

YENĒSTHAE

STRIKING CELL



BUSINESS PACKAGE



GOOD
DESIGN
AWARD®
GOLD WINNER



2023



YENĒSTHAE

STRIKING CELL



The Problem With Conventional Punching Bags

Feeding off outdated norms, manufacturers of combat sport training equipment have left the combat athletics market devoid of any notion of sophistication, innovation, or elegance of form.

Premium gyms seek to build a boutique image by engaging the customer with highly aesthetic, design-focused training experiences. Unfortunately, a customer who will move through the yoga and Pilates studio, will undergo a significant drop in experience when entering a boxing studio. No matter how beautiful the fit-out of the boxing studio, boxing equipment remain a pain point, neglected by an industry that is focused on cheap, mass-manufactured punching bags, primarily designed with male clientele in mind. The time has come for a re-think of what a punching bag is, what it should be, and what message that communicates to our end users.

The punching bags of today comprise of technology that dates to the Ancient Olympics. A lack of improvement to the structure of punching bags means that they are hard, they cause injury, and thus create a need for expensive punching gloves in order to mitigate pain.

Innovations that include rubber buoys filled with water, may go some way towards

improving pain symptoms, however, they too are limited in their impact absorption capabilities.

YENĒSTHAE have developed a breakthrough, patent-pending technology, which enables us to solve the paradox of creating adequate weight and density in a compact form, whilst permitting a tactile feeling of plushness and luxury, comparable to high-end furniture.

Our vision of the future sees a replacement to punching bags that doesn't require users to wear expensive boxing gloves; a product that is more forgiving to beginners, whilst enabling advanced fighters to train harder, with less fear of injury. The gym of the future is inclusive and welcoming to all, and puts the human at the centre of the wellness experience — expecting products to work with the human, rather than expecting the human to work with their products.

The gym of the future moves beyond punching bags.

The gym of the future uses Striking Cells.



Designed and Made in Australia

Dimensions: 50 x 155 cm

Empty product weight: 14 kg

Weight adjustable up to 74 kg

Vegan-friendly, featuring GECA-Certified Foam

/ 1



Benefits + Key Features

1. Designed with user comfort and safety in mind

The Striking Cell features a patent-pending impact absorption technology that creates a softer impact than traditional heavy bags. We spent 2.5 years refining the foam and suspension systems in order to achieve the perfect balance of impact absorption and feedback response. The result feels like magic: imagine a big, heavy cloud, with luxurious stitching and supple vegan leather.

Ideal for everyday use, rehab, de-load and power training — the Striking Cell is designed to make heavy bags obsolete in every way.

4



/ 2

2. Intended to eliminate the need for gloves

The Striking Cell has been designed for use without gloves, when used in conjunction with correct technique and adequate wrist protection. Gloves are a barrier to entry for casual gym-goers. Gloves are cumbersome to carry, not owned by everybody, and some people may hesitate to use shared gym gloves, despite a gym's best efforts to keep them sanitised.

5 STRIKING CELL



/ 4



/ 3

3. Experience-driven design, empowering wellness and performance

The Striking Cell is designed to make people fall in love with combat athletics. We understand that pain is a barrier to entry for beginners that could otherwise benefit from the emotional recalibration that combat athletics offer.

However, the DNA of the Striking Cell lies in performance: invented, tested and refined by experienced fighters, Striking Cells are designed to enable a more intense and engaging workout, regardless of skill level. Superior impact absorption means that the fighter can strike harder for longer, and, at 100% power, a fighter is more likely to gas out before injuring themselves.

4. Beautiful aesthetics meet innovative engineering

The Striking Cell's novel suspension system takes load off the external leather housing, holding the weight from the strongest point. This enables a longer-term product life than conventional punching bags.

The Striking Cell features a unique open top, allowing customisable weight, and making the process of filling, un-filling and refilling punching bags obsolete.

5 YENÖSTHAE

5. Ethically hand-crafted by artisans in Canberra, Australia

YENĒSTHAE Striking Cells are designed by Australia's top industrial design talent and meticulously handmade by artisans that have a name for highly exclusive, luxury furniture, with end-clients including Luis Vuitton and BMW.

Our Striking Cells are wrapped in premium synthetic leather, which is Fire-Rated, UV-Resistant and Anti-Bacterial/Anti-Microbial treated. Our quilting features a premium, new-generation viscous foam, creating a tactile feeling similar to that of high-end furniture and luxury automotive upholstery.

6. Designed and purpose-built for sustainability

YENĒSTHAE Striking Cells use no animal products and are made locally, to maintain a low carbon footprint and the highest ethical production standards. The high-density foam used within our Striking Cells is certified by Good Environmental Choice Australia.

Recognising the need to conserve sand and rice, we achieve weight using recycled steel, as steel is infinitely recyclable.

The Striking Cell's novel suspension system is engineered to remove load from the external skin, enabling us to use sustainable leathers, that would otherwise lack the tensile strength to be usable in a conventional punching bag.

The Striking Cell's longer life-cycle and reparability, paired with the option to forego boxing gloves, enables a reduction in landfill.



