



# Recovery Room Brochure





## Who we work with



Official Recovery  
Technology Partner of  
the IRFU





# Who we work with



CRICKET  
IRELAND



SPORTS SURGERY CLINIC





# Recovery Rooms

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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



**EXCLUSIVE DISTRIBUTOR  
OF HYPERICE IRELAND**



## 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**



# Commercial Recovery Rooms



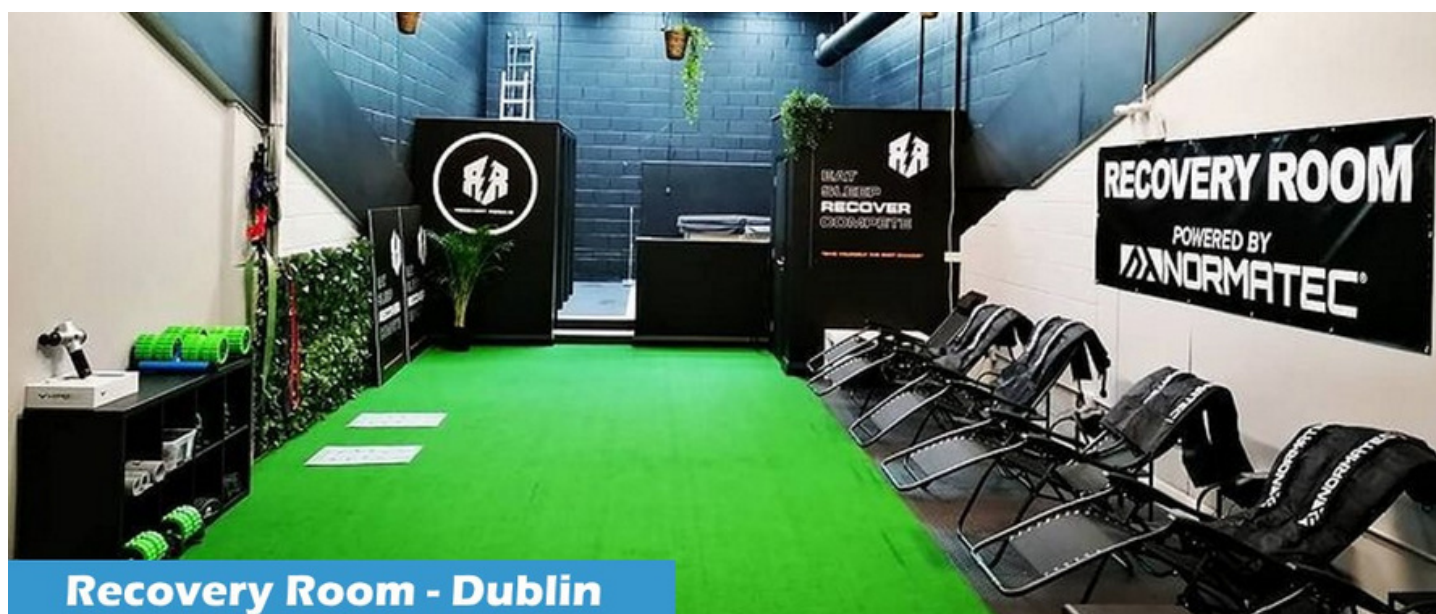




**The Recovery Hub - Thurles**



**South East Sports Recovery**



**Recovery Room - Dublin**



**Recovery Suite - Tralee**

[Click here for  
our Recovery  
Room Page](#)



# Supporting Athletes



"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*



# Supporting Athletes

"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



Kelly Harrington  
Irish Boxing

'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.'

