

CASE STUDY:

MAXIMIZING SPACE AT A GROWING GYM

THE CHALLENGE:

When Masters CrossFit® Athlete Jeb Simmons and his wife, Meg Zechel, moved their gym from a metal building on the outskirts of town into a historic dairy processing facility in the heart of downtown Fort Atkinson, Wisconsin, they wanted to take full advantage of the opportunity to re-brand and build a showplace facility. The new NorthFit Creamery has a bright, open feel with large windows, high ceilings, and an oversized garage door for fresh air and sunshine.

“The biggest challenge with CrossFit gyms is that you only have the perimeter for storage. That’s always been the hardest part.” - NorthFit co-owner Meg Zechel

The new space was impressive, but gear storage was a constant thorn in their side. “The biggest challenge with CrossFit gyms is that you only

have the perimeter for storage,” Meg said. “That’s always been the hardest part: the foundation of the gym has to be open, because of the different equipment that we utilize. So storage has always been an issue as far as what will be the easiest solution, what’s the most aesthetically pleasing, and what makes the most sense.”

The gym’s membership doubled after the move to the new space downtown. And as the gym’s membership grew, so did the storage issues. Like many Affiliates, Jeb and Meg stored wall balls and other equipment on store-bought metal shelves. “We just had open shelving,” Jeb said. “It was organized, but it wasn’t as neat as we wanted it to be. Things were hanging off the sides and piled up.” Sandbags piled on the floor were encroaching on workout space and jump ropes and bands looked messy and cluttered.

EXPERT ADVICE

Wanting to free up more space for workouts while still preserving the open feel and function of their gym, Jeb and Meg turned to the local Spacesaver consultant for advice. The Spacesaver consultant visited the box, talked with them and their staff, and drew up detailed plans for the space.

The complete LIFT solution is specifically designed for the unique sizes and shapes of fitness gear, and the components work together to:

- + Consolidate equipment to make more room for athletes
- + Keep gear organized so members could find gear quickly and get back to their WODs
- + Reinforce the gym’s aesthetic appeal
- + Provide room to grow
- + Protect their investment in expensive equipment

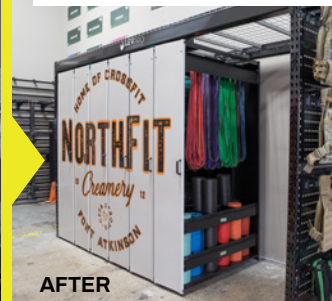
“He drew the whole thing out, and we went back and forth with ideas to get the most use out of each unit.”

- NorthFit co-owner Jeb Simmons



BEFORE

LIFT COMPACT SHELVING



AFTER



BEFORE

LIFT HD SHELVING



AFTER

THE SOLUTION:

The gym's physical space — and the members' experience — was transformed. A **LIFT Compact Shelving** patented system was at the core of the change: moving the lockers, removing open shelving, and installing the LIFT opened up about 75 square feet of space in the back corner, while adding gear that had been stored elsewhere in the gym, such as mats, wall balls, and other equipment. The gym gained another 40 square feet of workout space by getting the sandbags off the floor and moving them to **LIFT Heavy-Duty (HD) Shelving** that could also accommodate kettlebells and dumbbells. Finally, they organized sleds on a **LIFT Wall Rack** in the back corner and coaches' weights on **LIFT Plate Storage**.

Because aesthetics were important, too, the Spacesaver consultant worked with a graphics company to have custom graphics applied to the front of the **LIFT Compact Shelving** system. Now appearance and function combine to form a real crowd-pleaser. "We've never seen anything like it," Meg said. "When people come in they say, 'Oh my gosh, this is the smartest thing ever!'"

"This has really opened up our floorspace."

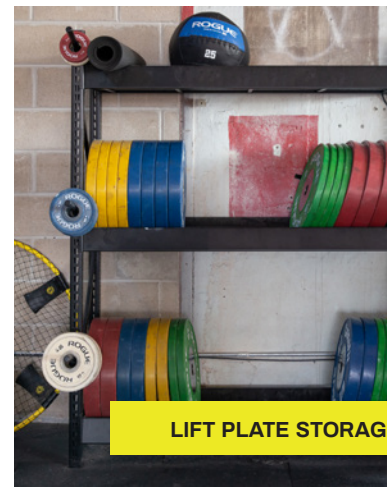
- NorthFit co-owner Meg Zechel



LIFT HD SHELVING



LIFT HD WALL RACK



LIFT PLATE STORAGE



LIFT COMPACT SHELVING SYSTEM

REAL RESULTS

The end result is a gym that looks great and works even better. Staff and athletes are spending less time looking for gear and tidying up, and everyone can reach the gear they need. All the equipment storage systems are the same style and color, leading to a clean, cohesive look that reflects the gym's prestige. And by freeing up around 100 square feet of floor space, the system gives athletes more room to work out.

"It really encompasses the overall brand," Meg said of the LIFT solution. "It takes it from just a regular gym to the business and brand that we've grown into."

"We're super happy with it. We've had a lot of people compliment us on it. It's a good system, for sure."

- NorthFit co-owner Jeb Simmons

MORE SPACE. MORE REPS. MORE RESULTS.

You program your gym to train and teach your athletes. We programmed LIFT to protect and organize your gear.

- + Free Up Floor Space
- + Protect Equipment
- + Store Gear Where It's Needed
- + Improve Athletes' Experience

See for yourself how LIFT can make a difference in your gym.

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