

## GYMS, FITNESS CLUBS & HEALTH CENTERS

Enhance your fitness offering with Merrithew®,  
Leaders in Mindful Movement™





Join the mindful movement and provide your clients with a dynamic, full-body workout experience that builds foundational strength, mobility and body awareness.

## ABOUT MERRITHEW

### CRAFTSMANSHIP, COMMITMENT AND INNOVATION

Merrithew® Education and Equipment are sought-after the world over, from fitness and wellness to rehab, elite sports, hospitality and more. Merrithew has dedicated more than 35 years to building, crafting and perfecting high-quality exercise equipment for professional and personal use. Recognized as the Professional's Choice™, our care, craftsmanship, and quality is evident in every detail. Using only premium materials and the finest manufacturing processes in the industry, our equipment is versatile, durable and used by fitness and health care professionals globally.

From STOTT PILATES® and mindfulness-based programming to high-intensity interval training and athletic conditioning — we offer education and Pilates training for fitness enthusiasts and professionals of all levels and backgrounds.





## 35 YEARS

Developing innovative education  
and equipment since 1988



## 80,000+ INSTRUCTORS

Training, educating and inspiring  
mindful movement professionals  
in 135 countries



## THE PROFESSIONAL'S CHOICE™

Crafting equipment  
and accessories from the  
highest-quality materials for  
optimal performance

## A MESSAGE FROM OUR COFOUNDER, LINDSAY G. MERRITHEW

As the Leaders in Mindful Movement™, we're thrilled to bring 35 years of experience in the mind-body education and equipment space to enhance your clients' workout and wellness experience.

We continue to develop and innovate our education, equipment and products in line with the latest exercise science research and fitness knowledge, while maintaining our commitment to safety, effectiveness, quality and originality. Our programs have evolved to accommodate more diverse populations and exercise needs, from elite athletes to rehab patients and active aging patrons seeking to improve their quality of life. We work with a team of engineers, physical therapists, sports medicine and fitness professionals to create one-of-a-kind mind-body fitness experiences.

Some of our offerings include Parallel Stability Barres™, cost-effective Studio and Accessory Bundles, complete with multiple Reformers and accessories, allowing you to easily transform your facility's fitness space and diversify your programming options.

Pilates is a safe, effective and dynamic workout that appeals to all clients regardless of their age, ability or fitness level. Be it a dedicated high-energy fitness club setting, or a multi-purpose studio space that offers personalized classes, your clients will benefit from our mindful movement offerings.

We're honored to be recognized as The Professional's Choice™ by studios, clubs, and fitness professionals worldwide.



A handwritten signature in black ink that reads "Lindsay G. Merrithew". The signature is written in a cursive, flowing style.

Co-founder



MPX Reformer

## WHY OFFER PILATES AT YOUR GYM, FITNESS CLUB OR HEALTH CENTER?

Recognized among elite athletes and Olympians, Hollywood celebrities, and health and fitness professionals and influencers, Pilates has gained international renown for its mind-body benefits and transformational results.

Adding Pilates to your offering will:

- **Generate additional revenue streams:** Private, semi-private and group Reformer/equipment classes
- **Increase retention rate and profitability:** Diversify programming, fill group exercise classes and increase member frequency
- **Boost marketability and differentiation:** Be at the forefront of a fitness movement that attracts all ages and fitness levels
- **Increase membership base:** Appeal to a diverse clientele, including those seeking a high-intensity workout, strength training and mindful movement
- **Train highly qualified instructors:** Add Merrithew Education to attract and retain the most qualified instructors in the market