Sanita Puspure  
Irish Rowing

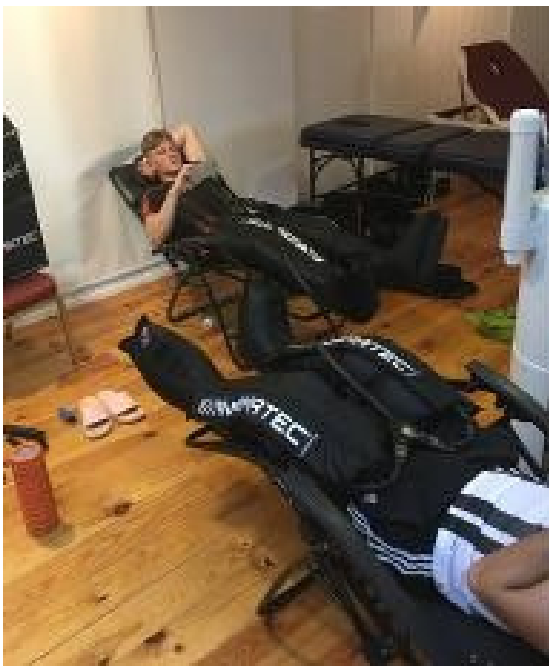


Nadia Power  
Irish Athletics





# Supporting Athletes



Using the NormaTec devices as part of our allied approach to recovery became part of a routine that the players enjoyed and engaged with on a regular basis.

The players ability to be proactive in their own recovery is key & NormaTec provides a solution.

Joe O' Connor  
Head of S & C  
Limerick Senior Hurling

Limerick Hurlers  
All Ireland Senior  
Hurling Champions 2018, 2020, 2021, 2022

I've been using the NormaTec boots regularly over the past two seasons. I find them great immediately after games & the following day to help remove any stiffness or soreness & freshen the legs before the next training session. I also like to use them in the days prior to a game as good preparation.

Pádraic Maher  
Tipperary Senior Hurler

Tipperary Hurlers  
All Ireland Senior  
Hurling Champions 2019





# Supporting Athletes

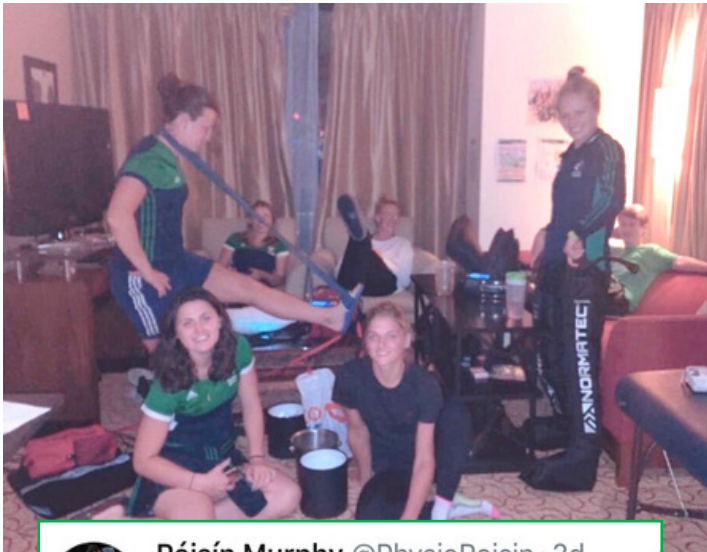


Irish Women's Hockey Team World Cup Silver Medallists 2018



Hyperice

*'Thanks very much to Sports Physio & Performance, preferred Physio & Recovery Technology supplier to Hockey Ireland and to Hyperice for their fantastic support of our teams'*



Róisín Murphy @PhysioRoisin · 3d  
Today we recover..... tomorrow we go again. @IreWomenHockey  
@Sportsphysioirl #chaseit 🍌🍌🍌





# Backed by Research—Trusted by Professionals

## Why Hyperice?



- **Safe Compression & Percussion Devices.**
- **Rigorously Tested and Verified.**
- **Backed by Research Studies.**
- **97% of US Professional Teams use Normatec**
- **Trusted by Athletes worldwide**

**Research & Science** - Hyperice is backed by a huge body of research and studies. This is hugely important as its evidence based technology and especially when looking at a commercial or team Recovery room to have this Research back up. Majority of the other brands do not have any research or studies. We felt this was hugely important when choosing to partner with Hyperice & Normatec as majority of our customers are evidence based practitioners. See next 2 pages for Research Summaries.

**Safety** - FDA Cleared, CE Marked, TGA Registered (risks considered same as massage)Max pressure of 110 mmHg (less than 2.5 PSI) when using the Normatec boots. We feel this is the No 1 feature with the HyperIce brand. Without the proper Research at higher pressures there are naturally concerns as to the safety of those pressures in certain circumstances. Again when considering a Recovery Room that the general public and team will use this peace of mind and reassurance as to the safety of the products is paramount.

