

# REDLINE<sup>®</sup> R

powered by  
**origin**<sup>®</sup>  
FITNESS

origin



# REDLINE®

Power up your **studio.**

**REDLINE® is a complete fitness studio solution powered by Origin Fitness.**

We've brought together top class programming from industry leading trainers, quality fitness equipment and an exciting studio design, to create an all-in-one package that will transform under-performing studio spaces.



Complete gym design and fit out inclusive of all consultation, flooring solutions, fitness products and installation plus heart rate technology system.



Professionally designed class concept with programming guidance and full staff training provision all to tie in with the design of the zone.



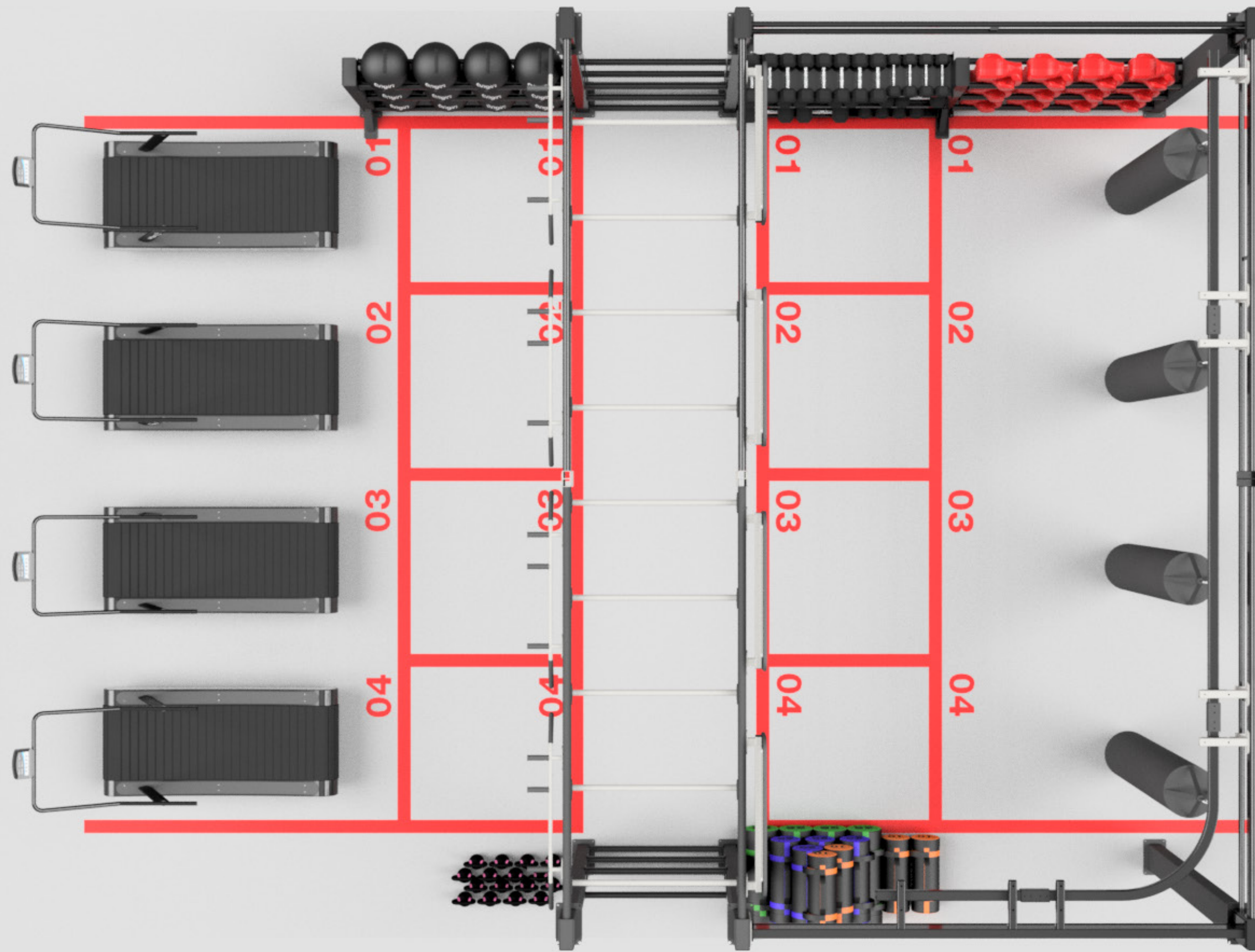
Full REDLINE® implementation support package covering all bases; marketing, graphics and branding as well as audio-visual and lighting solutions.





