



Gym & Fitness Recovery

Powered by Hyperice



Scan here for more information
on our recovery rooms.

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Gym & Fitness Industry Trends



'IN' FOR 2024: GYM DESIGN TRENDS

<https://indigofitness.com/blog/in-for-2024-gym-design-trends/>

'In' for 2024: Gym Design Trends

Ready to get ahead of the curve?

The dynamic landscape of the health and fitness industry is ever-evolving. Staying ahead of the curve is crucial for gym owners and operators looking to provide valuable customer experiences and unlock opportunities.

So what's 'in' for 2024? We're predicting an even bigger shift towards recovery on the gym floor.

Let's unpack the gym design trends that promise to reshape training spaces and inspire your business strategy in 2024.

1. Recovery Takes Centre Stage
2. Optimise Your Studio
3. Include 'Hybrid Training' in Your Layout
4. Stand Out Through Personalisation

Here are the gym design trends the IndigoFitness team expect to see evolving the gym space in 2024:

#1: RECOVERY TAKES CENTRE STAGE

Consider this: where do your clients recover after their workout? Are they in the way? Do they jump straight in the car? Or do you offer a designated recovery space within your facility?

In 2024, the fitness landscape is evolving to meet the holistic needs of individuals who seek not only intense training sessions but a lifestyle approach to wellness. Recognising recovery as an integral aspect of the training space is key to unlocking your clients' full potential, enhancing performance, and minimising the risk of injuries.

"WORK + REST = SUCCESS"

To stand out in this dynamic era, anticipate a surge in brands and facilities dedicating more of the gym floor specifically for recovery. It goes beyond the basic offerings of stretching mats, foam rollers, and lacrosse balls. Picture an environment where recovery is elevated with state-of-the-art services, ranging from red light therapy to compression treatments and cold therapy.

The challenge is not just about providing recovery options but ensuring your members choose to recover within your gym rather than seeking comprehensive wellness suites elsewhere. Anticipate a shift as operators and independent gyms adopt strategic recovery approaches aimed at enhancing overall performance and health. It's about creating a training space that goes beyond short-term results, attracting a steady stream of consumers committed to long-term well-being.

How does Hyperice elevate the Gym experience

Phase 1

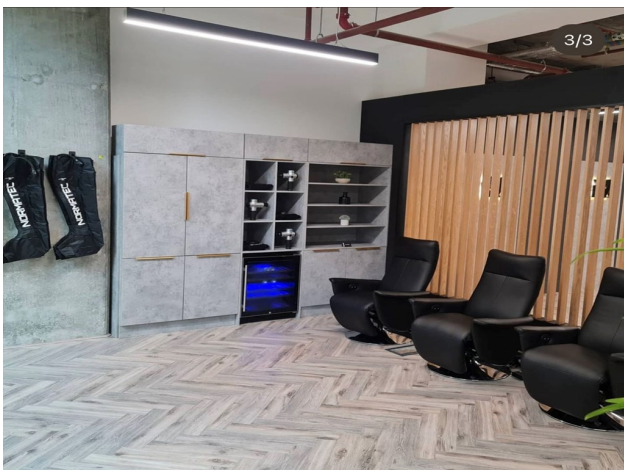
3x2 Charging Station or Wall Box —These are used as a basic integration within a stretch/mobility area of a gym.

Phase 2

Normatec Integration—This is a great way to expand the Hyperice offering. This can be utilised as an added value tool, or monetised.

Phase 3

Dedicated Recovery Rooms—Having a dedicated space for a Hyperice Recovery Room which carries a full suite of Hyperice products.



Gym Recovery Packages

Powered by Hyperice



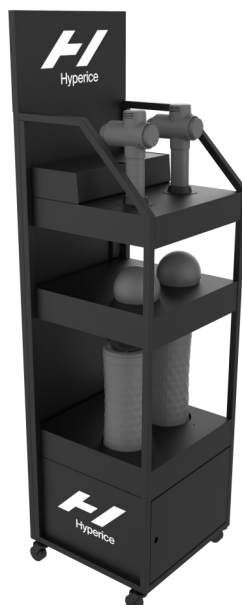
Phase 1: Percussion

Wall Box

Hypervolt 2 Pro Wall Box is a tethered solution for anti theft concerns. This can be installed anywhere in the gym area. Best for use in gyms and fitness facilities.

