

# Gravity's Success Story

## How efi Sports Medicine® Helps Clubs Succeed with Innovative Products and Programming

efi Sports Medicine's GRAVITYSystem™, the versatile revenue generating solution that fitness clubs love, is taking the health club industry by storm. Using the same basic principles that made their Total Gym® a world-wide success, efi's development team created a high-end machine and coupled functional exercise with comprehensive four-way programming. The award winning combination of group strength training, Pilates, personal training and post-rehab, all conducted on the GTS® has proven successful for its users and brought an early return on investment to club owners.

"Most new installations recoup their investment and report clear profits within 12-24 weeks of their launch," says Tom Campanaro, President and CEO of efi Sports Medicine. "The best results occur when facilities adhere to our detailed GRAVITYLaunch™

guidelines, a full marketing benefit we supply free with the purchase of the GRAVITYSystem."

Clubs are offering 30-45 minute group strength training sessions and Pilates classes on the GTS and fitness pros have found the classes to be less intimidating and more inviting than free weights, big machines or even traditional Pilates environments.

### Results, Results, Results!

In Del Mar, CA, The Training Club's GRAVITY classes struck gold after their introduction to its members. "This is the most exciting thing I've seen hit the fitness industry in 20 years. 94 percent of our members who took the demo class immediately signed up for a series of classes and now, over a year later, many of our new members are coming specifically for GRAVITY. It has definitely helped with member retention," says Christine Giglio, the club's General Manager at the time of the launch.

Group Fitness Director, Kimberly Spreen, at Life Time Fitness in Flower Mound, Texas, experienced the same results. Within the first week after its launch, Spreen added classes to meet the demand of the members and more than doubled their club's revenue

projections for the program.

Members have also enjoyed definite results after taking GRAVITY classes.

In Baton Rouge, LA., A.C. Lewis YMCA member Mary Lucy Thompson explained, "Since beginning training on the GTS, I have lost weight and improved my muscle strength and tone. Because of the focus on the core, I have increased flexibility and have a much better posture."

"GRAVITY has made a real impact on our club," says Rob Glick, National Program Developer for CRUNCH Fitness® and member of efi's



Studio Fit by Nancy, Columbus IL.

development team for the GRAVITYSystem. "Since we implemented GRAVITY, many members who didn't have time to strength train before are now making the time and getting great results."

### About efi Sports Medicine

After more than a quarter century at the forefront of innovation in athletic training, physical therapy and home fitness, efi Sports Medicine's Total Gym has become the most trusted brand in the world for functional exercise equipment. "Our goal," says Campanaro "is to provide quality products

that help people achieve their health, fitness and rehabilitation goals. We deliver and guarantee results."

efi Sports Medicine's products are well established tools in the industry and a best seller in the home fitness market. To date efi Sports Medicine products are in more than 14,000 rehab clinics, schools, hospitals, athletic training centers, health clubs and 2.5 million homes worldwide.

For more information visit [www.efisportsmedicine.com](http://www.efisportsmedicine.com) or call 800.541.4900 to speak to a trained specialist.

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