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Clean, high-energy lighting from EverLast induction fixtures

# Fitness Franchise Shapes Up

When Peter Gorham and Rick Smith opened their new Model A Fitness franchise in Boonton, NJ, members joined in droves due to the wealth of equipment and reasonable pricing. The 20-location workout chain serves four states in the Northeast and has hit a nerve in the burgeoning fitness market with its retro-80s atmosphere. However, one aspect of the retro concept, the facility's old-fashioned, metal-halide lighting, didn't sit well with the new gym owners.

"The gym is in a beautiful, brand new, industrial building," Gorham said. "What we hadn't bargained for was the hot, harsh HID lighting that was already installed. Although our members loved being transported back in time with classic tunes and films from the 1980s, we decided antiquated lighting was one aspect of the past we could do without."

After consulting with Full Spectrum Solutions Inc., Jackson, MI, the fitness team chose the company's EverLast induction fixtures to replace the existing metal HIDs. According to Gorham, "Our club members


have already commented on how much they like the cleaner, high-energy lighting coming from the fixtures."

"Quite frankly, the old 400-W, metal-halide technology hasn't changed or improved significantly in more than 30 years," commented Mike Nevins, founder and CEO, Full Spectrum Solutions. "Our EverLast fixtures represent the very latest breakthroughs in commercial lighting. When tested head-to-head with metal halide, EverLast costs a fraction to operate; gives off much less heat; and produces a high-quality, full-spectrum light for increased productivity and error reduction. Furthermore, EverLast lamps are rated to 100,000 hr., and the fixture requires virtually no maintenance."

"The difference EverLast induction has made in the gym has been dramatic," said Smith said. "Changing burned-out lights in the main workout area, which has 32-ft.-high ceilings, used to cost us more than \$1,200 because the electrician brings in an industrial lift. Reducing this to a 'once in a blue moon' event

with longer-life EverLast bulbs means real savings in our operational budget." Gorman added, "By replacing the metal-halide high bays, we have experienced a surprising energy savings!"

"We recently installed the same fixtures in the cardio area," Gorman noted. "The ceilings are only 12 ft. in this specialized exercise room and the old metal halides were really heating things up. The new fixtures run much cooler and produce light that doesn't distract from our members' workout experience. The installation process was quick and easy. It was a simple swap with the existing metal-halide high bay fixtures that were already there."

"EverLast uses a multi-phosphor blend which is almost indistinguishable from sunshine," Nevins said. "This produces a very natural feel without the stressed-out, yellow hue of most common cool-white HID lighting." 

**For more information about Full Spectrum EverLast fixtures, circle 11 or visit [www.cbpmagazine.com](http://www.cbpmagazine.com)**