Hypervolt 2 Pro Wall Box x 1
Hypervolt 2.0 Pro x 2

Package Cost
€812 + VAT



Phase 1: Percussion

3x2 Charging Station

These are used as a basic integration within a stretch/mobility area of a gym.

3 x 2 Charging Station x 1
Hypervolt 2.0 Pro x 2
Hypersphere Mini x 3
Vyper 3.0 Roller x 2

Package Cost
€1,850 + VAT

Gym Recovery Packages

Powered by Hyperice



Only
3x2m
Space
Required



Phase 2:

Add Normatec Integration

Add Normatec Recovery to Phase 1

Hypervolt 2 Pro Wall Box x 1

Hypervolt 2.0 Pro x 2

+

Normatec Recovery System x 2

Zero Gravity Chair x 2

Package Cost
€2,775 + VAT



Only
3x2m
Space
Required

Phase 2:

Add Normatec Integration

Add Normatec Recovery to Phase 1

3 x 2 Charging Station x 1

Hypervolt 2.0 Pro x 2

Hypersphere Mini x 3

Vyper 3.0 Roller x 2

+

Normatec Recovery System x 2

Zero Gravity Chair x 2

Package Cost
€3,815 + VAT

Gym Recovery Packages

Powered by Hyperice



Phase 2:

Normatec Recovery Zone

Normatec Recovery System x 2

Zero Gravity Chair x 2

Only
3x2m
Space
Required

Package Cost
€1,965 + VAT

Phase 3:

Dedicated Recovery Zone

Customise your own

Customise or add to your recovery room with a variety of Hyperice products.

Choose a number of products to suit your clients needs and usage. We will support you with layout design and installation.



Normatec 3.0
€812 + VAT



Normatec Zero Gravity Chair
€170 + VAT



Venom 2 Back
€243 + VAT



Hypervolt 2 Pro
€308 + VAT



Dream Seat
€812 + VAT



Vyper 3
€183 + VAT



Hypersphere Mini
€73 + VAT

Corporate Health Package



Normatec Recovery System x 1

Zero Gravity Chair x 1

Hypervolt 2.0 x 1

Package Cost
€1,185 + VAT

Ideal for a home gym setting or where space is an issue.

Corporate Mobile Package



Normatec Recovery System x 1

Hypervolt 2.0 Go x 1

Package Cost
€993 + VAT

Ideal as a travel recovery kit. Portable & mobile to take with you.

Prices subject to change. Please see website www.sportsphysio.ie for current pricing.

Gym Recovery Packages

Powered by Hyperice

Additional Charging & Display Solutions



Hypervolt 6 Shooter Charging Station **€489 + VAT**

(doesn't include the massage guns)

Hypervolt 6 Shooter Charging Station allows you to book out the units to your members from the reception desk.



Hypervolt 2 and 2 Pro Charging Dock **€59 + VAT**

(doesn't include the massage guns)

The Hypervolt 2 and 2 Pro Charging Bases doubles as a luxury display as well as a means to charge your device.

Ideal to show the products if retailing them.

Retail Hyperice Products in your facility



Many facilities worldwide supply Hyperice products to their patients & athletes.

- Promotes recovery with your patients or clients between training sessions and hence better outcomes.
- Your athletes use for warm up before training & games and recovery afterwards so reduce the risk of injury when returning to sport.
- Resellers trade price with a very good margin. Additional revenue stream for your facility.
- No stock holding risks. We operate a sale or return basis. So if certain products don't sell as you expect we can take back the stock.

Prices subject to change. Please see website www.sportsphysio.ie for current pricing.

