

**casestudy**  
**Fitness  
In Time**



**Equipment Requirements**

Fitness In Time is a ladies club in Abingdon, Oxfordshire which combines looking and feeling good through exercise, nutrition/weight control and beauty therapy treatments.

One of their most important requirements when looking for equipment was that it could be used in a circuit format, for quicker workouts.

Another was that it would be suitable for a wide range of ages. A zero/low start resistance option was needed to accommodate both ends of the age range, younger girls and older as well as less able ladies - safely.

The visual environment is a significant factor in attracting potential members into this environment so the aesthetic appearance of the machines was a consideration when choosing the machines.



**Equipment Ranges**

- Mainline
- Smart Card Option
- IFI Accredited Range
- Easy Access and
- Rehab Line

**Solution and benefits**

**Faster circuit workouts**

The HUR circuit gives a full body workout in 30 minutes which addresses one of the main reasons people lapse from exercise – time. Circuit workouts also benefit the club by improving throughput, income and retention potential.

**Safe for all ages and levels of ability**

HUR's safety factors were an important consideration. The air resistance system reduces stress on joint and connective tissues, which coupled with the low start resistance level, makes it safer for all members, irrespective of their age or fitness level.

A non intimidating appearance and ease of use were significant issues for the club who attract a high % of people new to exercise – *continued overleaf.*



**Up to date**

Ongoing collaborative scientific research and development ensures HUR's safe and practical application. Because machines are made to order the latest findings are incorporated into products.





**“ Angela Lessani - Owner**

We focus on the specific needs of individual clients using an approach that combines exercise, nutrition and psychology. The latter is essential for people to understand the behavioral changes needed if longer-term results are to be achieved. What sets us apart from conventional gyms is our members are aligned with a Personal Trainer who builds a close working relationship with the member and reviews them regularly to ensure results are achieved.

One of our initial objectives was not to exclude anybody. We cater for a wide age range, girls from 11 upwards, who we aim to educate about the benefits of exercise and healthy eating, to older ladies who we help with mobility and rehabilitation.

I recognised that investing in the most appropriate equipment was necessary if we were to achieve our aims with ladies of all ages and abilities. We are very pleased with the HUR equipment. It is safe and easy to use and has fitted our quality approach and environment. ”

**Solution and benefits - continued**

**Non intimidating**

Because HUR machines have no weight stacks they are smaller and have a less intimidating visual appearance than traditional resistance equipment.

**Easy to use**

Intimidation is further reduced by the fact that the resistance dial on HUR machines can only be seen by the user and is simple to use with a + and – push button.

**Space and cost savings**

Some machines incorporate two exercises improving functionality in the available space.

**Smart Card**

HUR's integrated IT option provides help and feedback with video guidance and usage/performance monitoring.

**We will be happy to discuss and/or look at your project.  
Please call us on 01206 798864**



**Our Services**

- Site visit, survey and report
- Equipment selection and layout advice
- Computer Aided Gym Designs - 2D and 3D
- Provision of cardiovascular equipment and freeweights
- Equipment servicing and maintenance
- On site staff training
- On site engineer and telephone technical support
- Building work and redecoration
- Finance/leasing options