

STOTT PILATES[®] for Fitness Facilities



... whether your goal is to establish group exercise programs, set up a fully-equipped studio, or train your staff in new fitness modalities — we go the distance to help you succeed.

Committed to responsible exercise for all

The universal quest for longevity, an aging population, and the importance of combating obesity are all factors driving people to seek long-term health and lifestyle solutions.

– Lindsay & Moira Merrithew, Co-founders, MERRITHEW™



Millions of people worldwide are rejecting quick-fix diets and exercise fads in favor of responsible lifestyle choices. But our lives are a lot more hectic than they once were — and therefore exercise enthusiasts are looking for fitness facilities and boutique studios that cater to their every need. People want to be engaged, inspired and provided with unique ways to fulfill their health, fitness and wellness needs while at the same time experience convenience and enjoyment.

We provide the full solution to fitness facilities and studio owners.

For over 25 years, we have built our business on the philosophy that effective and responsible exercise is the foundation to a better lifestyle. Along with our dedicated staff and brand ambassadors worldwide, we have been committed to building high-caliber, multi-disciplinary fitness brands for people of all ages, levels of fitness and abilities — including STOTT PILATES®, ZEN•GA,™ Total Barre™ and CORE™ Athletic Conditioning & Performance Training™ — all of which are used by studios, health clubs and fitness facilities around the globe.

At MERRITHEW,™ we strive for excellence in everything we do. As a result, we have helped clubs and studios of all sizes improve their facility's offerings by adding more mindful forms of exercise to their existing programs — and by providing their staff with additional ways to attract and retain clients.

From the creation of high-integrity fitness programs, products and services — to designing and engineering high-end fitness brands — our team of experts stay on

the cutting edge of development by continually evaluating, enhancing and updating our education and equipment offerings for commercial use worldwide. We also make a concerted effort to only work with the highest quality and finest manufacturing materials in the business.

We provide the full solution to fitness facilities and studio owners. Club members and studio clients are exposed to new and exciting forms of exercise; fitness instructors are able to enhance their skills and career options; and owners are realizing the potential for increased profit. It's a win-win situation for everyone!

So whether your goal is to establish group exercise programs, set up a fully-equipped studio, or train your staff in new fitness modalities — we go the distance to help you succeed.

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Lindsay G. Merrithew has been the driving force behind the growth of MERRITHEW, and its premium fitness brands. He has been at the forefront of equipment design and manufacturing since the beginning, and continues to lead its innovative product development today. Moira Merrithew, Executive Director, Education, has played an integral role in the development and evolution of the STOTT PILATES® method. Their ability to work in tandem has been a key factor in the company's success. 🌟

merri \mer-ē, me-r ē\ *adj* delightful + **thew** \thü, thyü\ *n* muscular power or development

“Participation in Yoga and Pilates is expected to continue to increase, driven partly by the aging population that demands low-impact forms of exercise and seeks relief from arthritis and other ailments.”

—US Department of Labor

What are the benefits of Pilates?

Pilates is a mind-body workout that delivers profound body results while restoring the mind regardless of age, gender or fitness level. It can enhance athletic performance, improve postural problems, help prevent injury, relieve stress, and increase balance and strength, all without strain on the joints.

Pilates is now more available and accessible worldwide. In fact, celebrities and elite athletes have already discovered the positive results that this form of exercise can provide to their lives. The prevailing theme is that Pilates exercise and equipment has become much more mainstream than in years past. Pilates programming has expanded into new markets in order to cater to more types of exercisers including athletes, pre- and post-natal women, rehab clients, active seniors and even teens.

Therefore not surprisingly, the business of Pilates is expected to increase by an annual rate of 5% in the next five years to a staggering \$8.3 billion* dollar industry — creating an undeniably vibrant and growing revenue stream.