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- | ZONES
- | EQUIPMENT
- | THE PROGRAMME
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- | STAFF TRAINING
- | BRANDING & MARKETING
- | LIGHTING & AV
- | FLOORING

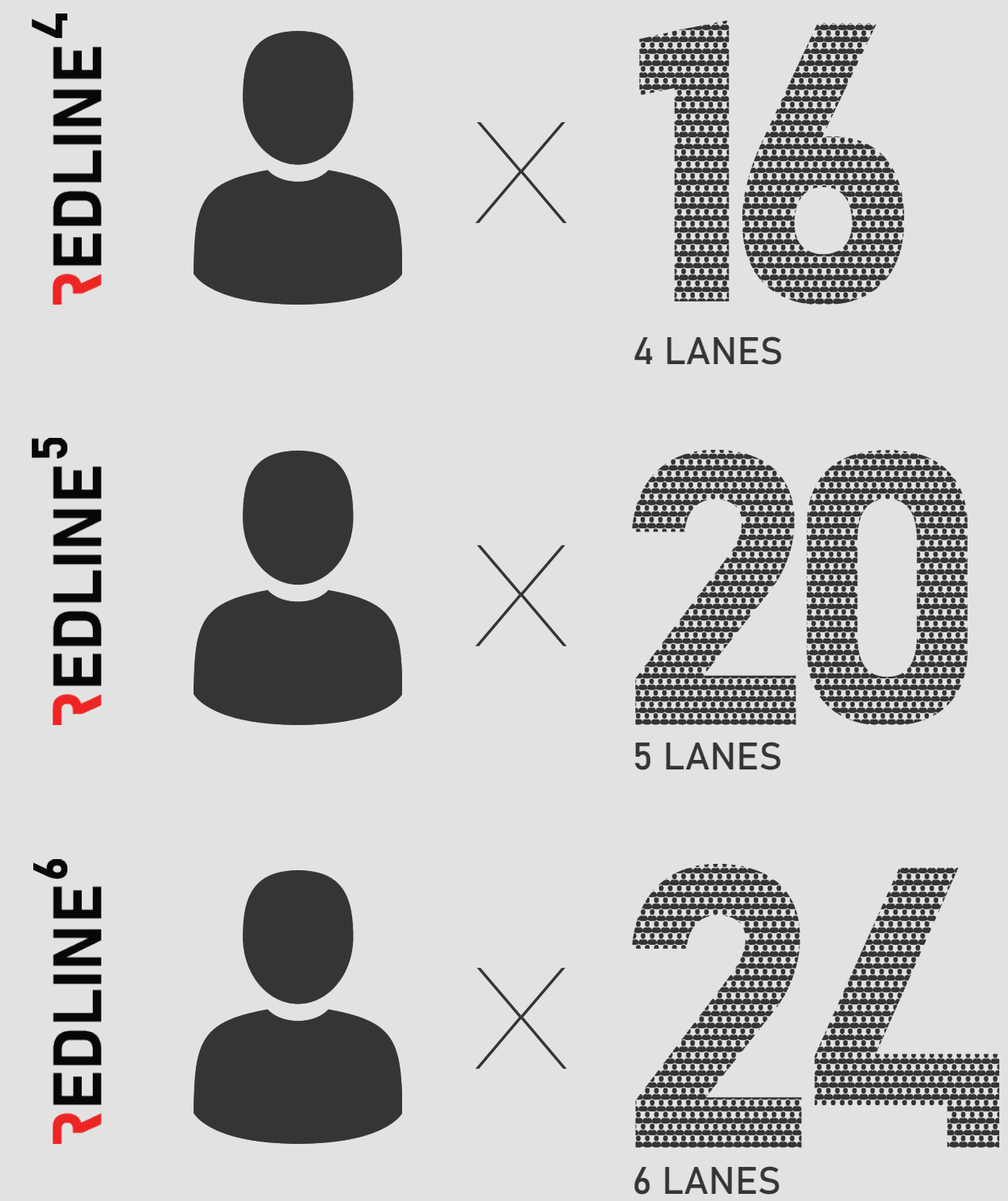




**[ THE LAYOUT ]**  
 4 LANE STUDIO | 7M X 10M  
 OTHER SIZES AVAILABLE

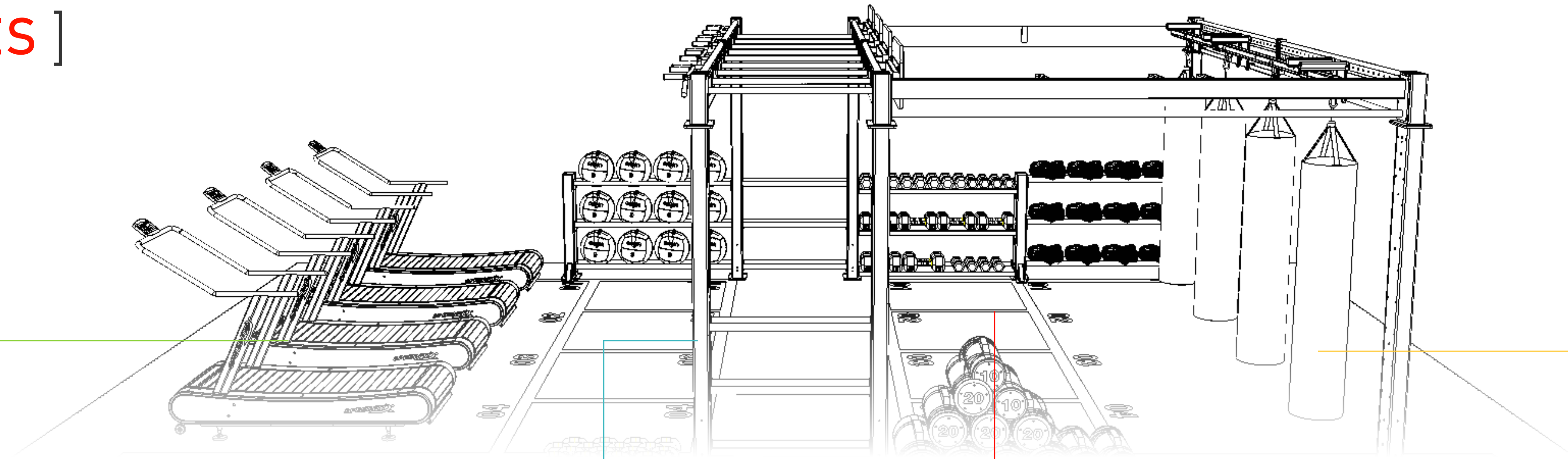
**[ CAPACITY ]**

Your REDLINE® class capacity will depend on the size of space available to you. However, you may be surprised to find that the small class can still cater to a full 16 participants, thanks to the clever lane and rig design.





# [ THE ZONES ]



## ● HIIT CARDIO

The HIIT cardio zone is an integral part of every REDLINE® class.

We've used SpeedFit Curved Treadmills in this example, as they are perfect HIIT cardio machines. However, the cardio machines can be changed to your preferred type on request.

## ● RIG & STORAGE

The REDLINE® functional rig takes centre stage, and is the key to creating a versatile training space.

The height offers suspension training, pull-ups and wall ball targets, while the sides offer shelving for over 100 individual pieces of equipment.

## ● REDLINE GRID

The REDLINE® grid on the floor is what makes the classes so easy to follow. Using these floor markings will turn any class in to a smooth running, highly motivating group session.

Users work in a lane for the session, each exercise taking place within a different square of the grid.

## ● COMBAT

Our rig is equipped as standard with 5ft Origin bags to allow classes to incorporate a variety of boxing movements.

The REDLINE® rig comes with the option to include a sliding system to move the boxing bags out of the way and create further floor space.