Benefits to the Gym business



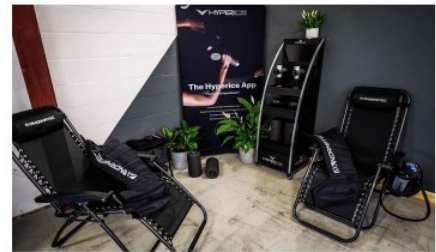
Revenue Generation/Grow Your Business

- Facilities typically charge €15–30 per 30-minute treatment (offers and subscriptions optional).
- Break even in just over two months.
- Helps with both member acquisition and retention.
- Being able to offer training and recovery all in the one facility is a big advantage.
- Attract new clients by marketing Hyperice/Normatec.
- Be the first to offer pro-level technology.
- Attract a steady stream of clients committed to long-term well-being.
- Key to your clients' full potential, enhancing performance, and minimising the risk of injuries.
- Self-sufficient—acts as an extra set of hands while you work with other clients.
-

⇒ **Try our Recovery Room Return on Investment Calculator.**

Please email us for a copy of our calculator.

Recovery Room Return on Investment Calculator



Sessions per week

Fee per session

Projected Revenue Per Week €

€0.00

Cost of Investment

Projected Number of weeks for investment pay off

#DIV/0!

Enter Total Cost Here

Projected Additional Revenue Per Month

€0.00

Projected Additional Revenue Per Year

€0.00



How to introduce recovery services

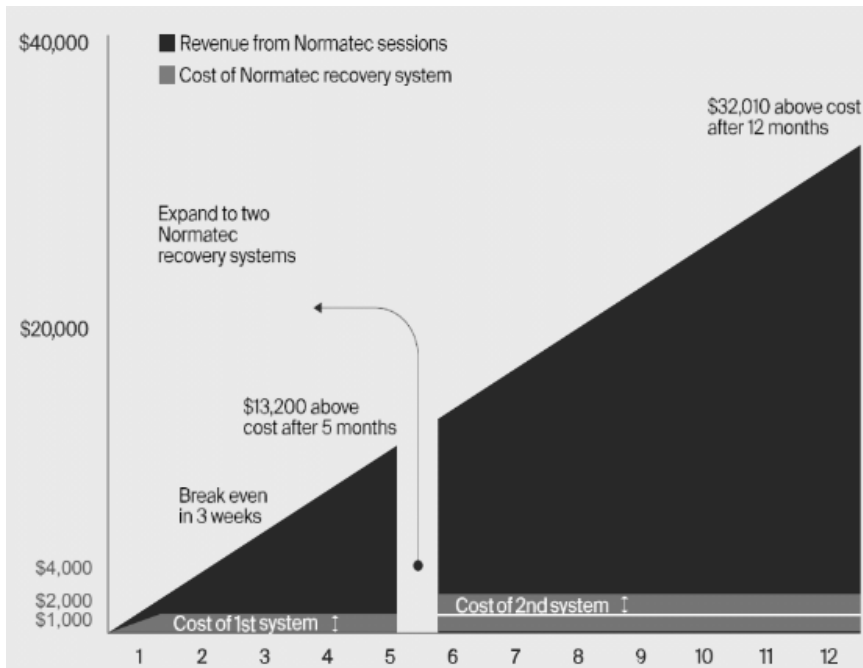
- Promote internally.
- Print handouts and place brochures in high traffic areas.
- Train front desk and fitness staff on services, and encourage them to talk about them frequently (promote selfcare).
- Offer all clients and members a free session.

Add-on services

- Using Hyperice tech as a paid add-on to PT sessions/classes.
- Charging for a recovery session or selling recovery packages.
- Charging a daily/monthly/ annual fee for full access to recovery equipment.

Benefits to the Gym business

Typical Rates and Return on Investment



Set rates and create options

Recovery Lounge All-Access membership upgrade for €30-€100 a month for unlimited use of the space (of ten after a free month to get clients familiar with and using the products).

A la carte pricing options:

- €1 per minute
- €20-€25 for 30 minutes
- €150 for a 10-pack of 30 minute sessions

Normatec revenue example

The example revenue to the left assumes five Normatec sessions per day with an average cost of €20 per session over one year.