However, with the popularity and demand for Pilates continuing to grow steadily, fitness facilities by and large have not caught up with the demand. Members are seeking facilities that offer a large variety of health and fitness programs all in one location and in some cases, spa and daycare amenities. Are you retaining clients and attracting new members?

We know there are challenges in bringing Pilates to your facility — limited space, lack of qualified instructors, and large pieces of equipment to name a few.

We have an entire team dedicated to helping you bring our world-class Pilates brand, STOTT PILATES®, to your members so they stay longer. It's easier and more profitable than you think, and we'd love to work with you to help differentiate your facility in a crowded marketplace.

A woman with curly hair, wearing a grey tank top, is shown in profile, performing a Pilates exercise. Her right arm is extended upwards and slightly to the left, with her hand open. Her left arm is bent at the elbow, with her hand near her shoulder. She has her eyes closed and a focused expression. The background is a bright, out-of-focus outdoor setting, possibly a park or a field, with greenery and a clear sky. The lighting is soft and natural, suggesting a sunny day.

STOTT PILATES®

INTELLIGENT **EXERCISE.**
PROFOUND **RESULTS.**®



Full Solutions™

We're experts at putting all the pieces together for any size facility — large or small!



Partnering with the best

MERRITHEW is proud to celebrate over 25 years in the fitness industry. President & CEO Lindsay Merrithew has been nominated twice for Ernst & Young's Entrepreneur of the Year® award and is a five-time recipient of PROFIT Magazine's 100 Fastest-Growing Companies award. Since the company was founded in 1988, much has changed but one thing remains constant — the Merrithews' commitment to helping studios and fitness facilities be successful. As the company grows and diversifies, the Merrithews continue to broaden their brand portfolio by introducing new and exciting forms of mindful exercise, based on their tried and true philosophy that effective and responsible exercise is the foundation to a better lifestyle regardless of age or fitness level. As a result, the company is able to offer a wide array of innovative, multi-disciplinary fitness brands to the marketplace.

MERRITHEW's premier Pilates brand, STOTT PILATES® is used by studios and fitness facilities worldwide. STOTT PILATES is a contemporary approach to the original exercise method developed by Joseph Pilates — and is recognized as The Professional's Choice™ in fitness circles. Together, along with a team of physical therapists, sports medicine and fitness professionals, Lindsay and Moira continue to refine and cultivate not only the STOTT PILATES exercise repertoire, but the design and functionality of their high-end equipment line. Ongoing R&D results in the inclusion of current and proven principles of exercise science and rehabilitation, making STOTT PILATES the safest and most effective training method available. This clear and detailed approach forms the basis for all training and certification programs, equipment design, workshops and innovative DVD programming.



Grace & **Agility**

Ensuring your Pilates success

MERRITHEW Education Advisors bring decades of experience working with facilities of all sizes around the world. They provide everything from customized ROI analysis, training, superior equipment, and advice on staffing, marketing and studio layout so studios and clubs can successfully — and profitably — bring more mindful exercise to their members.

We know that not all facilities are created equal. Common obstacles, like limited resources, space or budget can seem like barriers to facilities that want to participate in mind-body fitness programs like Pilates. Every facility's needs are unique, so we can offer support with:

- A timeline customized for your business proposal
- A detailed ROI analysis to demonstrate how you can best profit from choosing our programs
- Effective ongoing marketing support and measurement, allowing you to fine-tune your business plan along the way for maximum success
- Flexible, customizable solutions tailored to your unique situation
- Guidance through our easy and proven Five Steps to Success

5 Steps to Success

Implementing an exceptional STOTT PILATES® program is easy — we'll help you every step of the way



Step 1: Hiring and Training Your Staff

One of the most common challenges we hear from fitness facilities when they're thinking about starting or running a Pilates program is that they can't find or keep quality instructors. Everyone knows that an excellent instructor will keep your members coming back and word of mouth about their sessions will help attract new members to your facility.