"A nice and refined update of a tired product. The truly sophisticated, innovative and elegant Striking Cell breaks the mould of the traditional punching bag from interchangeable weights in the internal core structure to new foams that create a soft and tactile skin surface. It's a refreshing approach that is more suited to the modern gym environment and reduces the need for specialised and expensive gloves."

— Good Design Awards Jury, 2021



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/ 6



Price: \$2,999 + GST

8% discount for orders of 8 or more.

If you have registered as a Foundation Member on yenesthae.com, please contact us.

Warranty: 3 Years

**Delivery + Installation:
Free in Sydney Metro & ACT**

**Planned Preventative
Maintenance:**

Optional 6-monthly inspection, cleaning and minor repairs as necessary:

- \$35 per striking cell, + \$100 call-out fee, to a maximum charge of \$350 per gym/studio.
- First year free.
- Should the gym prefer to carry out its own equipment maintenance, repair kits will be made available and free training provided.

Our Mission

1. To create products that democratise Combat Athletics in the same way that the treadmill has democratised running for non-runners;
2. To invite more people into the world of Combat Athletics;
3. To leverage our power for real change in communities that need it.

Lead Times

Yenēsthae is fully Australian owned and operated. Our entire supply chain is operated within Australia, enabling us to deliver our made-to-order products without significant shipping delays.

Each of our products are meticulously handmade by artisans, meaning that our Striking Cells take longer to craft than mass-manufactured punching bags.

As such, we will always endeavour to deliver within a 4-week timeframe: however, factors such as the size of the order mean that we will need to quote this on a case- by-case basis.

Customer Satisfaction Guarantee

At Yenēsthae, we don't just make customer satisfaction a priority – we're driven by it.

We take care to design and lovingly manufacture our products ourselves, in order to give our customers and users something new, something different, something inspiring, and something that they'll love.

If we ever find room for improvement, it will go straight to the heart of our business, enabling us to design and build better products from the ground up, as we continually seek more ways by which to make our customers love working with us.

We won't rest until you're happy.



SALES & MEDIA ENQUIRIES

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YENĒSTHAE

BECOME.

CONNECT

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ADDRESS

Yenesthae Pty Ltd
Level 1, Material Sciences
and Engineering Building

University of New South
Wales Sydney 2052

YENĒSTHAE STRIKING CELLS

Terms of Sale

The Striking Cell is a martial arts product designed to be used without boxing gloves, and to reduce the user's risk of injury where correct striking technique is used. However, despite our best efforts, we cannot guarantee that you will not be injured by using this product. As the user, you acknowledge and agree that combat sports could result in bodily harm, and that you use this product at your own risk. Striking Cells should never be used without hand wraps and adequate wrist support. Striking Cells should never be used if you have a pre-existing injury or condition that may increase your risk of injury during use. Beginners should take precaution to learn correct striking technique before using the Striking Cell.

Warranty

Yenēsthae goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure.

Yenesthae Pty Ltd reserves the right to repair, replace, or refund items at our discretion in the manner we see fit. The Striking Cell comes with a 36-month warranty against major failures.

The following reasons are not acceptable reasons for exchange, refund, or replacement of your item: you have changed your mind; you made the wrong choice; or you are simply unhappy with your purchase despite the item being fit for purpose. Physical damage, attempted repair, product tampering, and intentional or unintentional misuse are events that may prevent a product from being accepted for refund, return, exchange, or replacement.

Items are inspected before being dispatched and installation supervised by a member of the Yenēsthae team and are therefore guaranteed to be free from defects in workmanship or quality.

If a defect, fault or concern arises with your Yenēsthae product, cease using the Striking Cell immediately. Please email the following information to hello@yenesthae.com, within 7 days of the observed defect. Please also include:

- The date you purchased your product
- The order number (which is found on your invoice)
- A description of the problem you are experiencing
- Picture(s) and/or video(s) showing the issue

A member of the Yenēsthae team will contact you within 24 hours to resolve the issue via repair, replacement, or refund, depending on the circumstance of your claim.

Yenesthae Pty Ltd

Level 1, Material Sciences and Engineering (Hilmer) Building
University of New South Wales Sydney 2052



YENESTHAE

STRIKING CELL



SYNTHETIC LEATHER SPECIFICATIONS

Technical Specifications:

Colours: 41
Weight: 737gsm
Thickness: 1.1mm
Composition: 7.9% Polyurethane, 70.2% PVC, 21.9% Suede Backing

Features:

- Abrasion Resistant to over 100,000 cycles (AS2001.2.25-2006)
- Flame Retardant compliant with Australian and International standards (AS3744.1-1998, AS3744.2-1998 & BS5852-2006)
- UV Resistant/Stabilised (AS4878.10-2001 & AS1441.8-1973)
- Hydrolysis Resistant (ASTM D3690.7.11)
- Tear Resistant (AS2001.2.10-1986)
- Anti-Bacterial/Anti-Microbial Treated
- Easy Maintenance
- Repairable
- Supple Leather Feeling
- Premium Grain Pattern

WWW.YENESTHAE.COM
FB/IG: @YENESTHAE



***PLEASE NOTE: The colour shown in colour chart should be considered a close rendition to the actual colour available and cannot be 100% accurate as computer monitor and printer settings may vary.



E: HELLO@YENESTHAE.COM
W: WWW.YENESTHAE.COM
FB/IG: @YENESTHAE

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