

# Pulse completes multi-million fitness equipment revamp of an impressive 17 Total Fitness clubs

Significant investment from private health club chain Total Fitness sees appointment of top leisure solutions provider Pulse as complete equipment supplier for portfolio of clubs across the UK.



# Case Study

Leading leisure solutions provider Pulse has been a trusted partner of Total Fitness since 1999 and have been providing them with a range of world-class, technologically advanced kit ever since.

During this time Pulse have proven to be an industry-leading, innovative partner and the initial contract saw Pulse install 300 treadmills across 11 Total Fitness facilities. Pulse then went on to provide a total fitness solution for the entire Total Fitness Wrexham site which included a comprehensive range of its Series 1 Cardio and Strength equipment, along with plate loaded machines, freeweights, bespoke functional training rig and indoor cycles.

Following the success of this facility, Pulse rolled out a total kit solution across the other 16 sites, worth approx. £2.5m. All sites were upgraded to provide a suite of cardio and strength equipment, free weights and group cycle bikes to completely transform the centres.

Pulse were awarded this prestigious contract based on a combination of excellent value and the quality of its equipment in providing a tailored and effective fitness solution, as well as its previous work with the operator.

Due to the success of the inaugural Wrexham revamp which saw a complete bespoke kit overhaul, a similar model has been used across all of Total's Fitness other facilities. The same equipment installed at Total Fitness Wrexham can now be found at any Total Fitness and each site has been designed with a consistent brand approach.



## The brief

Total Fitness had recognised the need to completely modernise and update their brand and were looking for a supplier that could provide innovative equipment to match their new look and feel. It was important to Total Fitness to work with a supplier that could help them in delivering the ultimate experience for their members.

Providing experience and foresight, Pulse's in house team carefully selected a wide range of equipment that would not only meet, but exceed expectations.

## Offering a total solution

The project was brought life prior to the install with Pulse's design team providing 2d and 3d kit layouts and was overseen by one dedicated in-house account manager. This eased the pressure for Total Fitness as it meant that they had just one point of contact throughout the entire process.

Total Fitness Wrexham now boasts a stunning 95 station, fully revamped gym complete with Series 1 Strength and Cardio Lines as well as plate loaded equipment and 35 indoor cycles. In order to ensure the facility had a point of difference to competitors Pulse also suggested and created a bespoke functional training rig as well as a brand new freeweights area.

A fully comprehensive training package including an induction and maintenance was also included as part of the contract ensuring that staff understood how to use the new equipment.

Following on from the success of the Wrexham facility, which saw an increase in memberships, Total Fitness decided to use the Wrexham site as blueprint. Having already proven their expertise, Pulse was tasked with rolling out a total equipment solution package to the other 16 facilities. Pulse's in-house design team



ensured brand and design consistency across each facility as well as offering the right mix of equipment.

All of the equipment at each of the 17 clubs has been designed by Pulse with personalised branding across the Strength lines.

The equipment also comes with a four-year inclusive warranty and Pulse service promise to provide optimal support, giving both users and Total Fitness, total peace of mind.

As part of Pulse's service promise Total Fitness has the flexibility to report faults and order parts online or via Pulse's dedicated service support team to ensure the site receives a quick response. With their own factory-trained team of specialist service engineers, Pulse is able to offer Total Fitness 364 days a year support. This includes providing service vehicles fully stocked with Pulse Fitness parts, ensuring high stock levels are maintained to make sure their first time fix repairs meet this service promise.

The service promise was particularly key for Total Fitness as they needed to rely on Pulse to provide quick and efficient support.



## The challenge and overcoming it

Total Fitness ensured there was minimal disruption to members during each install, so requested that these took place overnight.

Proving that this was no obstacle and drawing upon decades of experience of operating facilities, Pulse rose to challenge, ensuring that all installs took place between 10pm and 6am.



"We know that Pulse's equipment is high quality and great value and that their customer service is excellent from our ongoing 15-year relationship which makes them the perfect partner for us," says Joanne Hallam, Head of Sales and Marketing at Total Fitness. "The customised Evolve Strength kit is really stylish and made all the more appealing by the ability to personalise the equipment with our new branding. Ultimately we are committed to providing the best facilities and service possible for our customers and thus choosing Pulse to provide a complete kit solution, supporting services, sales support and account management at a highly competitive price, was an easy decision."

Joanne Hallam, Head of Sales and Marketing at Total Fitness

### Services Delivered

- Dedicated account manager
- Site survey visit and report
- Equipment selection and layout advice
- 2D and 3D gym designs
- Comprehensive staff training
- Attractive service and maintenance programme for 5 years
- 24/7 service portal
- Personalised branding upon equipment
- Installation and equipment commissioning through the night
- Project management Rollout plan for all sites
- Attractive payment plans