We believe that a deep and thorough knowledge of the fundamentals of Pilates is the key to creating a great instructor. We also know that an exceptional Pilates instructor should not only be trained in the exercise itself, but should be skilled at modifications for specific body types and fitness abilities by keeping the programming fresh and providing effective cues to help keep clients motivated. This is why our training is often referred to as "The Ivy League" of Pilates education — our detailed approach and decades of experience training instructors is unrivalled.

Invest in Your Best

Since well-educated, quality Pilates instructors are not always easy to find, you may want to consider identifying qualified individuals such as dynamic group exercise instructors, educated personal trainers, dance instructors or other potential candidates that would welcome a new career — and have them trained.

By providing your staff the opportunities to grow professionally you will see:

- higher instructor retention and satisfaction
- quality programming with all instructors teaching the same method and sharing the same philosophy
- incremental revenue for your facility
- a new career path for fitness and dance professionals that is profitable for both the instructor and the facility

Training options

STOTT PILATES® training and certification programs are available at more than 100 locations around the globe. Courses are offered at our Corporate Training Center in Toronto, at selected Licensed Training Centers, and at a variety of international hosting centers.

Train your staff at your location & become a Host Center

If a Training Center is not available in your area, our Hosting Program allows you to deliver our world-renowned instructor training, certification courses and workshops on-site at your facility. You simply handle the course registration, promote the course with our assistance — and the Education Sales team will do the rest. Instructors welcome local training without expensive travel costs while you provide the opportunity for high-quality training at a fraction of the regular cost. It's a win-win situation!

For more information visit merrithew.com/instructor-training/wheretotrain

“Once we made the decision to purchase Pilates equipment and education, the MERRITHEW team became instrumental in the success of our studio opening. Helping to draw up plans for what equipment we would need, they were always there with sound advice. Every time I call with questions, an Education Advisor is always willing to spend time going over whatever questions and concerns I have. Our studio has been open for one month now and is tremendously successful.”

—*Maria Rigo, Group Fitness Director, Oak Brook Racquet & Fitness Club, Westmont, IL*

Step 2: Space Planning

Almost 40% of fitness facilities recently surveyed said that space issues can be a problem when determining whether or not to start a Pilates program, and yet a designated Pilates studio can be established with as little as 400-800 sq.ft or 38-75 sq.m. of space.

Finding the perfect space

It's important to use your imagination when envisioning a STOTT PILATES® studio within a current facility—or if starting up a business. With a new business, location is key, and we recommend you consult with a local commercial realtor about demographics of your desired area. If you are adding a studio within a current facility—what about an empty office space or utility area? Is there a racquetball court only used a few hours a day that could be retrofitted to hold a 800 sq.ft. | 75 sq.m. Pilates “profit center”? By double-decking the court, your facility could actually gain 1600 sq.ft. | 150 sq.m. of useable space.

A designated space for your Pilates program increases your revenue opportunity and gives you the ability to offer private, semi-private, and group training throughout the day, without the interruption of sharing the space with other programs.