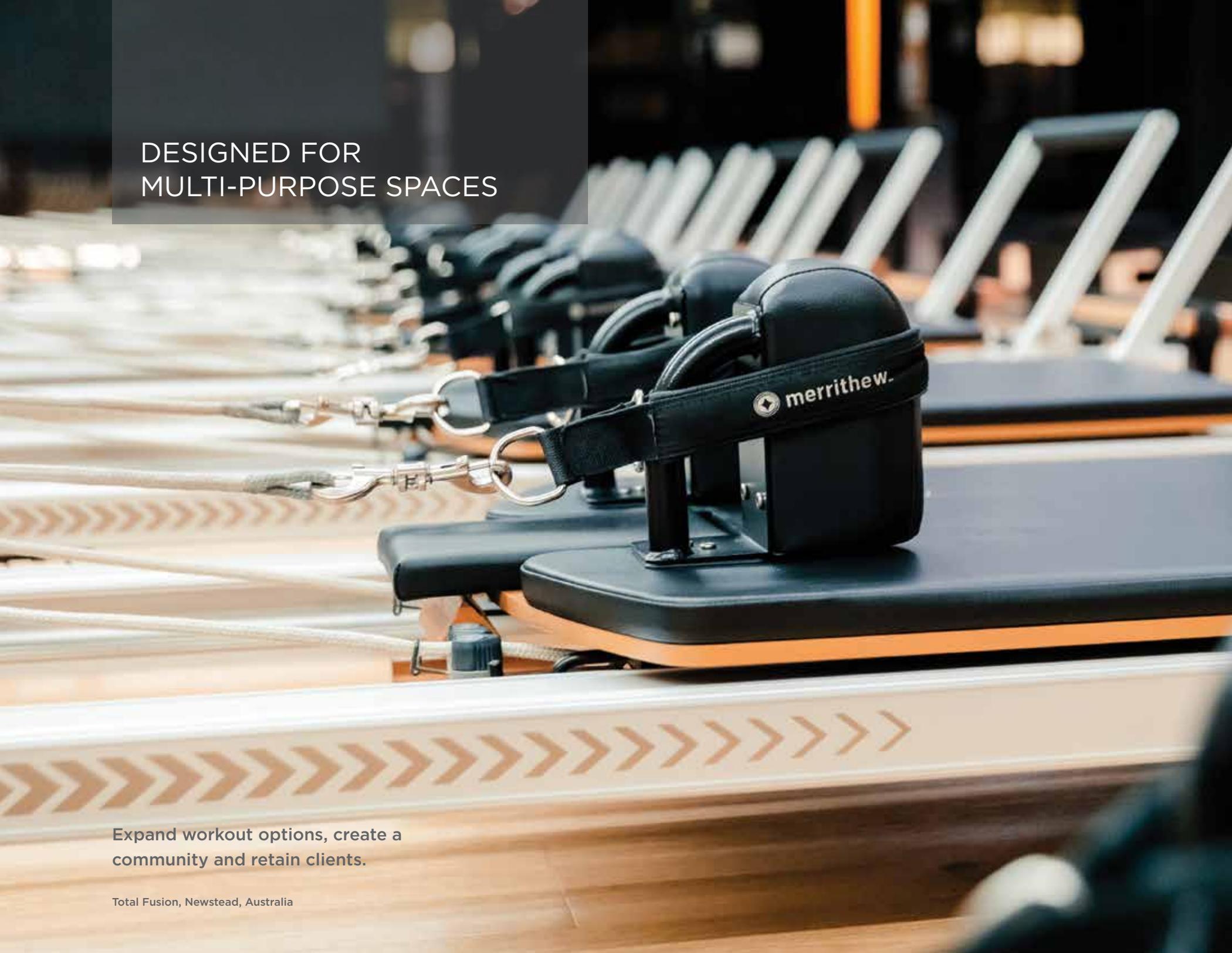




reform  
PILATES

reform  
PILATES

reform  
PILATES

A row of Merrithew Pilates reformers in a gym setting. The focus is on the black leather straps and footbar of the reformer in the foreground, which has the 'merrithew.' logo on it. The background shows a blurred row of similar machines in a well-lit studio.