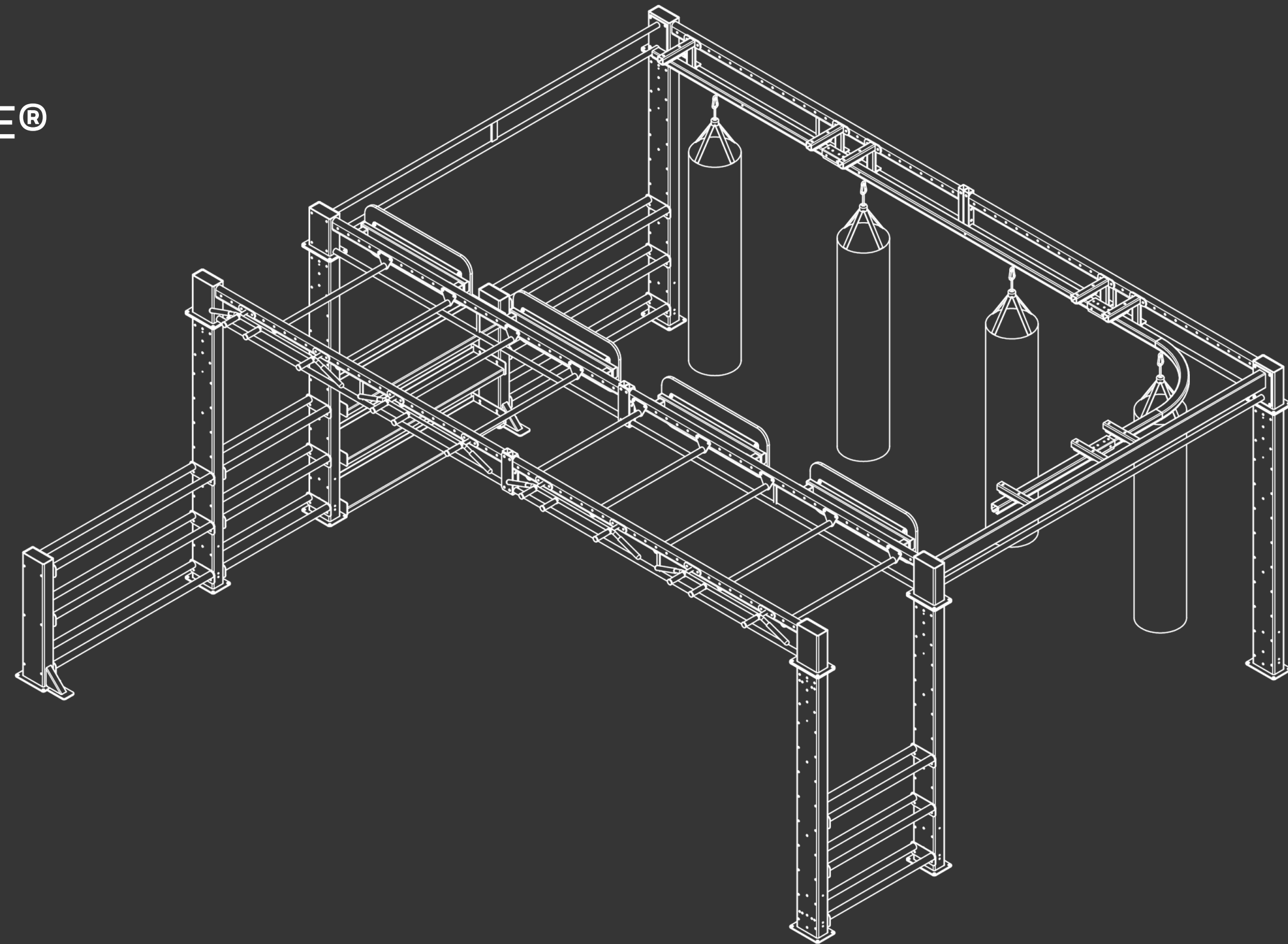


# [ EQUIPMENT INCLUDED ]

The following equipment comes as standard in your four lane REDLINE® studio. While quantities vary across different versions, feel free to speak to your account manager to further customise your package to really appeal to your member base.

In a five and six lane REDLINE® studio, equipment quantities increase by 25% and 50% respectively.

## REDLINE® RIG



MYZONE BELTS



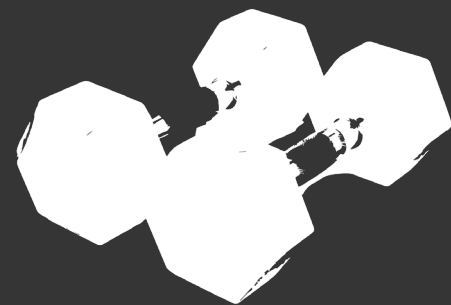
WALL TIMER



KETTLEBELLS



DUMBBELL PAIRS



SANDBAGS



WALL BALLS



BOXING BAGS



TRX TRAINERS



SPEEDFIT CURVED TREAD



BOXING GLOVES





# [ THE PROGRAMME ]

**The industry is changing, and what you do in a space is now more important than the equipment inside it. Members are increasingly strapped for time, looking for a quick fix with maximum results.**

What makes REDLINE® unique is that the workout programmes have been designed by one of the industry's leading educators Marvin Burton, in order to get the most out of your members.

SMART TRAINING FOR BETTER, FASTER RESULTS.