Planning the perfect space

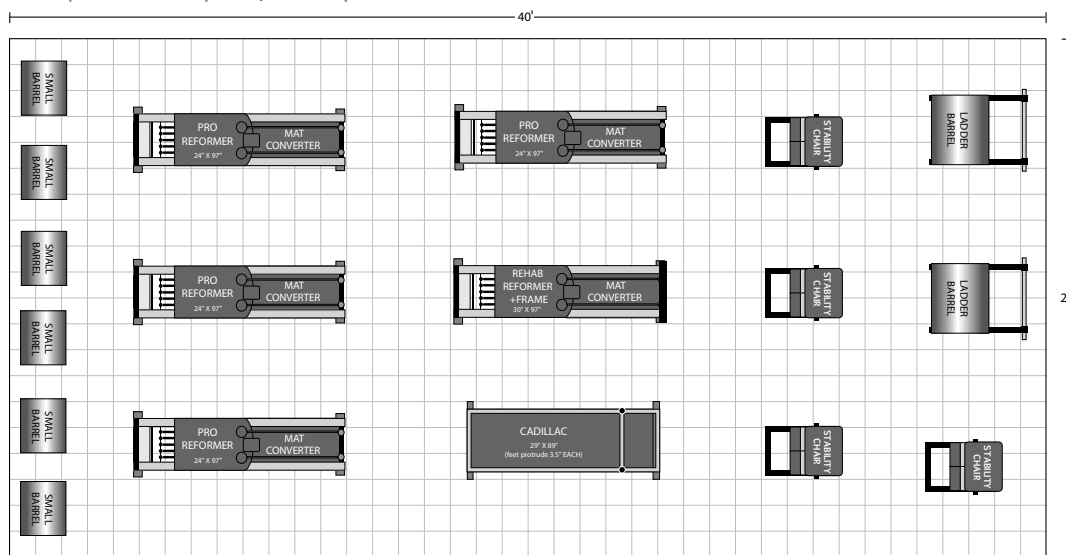
Now that you have identified a space for your STOTT PILATES program, we will help you design the perfect Pilates studio and help determine the most suitable layout for your facility. We understand the importance of making optimal use of space in new or existing fitness facilities and getting the most use out of a workout area while avoiding over-crowding.

We will:

- explain the different types of studios you could establish; a full-service Pilates studio with all available types of Pilates equipment or a Pilates Reformer studio
- advise how much equipment is required to meet your programming needs
- keep things realistic about what type of equipment can comfortably fit in your space
- assist you with an online interactive floor planning tool to help you visualize a variety of options



Sample 800 sq.ft. | 75 sq.m. Full Service Studio



Studio set-up for multi-use (private, semi-private, circuit training & teacher training)
 These equipment pieces are to scale for a 20' x 40' floor plan.
 Note that a minimum of 3' is required between items.

Suggested equipment

Items with an * do not require floor space

- | | | |
|--------------------------|---------------------------------|-------------------------|
| 4 Professional Reformers | 1 Cadillac Trapeze Table | 2 Spine Correctors |
| 5 *Reformer Boxes | 4 Split-Pedal Stability Chairs™ | 6 *Fitness Circles® |
| 5 *Jumpboards | 2 Ladder Barrels | 6 *Flex-Bands® |
| 5 Mat Converters | 6 Arc Barrels | 6 pairs, *Toning Balls™ |
| 1 Rehab Reformers | | |

Visit merrithew.com for great studio design tools!

Precision & **Performance**





The MERRITHEW™ seal represents our commitment and guarantee to maintaining the highest standards for superior design, education and craftsmanship.

Step 3: Selecting the Best Equipment to Meet Your Needs

Craftsmanship, commitment & innovation

We pride ourselves on only using the highest quality and finest manufacturing materials in the industry. The result is sleek, streamlined equipment that's versatile, durable and engineered for maximum safety and effectiveness.

Once you have designated space to implement Pilates, we can help you choose equipment that is versatile and offers maximum programming to keep your Pilates program fresh, challenging, and adaptable to your changing members' requests.

A smaller 400 sq. ft. studio can hold approximately 4 Pilates Reformers so at the very least, you can offer programming associated with this one essential piece of Pilates equipment. An 800 sq. ft. space can comfortably accommodate a fully-equipped Pilates studio: 4 Reformers, 2 Cadillac Trapeze Tables, 4 Stability Chairs™, 2 Ladder Barrels, and other accessories. This will allow room for 4-6 instructors to work simultaneously in the same space while offering private, semi-private and group training — all new revenue for your facility.



Which Reformer is right for you?

Choosing just the right Reformer when there are so many compelling options can be challenging. Your practice, your clients — your potential clients, and your studio size all need to be taken into consideration when making this critical purchase.