**Technology** - NormaTec system utilizes a patented technology that massages the legs, arms, or hips with pneumatic compression to enhance circulation and reduce soreness. NormaTec employs three forms of biomimicry to expedite recovery: Pulsing—dynamic compression mobilizes fluid. Gradient Hold—prevents fluid backflow. Distal Release—allows normal circulation. This patented dynamic compression is hugely effective and again with safety in mind

**Support** - We have been working for many years now with Normatec and Hyperice and the back up and Support to customers is excellent. As distributors this is a key feature to have that support from the Manufacturer so that we in turn can react quickly to any issues and support our customers.

**Worldwide Recognition** - Trusted by the top teams and clinics throughout the World. 97% of the Pro Teams in the US use Hyperice / Normatec to power their Recovery rooms.

**Recovery Rooms in Ireland** - We have helped establish and support Recovery rooms all across Ireland in the past 8 years and have built up a big base of knowledge on what works well and can support you on this. Working with some fantastic Customers too who are very supportive also with new rooms being set up

**Recovery Technology** - As technology evolves Hyperice are to the forefront in terms of Recovery Technology. The Hyperice App allows you to connect the full Hyperice and Normatec range and to link in with world leading Fitness technology to tailor Recovery programs to suit your workload and demands.



# Backed by Research—Trusted by Professionals





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## RESEARCH ON HYPERICE VIBRATION & PERCUSSION

Hyperice is committed to advancing the science of vibration and percussion – paving the way to better clinical outcomes. We fund independent studies exploring the effects of percussive and vibratory therapy. Below is a summary of recently published studies.

### PEER REVIEWED AND PUBLISHED

#### Reduces Pain

The Hyperice Vyper 2.0 vibrating fitness roller is an effective treatment for pain and stiffness, resulting in significantly greater results than a non-vibrating foam roller test intervention.

- *Annals of the Romanian Society for Cell Biology 2021*

#### Decreases Delayed Onset Muscle Soreness

The Vyper 2.0 was as effective at massage at preventing DOMS and restoring concentric strength while also decreasing both pain and LDH levels in the 48 hours post exercise.

- *Central University, New Delhi*

#### Increases Range of Motion

Treatment of posterior shoulder tightness with a single Hyperice's Hypervolt session significantly improved horizontal adduction and internal rotation.

- *Journal of Musculoskeletal Science and Technology*

5-minute treatment of the calf muscles using Hyperice's Hypervolt significantly increased maximum dorsiflexion range of motion of the plantar flexor muscles.

- *Journal of Sports Science & Medicine 2020*

#### Promotes Local Circulation

Physical Therapists reported that mechanical percussion with the Hypervolt increased local blood flow, modulated pain and effectively treated myofascial trigger points and joint range of motion.

- *International Journal of Sports Physical Therapy 2021*

#### Increases Proprioception

Use of the Hyperice Vyper for warm up of the quadriceps and hamstrings versus a non-vibration rolling treatment significantly increased knee ROM, isokinetic peak torque and dynamic balance.

- *Journal of Sports Sciences 2018*

### NON-PEER REVIEWED

#### Increases Range of Motion

Using the Vyper resulted in a 40% increase in ROM and a significant reduction in pain compared to those results obtained with a non-vibrating foam roller.

- *The University of North Carolina at Chapel Hill*

#### Promotes Golf Performance

In a study of competitive golfers, utilization of the Hyperice Vyper protocol optimized their swing through increased elasticity of the posterior chain, leading to an increase in the ratio between ball speed and club speed, as well as distance.

- *Study by Rivet Jean-Jacques (Head of Sport Performance & Applied Biomechanics at the European Tour Performance Institute and Pronko Martin (Biomechanics Engineer at Biomecaswing Sport Performance Center)*



# Backed by Research—Trusted by Professionals

Two Irish Athletes who are also Physiotherapists give their opinion.



ciara mageean

## RECOVERY

**HYPERTOLT**

**R3 ROLLER**

**DIMPLE FIRE BALL**

**NORMATEC**

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

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@SPORTSPHYSIOJRL @TEAMNBMC @PENINSULASPORTS



## 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.



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**T.J. Brosnan**

**8 years experience setting up Recovery Rooms**

**Layout Support—Design & Planning**

**Free Consultation**

**Finance & Leasing Support**

**Recovery Room partners— Cryo Spas & Hot Tubs**

**Revenue Generation support**

**Click here for  
our Recovery  
Room Page**



# Recovery Room Set up Support

## Layout Design & Planning

There are many options to consider when designing your Recovery Room. We can offer you lots of Support on this.