- Example classes included
- Exercise library provided
- Session structures and templates
- Programming guidance included

## BOOST

This class can be performed in an ascending time format which makes the exercise duration longer or in reverse to decrease the time. There are benefits to both...

With three unique class types to start off with, there's sure to be something there for every member.

## BLAST

This workout is based around the concept of short duration but explosive exercises.

Typically using whole body and integrated movements, your heart rate and metabolic rate will quickly elevate and deliver great fat burning, conditioning and powerful results.

## MOVE

The aim of this class is to allow the participants to explore varied movement patterns to challenge all aspects and attributes of fitness such as balance, agility, coordination, strength.

This class has a 2-stage warm up and final (whole group) challenge that leaves a sting in the tail of the workout.





## [ MYZONE HR SYSTEM ]

VISUALISING EFFORT LEVELS  
TO MOTIVATE AND MONITOR.

**The Myzone system is the perfect support system for group training sessions. The technology is accurate, and designed to visualise effort for instructors and users.**

This means that it doesn't matter whether someone is a REDLINE® pro or a beginner - the colour coded system allows them to gage their effort levels at a glance and adjust accordingly.

Taking this responsibility away from the trainer means they can focus on form, technique and timing, allowing each class to run smoothly and enabling every member to work at their optimal effort.

We've included an entire Myzone setup in REDLINE®, plus enough belts for you to run 2 classes a day plus extra for you to sell to your members.

myzone



# [ STAFF TRAINING ]

**A full day with one of our REDLINE® Master Trainers for all your staff:**

- Let them experience a REDLINE® class themselves.
- Learn all the motivational and observational skills required to lead an engaging and safe class.
- Go through the exercises included in REDLINE® and learn why they were chosen.
- Learn how to scale the workouts up and down for different ability levels.

**We also include a four hour workshop with a Myzone specialist, who will teach your staff:**

- About the different HR zones and how Myzone calculates these for individuals.
- Learn how to set-up, change and interact with a Myzone belt.
- Learn how the classes and timers work, and set up a unique class timer.
- The advantages of the Myzone system, and how to sell this to members.





## [ BRANDING ]

First impressions are everything, so it's important that the space itself radiates an amazing experience, from the equipment to the branding. With any REDLINE® studio, we can bring in experts who can bring the space to life whilst working to your budget and brand guidelines.

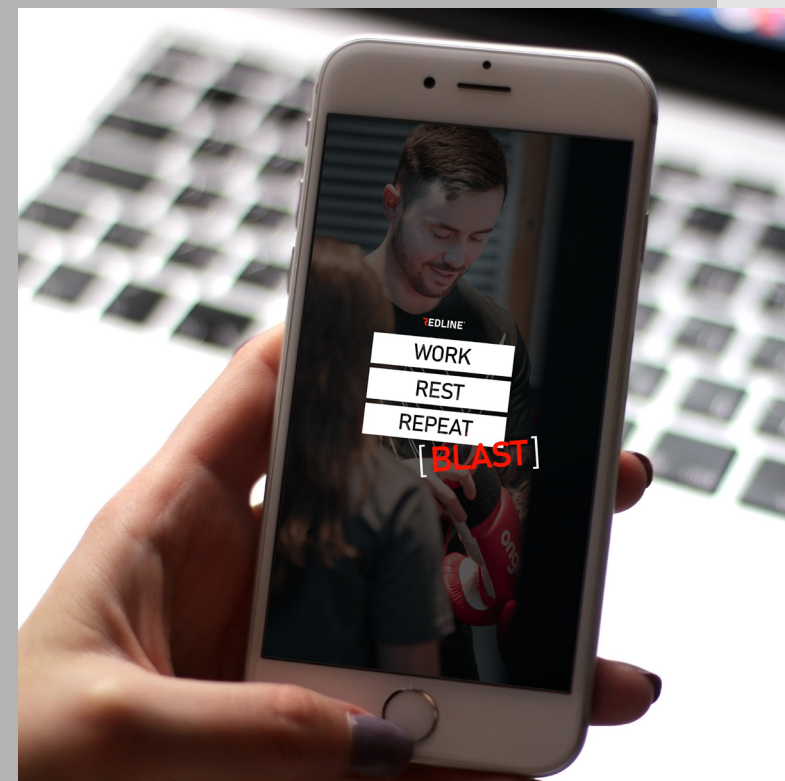
### WALL GRAPHICS

**Full internal wall coverage with exciting and motivational graphics create an immersive environment.**

From scenery to inspirational quotes, we have a database of wall covering options available for you to choose from, so that the space is unique to you and your club.