Rehab V2 Max™ Series

Intended for Rehab practices or any studio that has a wider variety of clients. Built higher off the ground for easier mounts and dismounts, this Reformer is designed for working with mobility-challenged clients, as well as taller clients who find the shorter machines too close to the ground.



V2 Max™ Series

The V2 Max is higher off the ground than the SPX, which offers easier access for clients. A wider carriage at 24" accommodates larger body sizes. Considered the ultimate professional quality machine, this unit is ideal for both boutique and in-club Pilates studios.



SPX Series

A great choice for studios where space is at a premium (at only 128 lbs, multiple units can be stacked away when not in use) but professional quality and performance is still needed. This model is lower to the ground, with a narrower 22" frame to accommodate multi-use facilities.



Cadillac • Trapeze Table

This ultra-sturdy, versatile unit offers an extensive range of applications for everyone from post-rehab clients to athletes and everyone in between. Hundreds of exercises can be performed while sitting, kneeling, standing and lying to work all muscle groups.



Stability Chair™

Compact and portable, the Stability Chair suits individuals or group classes, and is ideal for those who need to stay in a seated or upright position. The smaller base of support and dual pedals allow for bilateral, unilateral and reciprocal movements to increase intensity and overall balance.



Barrels

Essential for aligning and mobilizing the spine, improving posture and developing balance and control. We offer a wide array of barrels to accommodate every client's needs.



Cardio-Tramp™ Rebounder

This innovative accessory board transforms any STOTT PILATES® Reformer into a unique Pilates cardiovascular machine.



Jumpboard with Cross-Bow™ Handles

The Jumpboard provides a firm, padded jumping surface for increased plyometric activity. For multiple programming options, add the Cross-Bow — an adjustable handle system that provides additional variety for functional fitness movement.



Rotational Diskboard™

Used for controlled internal and external rotation. Also available with horizontal and vertical mounting slots that allow you to alter the location of the disks.

Accessories

We also offer a high-quality assortment of accessories, including mats, bands and balls — items used every day in your club.



For more information about our equipment, go to merrithew.com



Body **Awareness**



Step 4: Ready, Set... Launch Your Pilates Business

We recognize that a solid business plan and strong marketing program with fresh ideas is the key to building a successful Pilates business. For that reason, we offer comprehensive marketing support and business consulting to help you promote your STOTT PILATES® program in and around your facility to attract more members.

Business consulting

Our team will help you create an implementation plan to establish a successful and profitable Pilates program at your facility. We will help you develop:

- timelines for the launch of your studio
- staffing schedules
- class/program schedules
- staff compensation models
- your programming options
- pricing based on market research and best practices
- realistic revenue potential templates that are reviewed and updated as each goal is achieved

Automated and Online Booking System

We recommend online business management software to help you with your appointment scheduling, staffing, customer management and to quickly monitor your goals.

Instructor/Studio Finder

Once your instructors are certified, list your facility on our instructor and studio finder located on our website.

Press Releases

This is an alternative to advertising since third-party endorsement holds more weight with consumers. You can position your facility as an industry leader and you/your staff as experts. Journalists like quotes from experts to round out stories for article credibility. We provide press release templates to promote your STOTT PILATES studio and programs, or create your own press releases with content from our news and articles.



Marketing Materials

Photos and Logos

A high-quality, professionally photographed library of images and logos is available at merrithew.com for use in your marketing materials.



Wall charts

These colorful wall charts outline the repertoire for our Matwork and Reformer exercises. Each measures 27" x 39"



Posters

Brighten your walls and inspire your friends and clients with our motivational posters — guaranteed to make your Pilates environment blissfully tranquil. Each measures 19" x 33"

Digital Marketing

We recommend you set up or optimize your website and social media channels.

Website Optimization

Search Engine Optimization (SEO) is a tool that 'optimizes' website content to achieve a higher ranking in search results, by incorporating specific keywords or links associated with the website.

