



January 2018

pulsebeat

All the latest news and headline-grabbing stories from The Pulse Group



pulse
group

Meet the 'Beast' behind the latest Pulse competition

Pulse Fitness have been privileged to join Eddie 'The Beast' Hall on his journey to achieve the prestigious title of World's Strongest Man.

Becoming our brand ambassador in 2016, we have seen the determination, focus and colossal training regime he has endured to be the best!

Now it's your chance to train alongside the World's Strongest Man and learn the secrets to his success!

Pulse Fitness is offering your members the chance to **win an exclusive workout** at your gym followed by a **Q&A** with the man himself. Eddie will be sharing how he fought his way to the top, discussing how he conditions his body for the level of speed and power it needs..

Enter now at
www.thepulsegroup.co.uk/competition/

WIN an EXCLUSIVE
Eddie Hall led training session*



 Pulse Fitness launch new dual strength range

 Pulse Design & Build achieves ISO9001 accreditation

 Turnkey marketing solution for GX Fitness, Doncaster

 A flourishing 7 year partnership with Isle of Wight Council



What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294610.

Function Meets Aesthetic: Introducing the New Dual Strength Line



We're excited to introduce the new Dual selectorised Strength Line to the portfolio of Pulse Fitness Products.

With each of the ten new machines easily adjusting to accommodate two different exercises, gym owners, operators and users can save space, while purchasing fewer pieces of equipment.

Built to last, we take great pride in the craftsmanship and engineering in each piece. The products are made from the highest quality materials and the stylish design highlights our keen attention to detail.

Covering all major muscle groups, the range includes:

- Chest Press / Shoulder Press
- Rear Deltoid / Pec Fly
- Assisted Chin and Dip
- Arm Curl / Tricep Extension
- Abductor / Adductor
- Lat. Pulldown / Seated Row
- Squat / Standing Calf
- Leg Extension / Seated Leg Curl
- Recumbent Leg Press / Seated Calf
- Abdominal / Lower Back Extension

The concisely balanced range of machines covers all the major muscle groups satisfying user requirement in the most efficient way possible.

Rear Deltoid
Pec Fly



Squat
Standing Calf



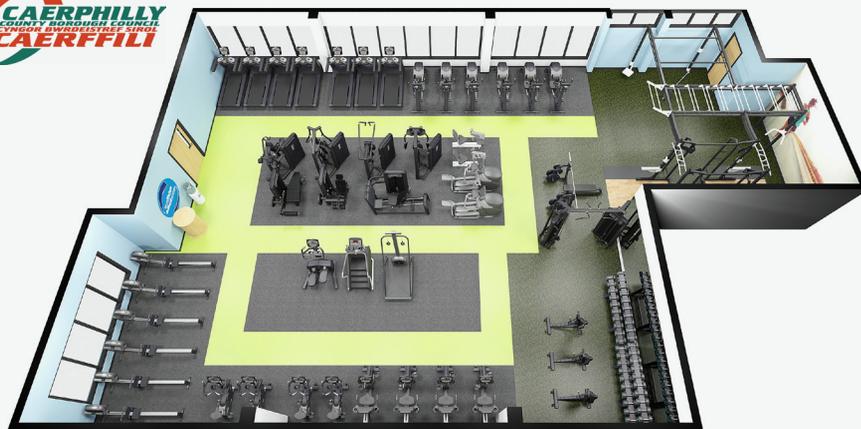
Chest Press
Shoulder Press



Request brochure at:

www.thepulsegroup.co.uk

Turnkey solution for RISCA Leisure Centre



Following a successful tender in October, Pulse Fitness began work with the Caerphilly Borough Council to upgrade RISCA Leisure Centre.

Key to this win was the fact that the centre was looking for more than just an equipment upgrade. This refurbishment required a real wow-factor that would encompass everything from the layout to the décor. From the beginning, Pulse was involved in the planning to make the most of the space available. The original room, previously transformed from a bar area to a gym, presented the perfect opportunity to optimise

the space with new flooring and inspiring, modern wall art. On the gym floor, Pulse included a bespoke multi-use rig incorporating half racks, monkey bars and other traditional functional equipment. The refurbishment, totalling more than £150k, also included series 3 and series 2 cardio, H-range resistance machines and free weights.

With the changes, the RISCA Leisure Centre is now completely up-to-date and opened its doors in January to an influx of new and existing members.



Pulse Design & Build achieves ISO18001 accreditation

Pulse Design & Build has achieved the ISO18001 accreditation. The international standard, completed in partnership with Safety Schemes in Procurement (SSIP), follows Pulse's Contractors Health and Safety Assessment Scheme (CHAS) and Construction Line accreditations. We're incredibly proud of these accreditations, all of which clearly illustrate our ongoing commitment to employee health and safety.