DESIGNED FOR  
MULTI-PURPOSE SPACES

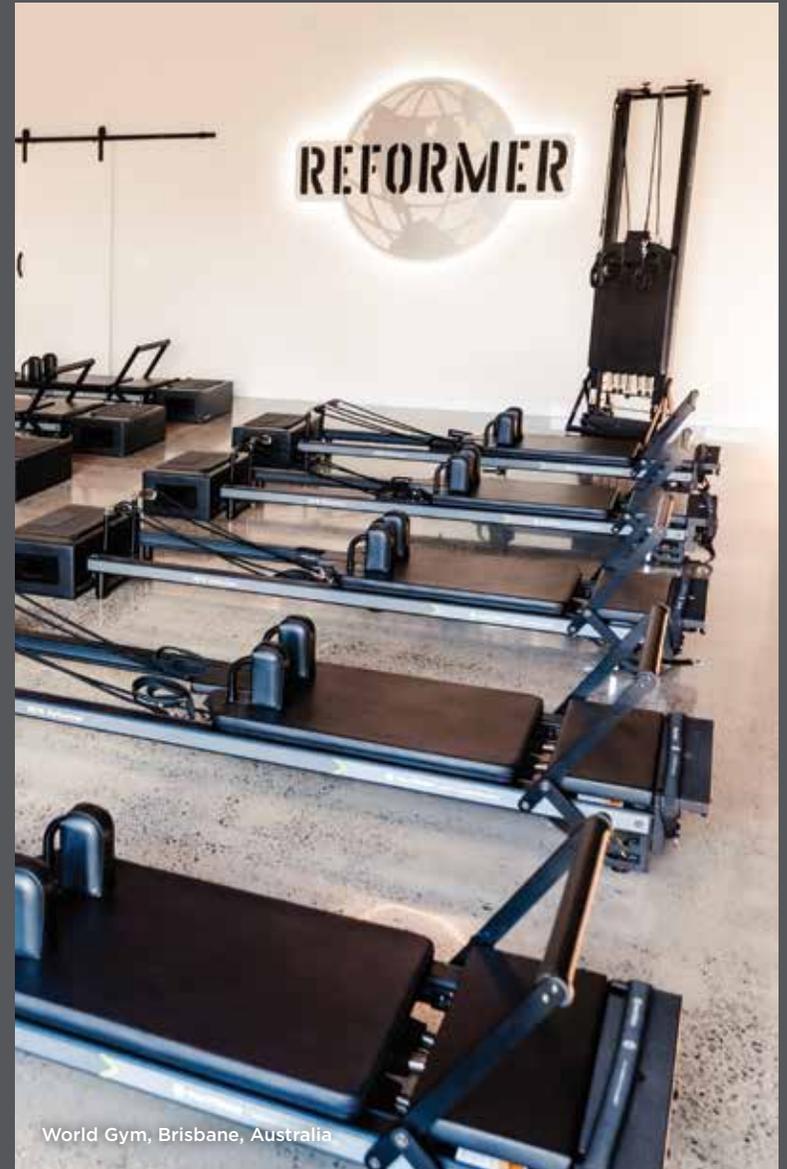
Expand workout options, create a  
community and retain clients.

Total Fusion, Newstead, Australia

Maximize multi-purpose exercise facilities with our selection of premium Reformers, equipment and accessories. Convert a Yoga, Barre or Spin studio into a group Reformer Pilates class with Reformers that are stackable or stand upright, and can be easily rolled in and out of the space.



The SPX<sup>®</sup> Max and MPX<sup>™</sup> Reformer with Vertical Stand can be stored upright for additional space-saving convenience, so you can offer Pilates and other exercise modalities in the same room.



DESIGNED FOR  
DEDICATED STUDIO SPACES



Deliver a dynamic group class experience with our signature quality Reformers and equipment.

Designed to cater to all abilities, from beginners to experts and active-aging patrons to elite athletes, our bespoke packages allow you to build a studio that will appeal to all your clients and yield the highest ROI. Regardless of age, fitness level or ability, with Merrithew equipment, you can ensure that all your clients enjoy the benefits of mindful movement, achieve results and feel challenged.



Total Fusion, Newstead, Australia



1 Rebel, London, UK

DESIGNED FOR  
ONE-ON-ONE PRIVATE  
TRAINING SESSIONS



Complement your group Pilates Reformer classes by offering personalized one-on-one training in small, designated spaces. Focus on key areas, rehab injuries and tailor programming with specialized props and accessories to elevate your clients' experience and results, while increasing your revenue.



## REFORMER AND FITNESS ACCESSORIES



Upgrade to a Vertical Frame to transform your Reformer into a virtual Cadillac/Trapeze Table, allowing for almost endless exercise options.