Once your website is optimized you will want to drive traffic to your site and convert those visitors into solid leads through Search Engine Marketing (SEM) — which is a form of internet marketing that promotes websites by increasing their visibility on search engine results pages through the use of paid advertisements.

Newsletters & Blogs

Many businesses use e-newsletters and blogs to complement their Web presence. Facilities may want to send electronic newsletters and/or start a blog to regularly communicate with members. These are excellent ways to promote your facility or studio and position your instructors as experts.

Email Marketing

Email marketing is an efficient and cost-effective form of direct marketing. You can acquire new clients and build loyalty and engagement among existing clients through measurable email campaigns.

Social Media

The roadmap for a successful business-to-consumer social media strategy starts with understanding the full value that these free online vehicles can offer your broader customer engagement strategy.

According to a 2011 report by global management consulting firm Bain & Company, customers who engage with companies over social media spend 20-40% more money with those companies than other customers. Social media can help fitness facilities create value by:

- Generating awareness at a fraction of the cost of traditional advertising and enable hyper-targeted marketing
- Prompting trials with daily and increasingly real-time, location-based promotions
- Building community and affinity through engagement, earning greater loyalty, spending and referrals



Mindful Movement

Step 5: Measuring Your Success

Today, club executives and studio owners want to see the monetary value of new programs brought into their facility. This means they require a dollar value placed on the benefits of these programs — not just feedback that participants believe the programs to be beneficial or that they enjoyed them. They want proof that the new program is benefitting the organization in a positive manner.

As a result, launching a STOTT PILATES® program within your facility is not complete until you monitor your Return on Investment (ROI). Through our business and marketing consulting services, the MERRITHEW Education sales team will not only help you establish a successful and profitable Pilates program at your facility, but we will also assess how your Pilates program is impacting client retention and influencing the overall growth of your business. Automated and online booking systems assist with measuring your success.

Sample Revenues for a Designated Pilates Studio

800 sq.ft. | 75 sq.m. studio (fully equipped)

Key Assumptions* *within 1st year* of implementation of STOTT PILATES program:

- Based on 6 instructors averaging 20 billable hours each a week
- Instructor compensation at approximately 50% of gross revenue
- Model is based on complementary Group Matwork Class scenario with anticipated progression to fee-based Pilates equipment classes

CLASS TYPE	NUMBER OF PARTICIPANTS	SESSIONS PER WEEK	COST PER PERSON	WEEKLY REVENUE
Private	1	60	\$50	\$3,000
Semi-Private	2	20	\$35	\$1,400
Group Reformer	4	18	\$25	\$1,800
TOTALS PER WEEK		98		\$6,200

Annual Revenue (50 weeks)	\$310,000
Annual Instructor Fees	\$155,000
Annual Net Profit	\$155,000
Gross Profit per Week	\$3,100

*based on The Claremont Club Actuals

500 sq.ft. | 38 sq.m. Reformer studio

Key Assumptions* *within 1st year* of implementation of STOTT PILATES program:

- Based on 6 instructors averaging 10 billable hours each a week
- Instructor compensation at approximately 50% of gross revenue

CLASS TYPE	NUMBER OF PARTICIPANTS	SESSIONS PER WEEK	COST PER PERSON	WEEKLY REVENUE
Private	1	35	\$50	\$1,750
Semi-Private	2	15	\$35	\$1,050
Group Reformer	4	10	\$25	\$1,000
TOTALS PER WEEK		60		\$3,800

Annual Revenue (50 weeks)	\$190,000
Annual Instructor Fees	\$95,000
Annual Net Profit	\$95,000
Gross Profit per Week	\$1,900

“The greatest wealth is health.”

— Virgil





MERRITHEW™

2200 Yonge Street, Suite 500
Toronto, Ontario, Canada M4S 2C6

416.482.4050 | 1.800.910.0001 | 0800 328 5676 (UK)

 **merrithew.COM**