- Space available is obviously a key feature and we can help you optimise this space with a mix of Normatec Recovery Boots and Hyperice Percussion devices.
- Similarly your plans for working with teams or individuals will impact the layout. The flow of the room to efficiently handle a group and the number of stations you will need are all factors.
- Having supported lots of Recovery rooms being set up over the past number of years and interaction with those rooms as to what works best and what doesn't, we are able to help and support you with this knowledge.
- We don't charge for it so doesn't cost anything to ask. Email [matt@sportsphysio.ie](mailto:matt@sportsphysio.ie) or call on 086-6088213 and we can arrange a call / visit to support you with Layout design.

## Finance & Leasing

We offer competitive rental and flexible leasing options through our finance partner – **SME Finance & Leasing** and also from **Humm Finance**.

No deposit required.

**Purchase Leasing** offers an easy and affordable option, after the 12 - 36 fixed monthly payments, you will own the equipment and have the peace of mind that it has been maintained to the highest standards to ensure you enjoy many years of service from your investment.

The Benefits of Leasing

- Working capital is not tied up in depreciating assets
- Cash and credit lines are reserved for other uses
- Payments are fixed which means you can budget effectively

## Additional Recovery Room Equipment

- Many rooms include a Cryo Spa and Hot Tub etc.
- We don't not provide this equipment directly but can support you with recommended partners who offer excellent solutions and who we have worked with on many projects





# Gym & Fitness—Hyperice Recovery Applications



<https://indigofitness.com/blog/5-gym-design-trends-thatll-be-huge-in-2023/>

The health and fitness industry is always changing. Some trends fizzle, others change the game and ultimately the gym space. But how do you know what areas of the industry are worth investing in? In 2023, we're predicting an even bigger shift towards recovery and customers craving variety.

## GYM DESIGN TRENDS TO WATCH IN 2023

Here are the top 5 gym design trends we expect to see evolving the gym space in 2023:

1. More dedicated recovery spaces
2. Pod training takes centre stage
3. Multi-use studios
4. Outdoor fitness is less seasonal
5. Enter Red light training

### Trend #1: More dedicated recovery spaces

Where do your members recover? Is this outside of the gym or do you have a recovery room or space on the gym floor?

In 2023, individuals want to train hard but also train for life. Recovery as part of your training space can ensure clients reach full potential, improve performance and prevent injury.

In order to stand out, we predict brands and facilities will dedicate more space and incorporate different practices to encourage recovery.

More effort than some no-frills stretching matts, foam rollers and lacrosse balls for self-myofascial release.

From Infrared saunas to compression treatment and cold therapy using ice baths.

The challenge is to keep your members recovering in the gym and not losing them to a gym that provides the full wellness suite.

We expect to see operators & independent gyms implementing a recovery strategy to improve overall performance and health for clients. Not just jumping straight into the next workout.

Think less short term results; more unique training environment that attracts additional consumers, long term.

# How does Hyperice elevate the Gym experience

## Phase 1

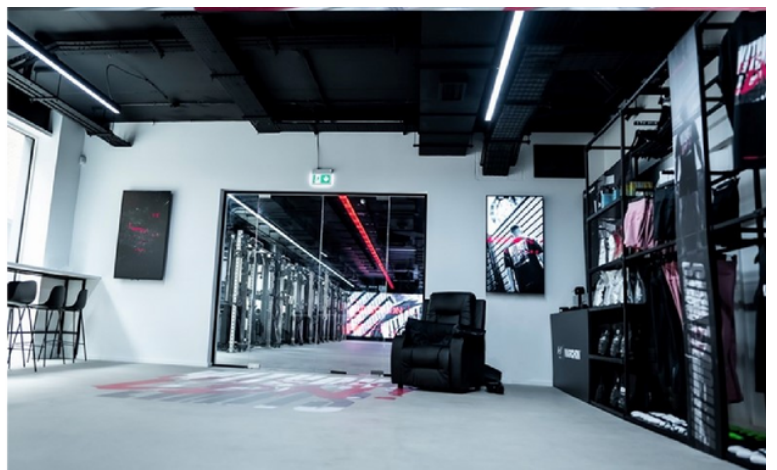
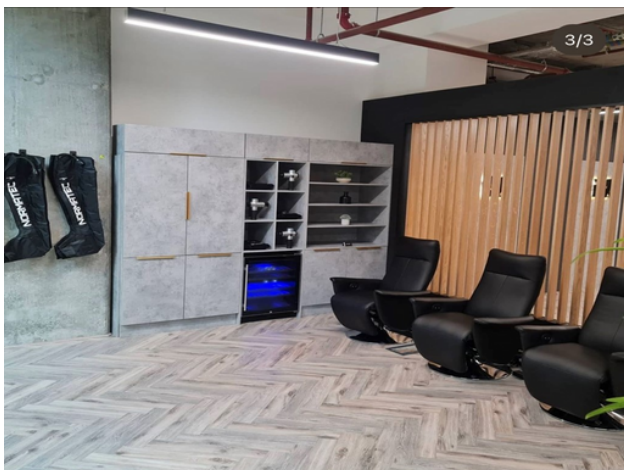
3x2 Charging Stations – These are used as a basic integration within a stretch/mobility area of a gym