Case Study - Recovery Room Revenue Report

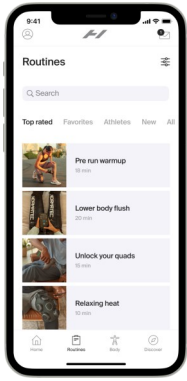
Hyperice Recovery Lounge Revenue Reports (Over 12 Months)			
Appointment	Price	Number of	Total
20 Minute Recovery Lounge	€20	82	€1,640
30 Minute Recovery Lounge	€30	66	€1,980
40 Minute Recovery Lounge	€40	49	€1,960
20 Minute Recovery Lounge Bundle x 5 Sessions	€95	16	€1,520
30 Minute Recovery Lounge Bundle x 5 Sessions	€142.50	18	€2,565
40 Minute Recovery Lounge Bundle x 5 Sessions	€200	19	€3,800
20 Minute Recovery Lounge Bundle x 10 Sessions	€180	9	€1,620
30 Minute Recovery Lounge Bundle x 10 Sessions	€270	8	€2,160
40 Minute Recovery Lounge Bundle x 10 Sessions	€360	10	€3,600
Total		277	€20,845

Simple and effective

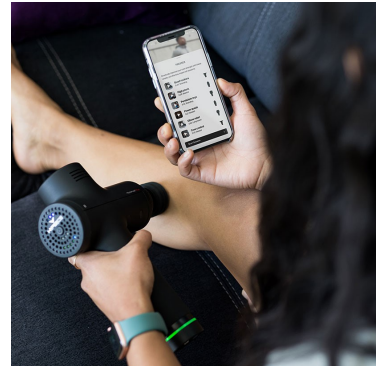
- Only 3 sets of Normatecs available at this gym **low initial investment cost of €2,900**.
- Simple roll-out plan-The gym offered free "taster sessions" for every client for the first month to create demand.
- Educated every training and member of staff on how Normatec works and how it benefits the body, as well as how to set clients up for a Normatec session.
- Not staff intensive - Easy to set clients up and no one had to supervise them while clients were mid-treatment.

Hyperice Education

Hyperice App



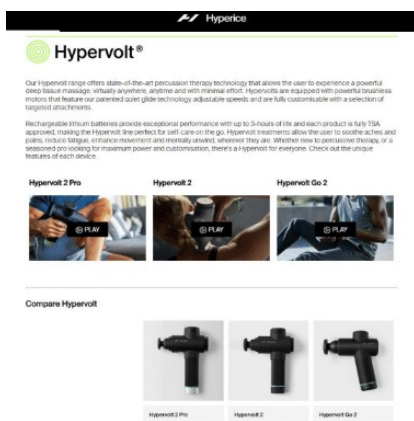
- Your members can pair the Normatec & Hypervolt devices with their smartphone via the free Hyperice App to unlock the ultimate athlete recovery experience.
- Access a library of recommended Recovery sessions Pre and Post workout from top athletes.
- The Hyperice App links with Whoop, Strava, Apple Health and Garmin Apps so optimum recovery can be recommended based on the workouts being done. This is a really beneficial feature.
- Track and share their recovery stats.
- Follow the world's best athletes, trainers, and physiotherapists as they guide you through their exclusive routines and share personal tips.



Certifications and services for trainers

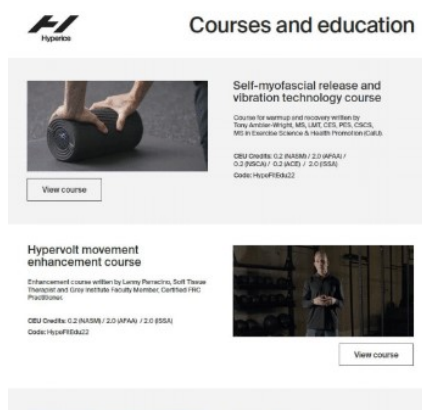
Trainers are the heartbeat to the fitness culture. Hyperice has designed certifications, programs, and services that trainers can offer their clients, including:

- 15-30 minute Recovery and Stretch sessions with the Hypervolt.
- Complimentary Normatec Services as part of personal training packages.
- Dedicated Recovery Zones throughout the gym Certifications and services for trainers.



