

FITNESS NEWS

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Pixformance targets personal trainers

Personal trainers have been picked as priority targets for Pixformance, as the German supplier of interactive digital training stations is starting to market its products around Europe.

"Personal trainers could combine their services with a Pixformance station, which would enable customers to go ahead with their training plan on the machine when the trainer is not around," said Valerie Bönström, founder and chief executive at Pixformance.

The Berlin-based company has developed a package that could help PTs to take advantage of this extra service, from business plans to financing, marketing campaigns and software systems to organise bookings and customer management.

Bönström refers to the research compiled by Edelhelder and published by Europe Active on the market for personal training. It suggests that there are around 70,700 PTs around Europe, about 26,000 of them in the U.K. alone.

"A key point of the Pixformance system is that it should be combined with a high level of assistance," said Bönström. "That means there's huge potential in personal training studios, which could be standalone or integrated into a club."

Pixformance's smart trainers began to appear four years ago at Mrs. Sporty. This franchising group offering circuit training for women, launched by Valerie and Niclas Bönström, has just over 500 clubs in ten countries, after an opening in Bahrain a few days ago. The

clubs started by trying two or three stations, and they could get fully equipped with Pixformance from 2015.

About 1,800 stations have been deployed at Mrs. Sporty, enabling the clubs to shift from hydraulic circuits to functional training with digital aides. The interactive device recognises users, creates workout plans, provides advice as they work out in front of the station, and

to pay an extra fee.

As previously reported, Pixformance has teamed up with Herman Bakker, former managing director of Life Fitness in the Benelux countries, to sell the stations in the same markets. The first Mrs. Sporty club using the stations in the Netherlands was opened in Noordwijk a few weeks ago, and other customers are to be targeted in the months ahead.



Photo: Pixformance

adjusts to their progress.

Another 200 trainers have been installed in other facilities, mostly in the medical space. But the extra tools and software developed by Pixformance should make it easier to spread in other parts of the fitness market.

The partnership with Mrs. Sporty has enabled Pixformance to validate the business case, as the company found a 25% increase in the revenues of Mrs. Sporty clubs integrating the stations after about six months. The machines helped to draw new members, while many existing members agreed

Pixformance has distribution partnerships in Austria and Switzerland, as well as Japan and China, but the company is searching for partners in other countries.

Valerie Bönström relinquished her functions at Mrs. Sporty in October to fully take charge at Pixformance, while Niclas Bönström has assumed full leadership of Mrs. Sporty. Antje Lausch, who was appointed a second managing director at Mrs. Sporty just over two years ago, has left to move to Italy. The new deputy at Mrs. Sporty is its chief financial officer, Erik Büchin.

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Fitness News Europe is published by Zelus (France)
info@fitnessnewseurope.com
Editor: Barbara Smit
news@fitnessnewseurope.com

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