## Phase 2

Normatec Integration – This is a great way to expand the Hyperice offering. This can be utilised as a 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





Taking the offering to a new level



# Benefits to the Gym business

## Simple and effective

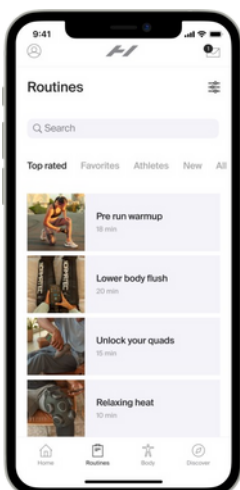
- Only 3 sets of Normatec – low cost vs profit opportunity
- Simple roll-out plan – Offered taster sessions for every client for the first month to create the demand
- Educated every member of staff on what Normatec does and how it benefits the body, as well as how to set clients up with a Normatec session.
- Not staff intensive – Anyone can set them up and no one has to stay with them while doing the session.



## Revenue Generation

- Facility typically charge 15–30 EUR per 30-minute treatment (and offer discounted 10-packs of treatments or unlimited premier monthly memberships)
- Break even in just over one month.
- Helps with both member acquisition and retention. All Athletes and Gym users are more and more aware of importance of recovery and to be able to cover their training and Recovery all in the one facility is a big advantage.
- Attract new clients by marketing Hyperice/Normatec to local teams/clubs/athletes. Great for use at events (races, games, open houses)
- Self-sufficient — acts as an extra set of hands while you work with other clients.
- Make your business stand out, be the first to offer pro-level technology. Keep clients coming back and feeling better after grueling workouts.

Please email [matt@sportsphysio.ie](mailto:matt@sportsphysio.ie) or call on 086-6088213 for typical set up costs for the different configurations and Revenue projections.



## 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 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.

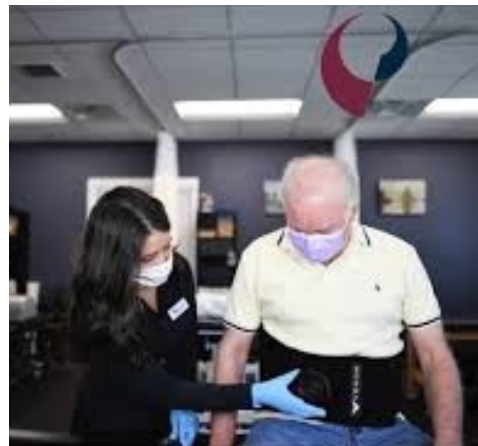


# Physio & Rehab—Hyperice Applications



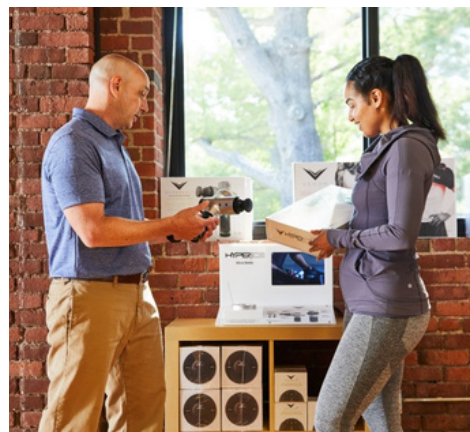
Treatment Modality

Rehab & Pain Relief

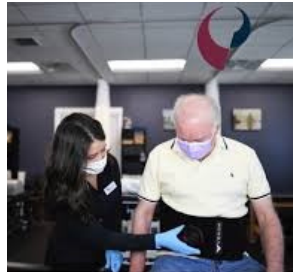
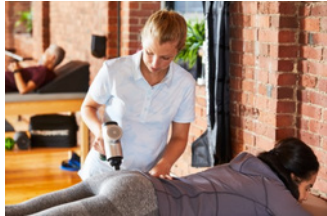


