



Commit to Clean Fitness - Make Cleaning a Top Priority

Health Clubs & Gyms 

 **ProTeam**[®]

Does your current cleaning routine matter to members?

A gym's cleanliness is a vital part of its operational, social and financial success. For members, the perception of facility hygiene is a reality. Cleanliness might be the most powerful tool to maximize member satisfaction, member retention and average revenue-per-member in gyms.

In addition to the community health and liability benefits of removing germs and bacteria, cleanliness can lead to increased revenues for facilities.

A clean club is essential to member satisfaction and retention. An IHRSA report found that **90%** of members were more likely to renew their membership if their club maintained high standards of cleanliness.

Source— Survey of International Health, Racquet and Sports Club Association Members, 2018, <https://www.healthandfitness.org/improve-your-club/is-your-gyms-cleaning-process-putting-your-members-at-risk>

In 2019, U.S. fitness centers had total membership over **64M**

<https://www.statista.com/statistics/236123/us-fitness-center--health-club-memberships/>

Take vacuuming seriously

- Purchase vacuums that remove contaminants without releasing fine particulates back into the air, and that have the flexibility to clean around occupants with minimal disruption.
- Establish an effective cleaning program and ensure tasks are completed with work logs—and train employees on proper vacuum use.
- Maintain the effectiveness of vacuums and save money on repairs by frequently cleaning and regularly replacing vacuum filters.
- Choose a quality vacuum that effectively traps microscopic particles that ride on dirt and dust, like bacteria, pollen and decaying organic matter.



The right tool for the right job

Cordless efficiency and safety



Ideal for cleaning busy areas around people without the constraint or tripping hazard of a cord.

Fast and efficient



Ideal for large area cleaning where your time matters most.

Entry door must-haves



Ideal for quickly drying entryways to prevent slips, trips and falls.

Emergency wet pickup



Ideal for wet pickup near entryways or emergency spills throughout the gym.

In 2023, there were over 31 thousand health clubs in the U.S.

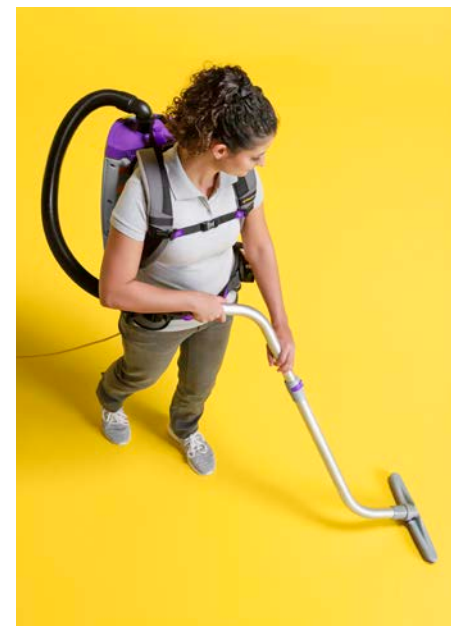
<https://www.statista.com/topics/11114/fitness-industry-in-the-us/#topicOverview>

Proof positive

“Gyms and health clubs require a rugged, tough, durable vacuum. Many of the clubs we service are open 24 hours, so there are thousands of people in there at any given moment. Workout equipment is constantly manufacturing dust and collecting hair, so a vacuum is used up to five or six hours a day.

The first brand of backpacks we tried burned out quickly—with weak suction, clogged bags, and frequent breakdowns. So we switched to ProTeam. We now clean over 300 health clubs in the US and Canada, and rely on ProTeam backpacks exclusively. The original (ProTeam) vacuums we purchased over two years ago are still in daily operation. I would recommend ProTeam to anyone who wants good, solid, reliable equipment.”

-Robert Natale, Capital Cleaning Contractors, Inc.



Champions Health & Fitness keeps going strong with ProTeam

Greg Lassiter has owned Champions Health & Fitness for 35 years, but one of his most important insights into the fitness business isn't about weights, treadmills, or other exercise equipment.

"One of the most important pieces of equipment you have in a gym is the vacuum cleaner," says Lassiter. "In a health club, cleaning is everything. The first thing you notice is whether the club is clean."

"We're a very busy facility, open 24 hours," he observes. "On a good day, nearly 800 members will check in. One of our main challenges is being able to clean while people are here." This is one reason Lassiter chose to use a GoFree® Flex Pro cordless backpack vacuum. "It allows us to clean around customers without distracting them from their workouts," says Lassiter. "The cordless system lets us move freely though the facility and get into tight places. Plus, it's quiet."

STAYING MOTIVATED

Lassiter prides himself on the personalized attention he gives his club members. He and his staff know members by name and form genuine relationships. "I never talk about being the owner of this place. The customers own this business," he asserts. "My passion comes from seeing lives change – not just through working out. Health is mental, too. We want people to enjoy the journey."

Lassiter's GoFree Flex Pro helps give his club members that enjoyable fitness journey, and clearly shows how much he values their patronage. "The members are impressed that we use this technology. It lets them know that we're willing to spend money to keep the place hygienic and spotless," he says. "You've got to keep it clean. A clean gym is more motivating to people working out."

Maximize Cleaning Potential

- 1** Easy-to-reach tools are always at hand for hard-to-reach areas in & around places like weight machines.
- 2** 50' extension cord boosts productivity around equipment or cordless option to go anywhere.
- 3** Fast and efficient equipment for an all around clean your members will notice.



ProTeam is a proud partner of the American Lung Association. Together, we fight for clean indoor air so that we all can breathe easier.

For more information on indoor air quality, call 1-800-LUNG-USA or visit Lung.org. ProTeam is a proud partner of the American Lung Association. The American Lung Association does not endorse product, device or service.

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Ph. 866.888.2168 | customerservice.proteam@emerson.com | proteam.emerson.com

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