The graphics have been designed by our own in-house design team, meaning we can adapt and alter the graphics wherever required to make it the perfect fit.

Additionally, we can create completely custom graphics to represent your own logo and brand.



## [ MARKETING ]

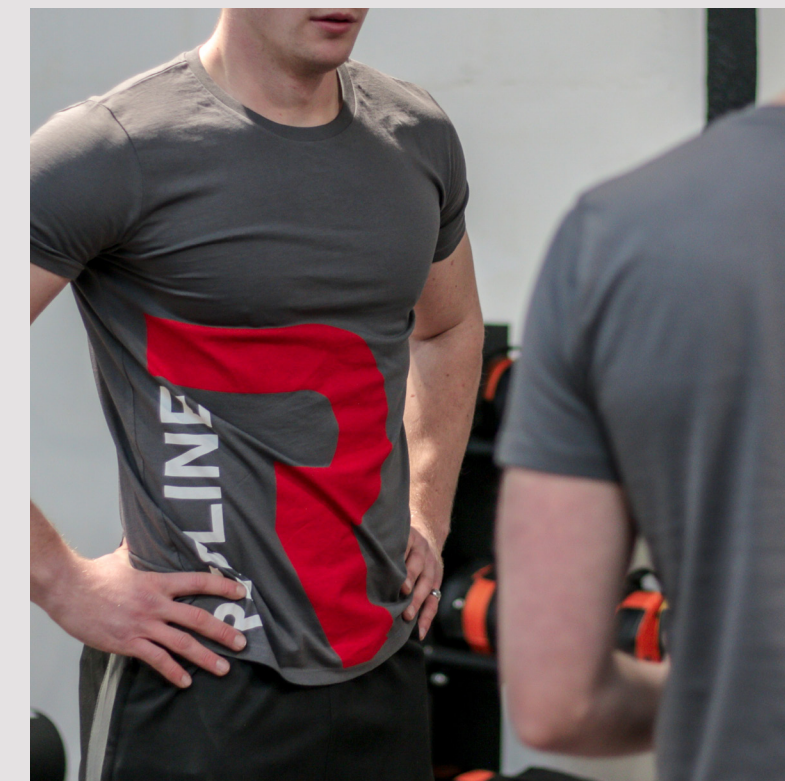
From a marketing perspective, we've got you covered. Combining our in-house teams' years of experience within the industry with the knowledge of some of the UK's best marketing professionals, we can provide you with launch support to make sure your new space delivers.

### COMPLETE SUPPORT

**We can help you set up a five week plan leading up to the launch of the new zone, to generate hype, or plan your campaigns following the opening to make sure people keep coming to try this new offering.**

As well as digital marketing support, we also offer physical support in the ways of clothing and merchandise.

We have designed a line of t-shirts, towels and other fitness memorabilia that will look great on your instructors, and will get people enthusiastic about taking part in the REDLINE® phenomenon.





# [ LIGHTING & AV ]

We've teamed up with the UK's top lighting design experts to create a unique group training experience.

There's nothing these lighting professionals can't do and they love a challenge. Create an immersive, boutique experience by choosing one of our lighting and AV packages.

## FULL IMMERSION

A space is nothing in the wrong lighting. We can provide a complete LED and spotlight installation to bring the room to life.

After a consultation with our lighting and AV partner, a bespoke lighting package can be

created to suit the space and branding needs of your business.

Your classes will be taken to the next level and provide a truly memorable user experience for any member taking part.



# [ FLOORING ]

As a fitness equipment specialist, we understand that a functional group training concept like this means tough workouts, both for the users as well as for the equipment.

That is why the REDLINE® studio comes with the perfect flooring solutions included, to protect your users, your building and your equipment.

## JUMP, LIFT, RUN

To make sure we can offer a perfect solution for every budget, we put forward two flooring options.

The first is the Origin Fitness Premium tile, which is incredibly shock absorbent and often used to protect the subflooring in weight lifting and free weights areas of gyms. This tile is noise reducing, gentle on the joints and feels smooth to the

touch, while still offering perfect grip for functional exercises.

The second option is our responsive functional flooring roll, which is designed to perform optimally in functional training zones.

Both options are easy to clean and come with the REDLINE® markings as standard.



# REDLINE<sup>®</sup>

## CONTACT

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