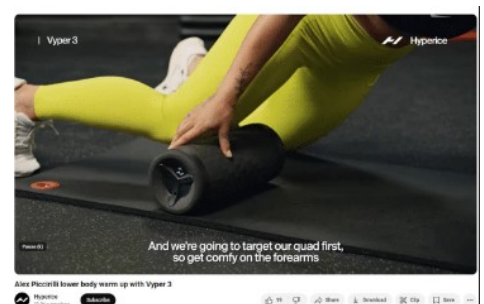
Hyperice Academy ([LINK](#))

An online education platform within-depth videos, technical specs, and quizzes summarising benefits and differences between available technologies.



Online accredited courses ([LINK](#)).

on various Hyperice technologies, certified by NASM, NSCA, and other organizations.



Hyperice YouTube Channel ([LINK](#))

Extensive collection of "How To" videos, Behind the Science highlights reels, Expert Led Routines and other educational content.

Supporting Team Ireland



As a Hyrox athlete who had the honor of competing in the Hyrox World Championships in Nice, June 2024, I cannot express enough gratitude to Matt Carr and the incredible team at Sports Physio and Performance. Their sponsorship of the entire Irish team, providing us with Normatec Recovery Boots, Hypervolt Massage Guns, Foam Rollers, Mobility Balls, Resistance Bands, Mini Bands, and Pre- and Post-Training rubs, was nothing short of a game-changer.

These tools were absolutely imperative in managing the high training volumes leading up to the World Championships. As athletes, we constantly push our bodies to the limit, and the recovery process becomes just as important as the training itself. With the Normatec Boots and Hypervolt Massage Guns, we were able to enhance our recovery between sessions, reducing muscle soreness and improving circulation, allowing us to train harder and more frequently without picking up injuries.

The foam rollers and mobility tools helped us stay limber and avoid the usual tightness and strains that can creep in during such intense prep. I genuinely believe that without these crucial tools, many of us would have struggled with injury management and might not have performed at our peak.

To Matt and the whole team at Sports Physio and Performance, thank you from the bottom of my heart. Your support made all the difference, and we couldn't have achieved what we did without your help! Your commitment to athlete performance and recovery is second to none, and we are incredibly grateful for everything you've done for us.

Ellevyn Irwin
Hyrox Athlete & Chartered Physiotherapist



Athlete Testimonials

Athletics



"The Hypervolt is a really useful tool in my recovery arsenal, helping me stay in the best shape possible to train."

As an athlete it's not only the hard miles out on the road or track that get me to the startline, it's also all the work in between.

Recovery is such a key part of my life, using the Hypervolt pre & post training has helped me tackle the rigours hard training has on my body"

Ciara Mageean

Olympic Games Semi Finalist 2016
European Bronze Medalist Outdoor 2016
European Bronze Medalist Indoor 2019



"When you're in a sport that is all about the marginal gains recovery is so important. The Normatec boots are a vital part of my recovery routine to help me recover and be ready to give 100% at training."

"They are great to take on the go to training and competitions"

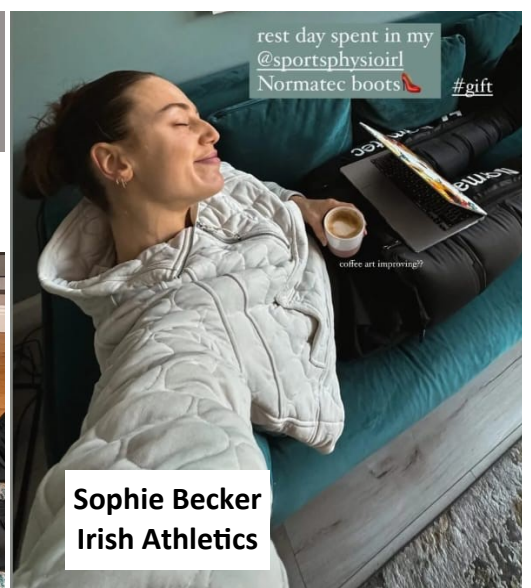
Ciara Neville
Irish Athletics



'I have been using the Normatecs every second day now for a few weeks and have definitely noticed my legs are feeling fresher and i've just felt good overall in training.'