Image 1

**Image 1:** Dial up the intensity of your group Pilates with the Cardio-Tramp® Rebounder.

**Image 2:** Add resistance and increase the challenge of upper and lower-body exercises, Matwork and Reformer sessions with the Fitness Circle®

**Image 3:** Offer core-integrated bodyweight training to advance strength, muscle endurance, proprioception and stabilization with the Halo® Trainer.



Image 2



Image 3

## COMPLETE BUSINESS SOLUTION

Merrithew provides all-in-one customized solutions to support your club's expansion into mindful movement. Our team of highly qualified experts can help you connect with local instructors, plan your space and market your new Pilates offering.



### LOCAL INSTRUCTOR FINDER

Access over 80,000 Merrithew-trained instructors around the world who can offer group and personalized workouts in STOTT PILATES®, STOTT PILATES Rehab, ZEN•GA®, CORE™, Total Barre®, Halo® Training and Merrithew Fascial Movement



### SPACE PLANNING (2D AND 3D)

Personal consultations and professional advice to optimize your space and service offering



### BESPOKE DESIGN

With six upholstery colors and 20 additional custom colors to choose from, match your equipment to your space to showcase your brand's unique style and personality



## CUSTOMIZED EQUIPMENT OFFERING

Versatile Reformers and equipment for personal training rooms, multi-purpose facilities, small and large studios alike



## MERRITHEW CONNECT™

Access more than 250 digital workouts on Merrithew Connect™ to enhance your staff's continuing education



## CREATE A BUZZ

Gain additional marketing and PR support through Merrithew's blog and social media channels and reach our international audience

## GYMS, FITNESS CLUBS & HEALTH CENTERS — EQUIPMENT



### MPX™ REFORMER PACKAGE WITH VERTICAL STAND (ST-11095)

- Merrithew's entry-level Reformer package
- Accommodates all exercise levels
- Stores upright for space-saving convenience
- Pair with additional accessories for unlimited exercise options



### SPX® MAX REFORMER BUNDLE WITH VERTICAL STAND (ST-11032)

- Ideal for multi-purpose fitness spaces or one-on-one training rooms
- Value-priced Reformer with full commercial features
- Easy to move, lightweight and stackable
- Vertical Stand allows for easy, upright storage



### V2 MAX™ REFORMER BUNDLE WITH HPBG\* (JET BLACK) (ST-11101)

- Efficient group and one-on-one training sessions
- Standard-height allows for easier transition between exercises
- Carriage extension option
- Suitable for all types of clients

\*High-Precision Gearbar



### V2 MAX PLUS™ REFORMER BUNDLE WITH HPBG\* (ST-11079)

- Merrithew's best-selling Reformer; combined with the functionality of a Cadillac
- The ultimate Pilates Reformer workout experience
- Suitable for all types of clients

\*High-Precision Gearbar

## GYMS, FITNESS CLUBS & HEALTH CENTERS — ACCESSORIES



### HALO® TRAINER PLUS

- An innovative tool to enhance core-integrated bodyweight training
- Create dynamic, challenging and high-intensity workouts
- Increase strength, muscle endurance and stabilization
- Combine with an exercise ball to increase exercise options



### MINI STABILITY BALL™

- Bring instability to every exercise to fire up the core and bring on the burn
- Improve posture, alignment and positioning with this classic Pilates prop
- Use this wonder prop to activate muscles in sitting, standing or prone exercises



## FITNESS CIRCLE®

- A portable prop to help maintain proper alignment and increase proprioceptive awareness
- Add resistance to upper- and lower-body exercises to increase strength and muscle tone



## MINI HANDWEIGHTS

- Add weighted resistance to workouts
- Great for toning arms or increasing workout intensity
- Soft comfortable grip, convenient hand strap

MERRITHEW  
GYM, FITNESS CLUB  
& HEALTH CENTER  
PARTNERS





Total Fusion, Newstead, Australia



Goodlife Health Clubs, Brisbane, Australia



Be Kind Studio, California, USA



Total Fusion, Newstead, Australia



World Gym, Brisbane, Australia



Fitness Cartel, Brisbane, Australia



Virgin Active, Sydney, Australia



Palm Heights, Cayman Islands



1 Rebel, London, UK



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