

Fitness First Group / Global

GANTNER Project Report 03



Fitness First – the story of success

It all started with company founder Mike Balfour and just one small fitness club in Bournemouth back in 1993 – today Fitness First is the world's largest chain of health and fitness clubs with 1.5 million members in 550 clubs across the world. A big focus remains on the UK where there are 160 Fitness First clubs, of which 55 are in London.

One of the reasons for the great success is the professional management and training teams that guarantee the high Fitness First quality and service standard in each club. That is why Fitness First has established its own ongoing training programmes for its employees so that they can offer the greatest possible expertise.

There has been a partnership between GANTNER and Fitness First since 2000 - initially with Fitness First Germany, then, in 2005, in the UK and other European countries, and in its global expansion from 2006 with GANTNER as a partner worldwide.



Fitness First Club, One George Street, Singapur

Colin Waggett

CEO Fitness First Group

about the partnership with GANTNER



„We require efficient,
and secure systems.“

Fitness First is the world's largest fitness chain with over 1.5 million members. You have been working with GANTNER for nearly ten years. What were the reasons for this decision?

Colin Waggett: Fitness First is constantly looking to improve and provide innovative solutions to offer its members even greater comfort and safety. We can see this in the modular system solution from GANTNER. But, above all, as a rapidly growing company we are interested in using systems that are as efficient, economic, stable and secure as possible; and GANTNER is able to completely satisfy our requirements.

GANTNER has been able to support Fitness First in its international expansion and new markets.

Colin Waggett: A Fitness First club anywhere in the world should stand for the same high quality and it is therefore appropriate and useful to have continuity in the partners we use. GANTNER offers reliable support, service and expertise in all the countries where we have clubs, including Australia, Asia and of course Continental Europe.

Where is Fitness First going?

Colin Waggett: We will of course continue to expand, especially in Asia, with the aim of extending our leading market position even further. After successfully entering the market, there will be more new clubs in India. And we will continue to focus on successful, existing partnerships such as the one with GANTNER.





Fitness First Club, 55 Baker Street, London

Fitness First, 55 Baker Street

In autumn 2008 another Fitness First Black Label Club opened in London's noble Baker Street that will set standards in every regard. The £2 million project has a 20-metre pool, a special area for cardio training and – to match the new trend – the area's first boxing ring.

The focus is on fitness, health and wellbeing – and every possible convenience should underline this. This also includes a system that makes the administration as comfortable and easy as possible.

Being a global member

Membership at the Fitness First Baker Street is valid around the world for all Black Label Clubs. With no additional registration or complications. Simply check in with your membership card and take part.

Fitness First trusts GANTNER expertise

Access Control

It is important for Fitness First that only members with a valid contract enter the club and that each individual entry is recorded. For this reason the electronic check-in verifies the validity of the card. This means no access unless check-in is valid.

The Locker System

You could call it the very heart of each GANTNER system in a fitness club. Technologically and functionally unique, the electronic locks have a break-in alarm and open automatically at night. Therefore each morning all of the lockers are available again and this avoids people occupying them for longer than permitted.

Cashless Payment

The club members should also be able to pay with the card in the solarium without needing to bring coins with them. Experience shows that this also raises revenue because the card is always at hand.



Chipcard



Read/Write Station



Online Lock



Offline Lock

Tailor-made membership

Various types of membership ensure that each Fitness First member feels that his or her individual needs have been catered for: the basis for this is the GANTNER system that uses chip technology to save all contract information on the card and therefore administrate all of the various types of authorisation.



Martin Seibold

Global Marketing Director Fitness First Group



The GANTNER system discreetly and reliably checks the validity of membership IDs at the entrance. Non-paid accesses are, therefore, a thing of the past. It also eliminates permanent occupations of lockers, ensuring in turn that all the lockers are

available to training members. The alarm function helped to reduce the number of locker break-ins to practically zero. The cashless payment system significantly increases our revenues. All of this raises the efficiency and cash flow of our group. Because the system also handles a lot of the administrative work, we have more time for our members, who highly appreciate GANTNER's convenience and security.

„Less administrative work means more convenience and time for our members“



Project Data

Project:	Fitness First Black Label - Baker Street 55 Baker Street, London UK
Client:	Fitness First
Total space:	2800 m ²
Website:	www.fitnessfirst.com
Wardrobe lockers:	Craftsman Quality Lockers Ltd.
System Integrator:	Fitness First
Management Software:	Members First - Fitness First
GANTNER Products:	Check-In Electronic Locks for changing room lockers Info Terminal Solarium Control
GANTNER Services:	Project Management, Installation, Commissioning
Completion:	September 2008

GANTNER Electronic GmbH

Montafonerstr. 8, A-6780 Schruns
Austria
T +43 5556 73 784-0
F +43 5556 73 784-8000
info@gantner.com

GANTNER Electronic GmbH Deutschland

Industriestr. 40 F, D-44894 Bochum
Germany
T +49 234 58 896-0
F +49 234 58 896-11
info-de@gantner.com

GANTNER Electronics PTY LTD Australia

Unit 6 15/17 Chaplin Drive, West Lane Cove,
2066 SYDNEY, N.S.W. Australia
T +61 29011 8114
F +61 28209 1708
info-aus@gantner.com

GANTNER Electronics Ltd. UK

Alington Road, Little Barford,
St. Neots, Cambs, PE19 6WE
United Kingdom
T +44 1480 211262
F +44 1480 211909
info-uk@gantner.com

GANTNER Electronic GmbH Middle East

P.O. Box 62702, BelHasa Buildg., Off. 206
Deira, Dubai, UAE
T +971 4 269 32 66
F +971 4 269 32 65
M +971 50 650 40 82
info-me@gantner.com