



MAKING YOUR GYM. YOURS.
CONCEPT | PLANNING | EXECUTION



Case Study

Hybrid Fitness - Loughton

Profile



With three floors of gym equipment to play with, Hybrid is a fitness lover's dream. Enjoying the latest equipment, rigs, platforms, and everything else you could ever need for cross functional strength and cardiovascular training.



The Challenge

With a unique space pairing with a franchisee model, Hybrid Loughton sought out Dyaco® to help with crafting a vision for the facility from the ground up.

The logistical challenges of converting a warehouse space into a cross-functional fitness facility were also tied to both costing and timeline challenges due to opening day pressures.



The Solution

Dyaco® worked with the Hybrid team and gym owner to take an empty space and deliver a vision that hosts amazing design within the Hybrid brand portfolio, with specific requirements from franchisee owner, Jay. By taking on the administrative burden and liaising with 3rd party suppliers to manage the install process from our UK HQ, we allowed Jay and Hybrid the head space to stay focused on attracting new members and generating buzz around the new site.

With tight timelines and a budget that needed to stretch across an entire facility, our team aimed to create a versatile and cost effective kit solution that would maximise the value from the budget without compromising quality.

The Review

“So excited to have the facility open and start the journey with Hybrid. Dyaco’s Spirit kit has been a great addition to the kit mix that our members love and the install team were quick and great at rectifying any last minute adjustments.”

Jay, Franchisee Owner

“We’re delighted to have a Hybrid in Loughton. Matt and the team at Dyaco have been great; from helping to craft a vision for the facility all the way through to final installation and any troubleshooting support. Looking forward to working with Dyaco again in the future.”

Ant Townsley, Business Development Director

