

# New year, new you

IN 2009, MANCHESTER-based Costco member Duncan Green realised years of sitting behind a desk had taken their toll. Knee problems caused by his sedentary lifestyle forced him to re-evaluate everything. "I was a very unhealthy 17½ stone," Green recalls, "so I decided to change. I joined a gym, changed my diet, cured the knee pain ... I changed my life."

This change accelerated when he met Laura, now his wife, who introduced him to CrossFit training. Green immediately saw the natural synergy between the CrossFit methodology and the Paleo diet, and in



Duncan Green

DUNCAN GREEN

2013 he reinvented himself as a Paleo personal trainer ([paleopersonaltrainer.co.uk](http://paleopersonaltrainer.co.uk)). He laughs, "The biggest challenge was getting out of bed at 5 a.m. to train clients before their work!"

Fast-forward to 2015, when Green and Laura, in partnership with Scott Robertson, launched two exciting new businesses: the Infiniti Fitness Gym in Sale ([infinitifitnessgym.co.uk](http://infinitifitnessgym.co.uk)), employing six coaches and with clients across the age and ability spectrum, and a complementary online venture, The Barbell Shop ([barbellshop.co.uk](http://barbellshop.co.uk)). Green says, "When kitting out our gym we realised there was a great market opportunity for genuinely affordable high-quality gym equipment, so we created our own range, branded Iron Affair. It's humbling to help someone lose weight, gain confidence and move well for the first time in years. Our passions lie in making a difference to people's day-to-day lives."

Green is particularly enthusiastic about his CrossFit Kids after-school

classes, saying, "Just getting them moving and enjoying it, that's the main thing."

Clearly devoted to his 1-year-old son, Green lists his priorities as "father, husband, co-owner and coach." He appears to enjoy his lifestyle. "I get to hang around with great people, training," he says. "I can't call that a job!"

—Gordon Craigie

IF YOU HAVE a note, photo or story to share about your business, email it to [connection@costco.com](mailto:connection@costco.com) with "Business Connection" in the subject line, or send it to "Business Connection", The Costco Connection, Costco UK Ltd, Hartspring Lane, Watford, Herts WD25 8JS. Submissions cannot be acknowledged or returned.