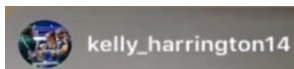
Nadia Power
Irish Athletics



Sophie Becker
Irish Athletics

Athlete Testimonials

Boxing, Rowing & Triathlon



kelly_harrington14

Kelly Harrington
Irish Boxing



sanitapuspure / 589
Made With Boomerang

Sanita Puspure
Irish Rowing



Aileen Flynn – Chartered Physiotherapist & Triathlete (World Championship Ironman)

As a triathlete I regularly train twice a day. This can result in significant muscle fatigue & soreness. Since using Normatec as part of my recovery routine I've noticed that I can take on subsequent sessions with more ease and fresher legs.

I consider Normatec a key element in my training program and attribute part of my successful season in 2017 to timely use of my recovery boots.

As a chartered Physiotherapist I see first hand in athletes bodies what can result from insufficient recovery.

Elevating the legs in a recumbent position certainly helps with recovery and in my experience the added massage effect of Normatec seems to assist in reducing my muscle soreness.

My legs always feel a few years younger after some recovery time in my Normatec boots.

Recovery Room Testimonials



University of Georgia Football



Las Vegas Golden Knights



Irish Rugby Football Union



Club Brugge



Connacht Rugby

Recovery Rooms can start with just a few Normatec Systems and Zero Gravity Chairs, and grow to a larger installation of 10+ Dream seat recliners and Normatecs, a 3x2 Charging Station, and a Hypervolt 6-Shooter + more additional tech. We are able to customize these solutions based on any one organization's needs and available space in their facilities. Common existing spaces used to build a Recovery Room include player lounges, expansion of locker rooms or physio spaces, other under-utilised areas.

Link to sample Recovery Room videos [HERE](#)



Hyperice Recovery Room Compilation video [HERE](#)



Gym Testimonials

POWER

"At POWER we are always looking to innovate the training experience. Being the first club in Ireland to partner with Hyperice facilitated this-providing their products on the gym floor lets members prime their bodies to perform, or more importantly encourages them to optimise their recovery each week. Jason and his team were great to work with, I look forward to working with them on future projects."

Ben Leonard-Kane, Head of Fitness, POWER Gyms"

EDEN O N E

"Introducing the Hyperice Recovery technology has been hugely popular with the members at Eden One. Members can utilise the equipment before and after their workouts. Wellness and Recovery is huge, and the Hyperice Technology offers great additional value to the Gym and members in this regard."

Eden One, Dublin



"Hyperice have been a fantastic partner for Third Space. The emphasis around wellness and recovery within our gyms has been huge as we continue to innovate and add more value to our members, and having the right partner to develop this space is hugely important to Third Space. Hyperice's leading technology has been fantastic and its popularity with our members has been brilliant to see. We continue to grow this partnership and dedicate more space to wellness and recovery. Hyperice have been a fantastic partner to work with and we are excited to continue to grow our relationship."

Rob Beale, Fitness Director, Third Space

”

Recovery Rooms Powered by Hyperice are the new standard of excellence. Sports Physio & Performance are our partner & official distributor in Ireland, helping bring Hyperice technology to professional & amateur clubs, sports medicine & fitness facilities and individual athletes of all types.

They have a great understanding of the technology & how Hyperice can benefit athletes in their training, recovery & performance in their sport. Matt & the team have helped design, set up & support numerous Recovery Rooms across the country & we work closely with them to support these developments.

Dan Canina

Director of Global Performance - Hyperice



Elite Sports Recovery

"We have developed a great relationship with Matt and his team in Sports Physio & Performance. Their support is evident in our recovery room in Cork. They provide the best sports supplies in all of Ireland. Quality is the best business plan and it is bringing our new business great results."

T.J. Brosnan



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