

# XCELERATE GYMS

MAKING YOUR GYM. YOURS.

CONCEPT | PLANNING | EXECUTION



## Case Study Xcelerate Gyms

### Profile

Flagship UK franchise partner, providing high quality, versatile gym floors, with bespoke studio programming for the family fitness market.



### The Challenge

Create a new fitness product from scratch and provide gym floors that are genuinely unique and cater for users of all ages and abilities.



## The Solution

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Devised training concepts around key areas- Studio, Functional and Lifting -to match gym floor programming and appeal to all members of the family, whilst ensuring a safe environment for all.

## Why Dyaco?

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- Created a clear vision for The Xcelerate Gyms and held their hand the whole way through the process from idea to reality.
- With Dyaco's detailed project management approach, they consistently deliver on plans they propose however ambitious.
- The value and quality of products installed for the total package price to do everything were simply unrivalled.
- Dyaco provided a true partnership approach, even supporting The Xcelerate Gyms with photography and marketing from their recommend digital marketing partner.