Project Update: Deben Pool and Gym Refurbishment

In October 2017, Pulse Design and Build began working on an extensive £3m refurbishment at Deben Pool to turn it into a state-of-the-art leisure centre. Three months into the project, we are thrilled to say that the Deben Pool and Gym refurbishment is on schedule, time and budget.

A Holistic Approach to Gym Design

Designing the perfect gym involves a lot more than just installing great equipment. That's why working with a partner with a holistic approach like Pulse Fitness can help ensure no detail is overlooked.

The first thing to assess is the space. Consider things like the room shape, the availability of natural light, the overall ambience you are trying to create and technical aspects like the location of the power supply.

Next, you can start working on all other aspects of the design; elements like lighting and flooring, coupled with things like wall décor, motivational text and signage can all help turn a generic space into a unique fitness environment.

A great example is the design at the Jesmond Sport Centre in Aberdeen has images of the Edinburgh marathon around the facility, but to make them feel more connected with the centre, we used their brand colour as a colour wash over the images and added the Sport Aberdeen logo.



SPG Westfield - FA Soccer Site



Northampton High School

Including a motto or bespoke tagline in the design can also help to set your gym apart, especially if it is part of a larger facility like a school, club or business. As an extension of the Northampton High School's motto, the words, "be happy, be active, be here," are featured on the gym walls.

Finally, colour can play a huge role in gym design. To help diversify the membership base of SGP Westfield, in partnership with the FA, we proposed some simple design changes to widen their appeal to a female demographic. We expanded the colour palette, included illustrative drawings and incorporated a wide range of fitness images, all while maintaining the existing established football brand. Complimented by modern, urban lighting, PT training boards and eye-catching signage, the result was a vibrant, modern aesthetic, equally appealing to both men and women. When done well, your gym design will no doubt attract and retain members for years to come.

What could we do for you? Let's start the conversation today. Call us on (+44) 1260 294610.



The Pulse Group awarded contract with GX Fitness

The Pulse Group has recently been awarded a contract with Doncaster based club, GX Fitness, which in addition to a typical fitness suite includes an innovative group fitness studio themed around the US penitentiary system. Pulse has played an instrumental role in creating the GX Fitness brand and marketing the facility to the public as well as supplying a whole range of fitness equipment.

The gym will include a wide range of Pulse Fitness's award-winning cardio, strength, functional and free weights equipment as well as an exciting group fitness offering.

The unique GX Fitness concept will include four different studios. Pulse has been integral in developing both the programming and the design aesthetic for each.

The PEN: A High Intensity Training Area themed around the US penitentiary system.

The RIDE: Pulse Fitness will be supplying and installing brand new indoor group cycle bikes for the indoor cycling area which will offer classes based upon intensity as well as virtual classes.

The STUDIO: This space will offer more mainstream classes such as yoga, pilates and aerobics as well as virtual classes.

The TRACK: Pulse Fitness has installed an AstroTurf sprint track facilitating agility training, bungee work, pushing/pulling of the sledge and floor exercises.

As part of the contract Pulse Solutions, will be providing a wide range of marketing support. Services include brand creation, marketing strategy, a full pre-sales campaign, social media campaign, website creation, inspirational wall art and signage. The team has also installed a brand-new access barrier system and its proven membership management software Exerp.

Pulse's relationship with the Isle of Wight Council continues to grow

Pulse Fitness has been proudly supporting the Isle of Wight Council for the last 7 years. With several fitness facilities located on the island, the council was looking for a reliable partner that could consistently provide high quality service despite their remote location. With a track record of success, Pulse was recently awarded a new contract to upgrade the cardio equipment at the Heights and Medina Leisure Centres as well as re-upholstering all existing strength equipment.

Over the years, Pulse has upgraded the facilities at the Medina Leisure Centre, Westridge Leisure Centre and the Heights Leisure Centre on the island and supported the council's marketing efforts. Through significant and clever redesign, the team were able to maximise on space at the Heights Leisure Centre taking it from a small 20 station gym to a 60 station gym. Westridge Leisure Centre also underwent significant refurbishments and received a brand-new extension to build a health & fitness club. Pulse also completed a full extension of the gym at Medina Leisure Centre taking it from a 20 station facility to 50 stations.

Sean Newton, Directorate of Place at Isle Of Wight Council says "We have always been thoroughly impressed by Pulse's vast product portfolio, level of service and maintenance support; over the partnership we have seen a membership growth of 52% taking membership over 7,000. So, when the Medina Leisure Centre reached membership capacity following the initial upgrades, I had no hesitation to turn to the expertise of Pulse again"



3D Overview



Brand Logo

Sub Brands



Online marketing solution



Creative print marketing

