pre-test). At test time t1 (intermediate test), the strength tests on the LE and F2 were repeated in the 10th training session. And after completion of the intervention, all test parameters were collected again at test time t2.

The result

The data collected indicate that standardised, machine-supported strength training according to the Kieser Training concept over 20 training sessions leads to:

- significant increases in the strength performance of the trunk extensors and flexors
- a significant improvement in perceived physical health

- a significant reduction in the risk of chronicity of back pain
- a significant improvement in perceived work ability

An effect on the perceived mental health status could not be proven.

Conclusion

It pays to invest in your muscles: These results confirm existing findings on the effectiveness of strength training according to the Kieser Training concept in people with back pain who are inexperienced in strength training. The consistently high training intensity and the progressive increase in intensity can be seen as decisive for the effects that can already be measured after 20 training units. In terms of training intensity, Kieser Training clearly distinguishes itself from most training approaches of other providers who recommend lower and non-muscle-exhausting training intensities for beginners.



Source: [PREBACK study](#)

Omelette with mushrooms and cottage cheese

This omelette provides your muscles with protein to build up.

Ingredients (2 servings)

4 eggs	200 g cottage cheese
200 g mushrooms	2 tbsp white wine vinegar
100 g spring onions	2 tbsp olive oil
1 clove of garlic	Fresh thyme
2 cocktail tomatoes	Salt, pepper
50 g lamb's lettuce	

Preparation

Wash the lettuce. Clean and quarter the mushrooms. Clean the spring onion and cut into thin strips. Pluck the thyme leaves. Peel and press the garlic.

For the dressing, whisk 1 tbsp oil and 2 tbsp vinegar in a small bowl with salt and pepper.

For the mushrooms, heat 1 tbsp oil in a small frying pan. Fry the mushrooms in it for about 5 minutes. Add some of the thyme and garlic and fry briefly. Put them in a bowl and set aside.

For the omelette, break the eggs in a bowl, whisk, salt and pepper. Add a splash of oil to the pan while it is still hot. Lightly toast the thyme. Add half of the egg mixture to the pan and fry. If the omelette comes away, turn it over and finish frying on the other side. Transfer it to a plate. Fry the second omelette and also put it on a plate.

Divide the mushrooms, cottage cheese and lettuce between the two omelettes. Drizzle the salad with the dressing. Garnish with the tomato.

Per serving 411 kcal, 31 g protein, 26 g fat, 7 g carbohydrates



Tip

- ✓ Consume 1.5 to 2.2 grams of protein per kilogram of body mass daily.
- ✓ Spread the total daily requirement over several portions.
- ✓ Consume 1 portion of approx. 20 to 30 grams every 3 to 5 hours.
- ✓ For older people, it may be a little more: about 30 to 40 grams of protein per intake time.



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