Rehab & Recovery Zone

Rehab Equipment for patients



# Physio & Rehab—Hyperice as part of your treatment



## Physio & Rehab Clinics worldwide use Hyperice in their daily treatments

Hypervolt or vibration rollers to warm up the muscles before treatment.

Loosen and relax muscles that are overly tight prior to further treatments e.g dry needling.

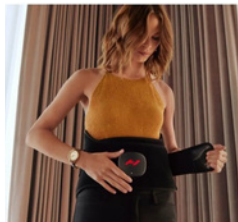
Excellent in the neck & trap area to treat tight muscles. Patients love it.

Helps provide foot pain relief for runners or patients who suffer from Plantar Fasciitis.

Venom Heat & vibration wraps excellent for pain relief. Great treatment for lower back & shoulder. Hypervolts excellent for deeper muscle areas such as Hamstring & Glutes. Help save your hands & thumbs!

Normatec & venom combined recovery session very popular with patients with great outcomes.

## Top 3 popular Clinic Hyperice treatments

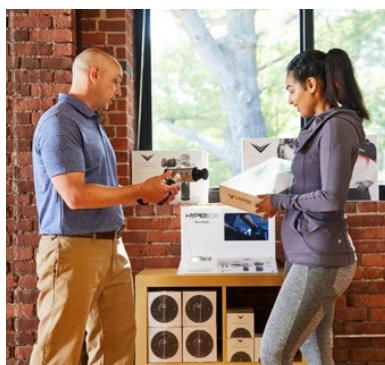


- Hypervolt Massage gun -

Venom heat & vibratory back wrap. Excellent for back pain patients

- Normatec Recovery Boots

## Provide Hyperice range to your patients from your clinic



Many clinics worldwide supply Hyperice products to their patients & athletes. Increasing no of Irish Physio Clinics now offering these to their patients.

Promotes recovery with your patients between treatment visits and hence better outcomes.

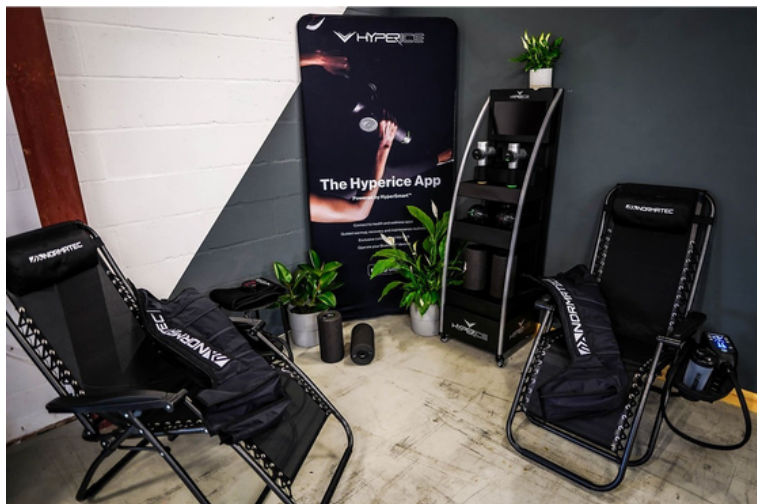
Your athletes use for warm up before training & games and recovery afterwards so reduce the risk of reinjury when returning to sport.

Resellers trade price for Physio & Rehab clinics with a very good margin. Additional revenue stream for your clinic.

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.



# Rehab & Recovery Zone in your clinic



Have you considered a Recovery Zone in you Clinic or Rehab area.

- Doesn't take up a lot of space. 3m x3m area is quite sufficient.
- Doesn't require a separate room. Can be easily set up in your rehab area.
- Excellent Adjunct to your current treatments to encourage Rehab and Recovery.
- Normatec has Rehab programs to help with Injury recovery e.g Ankle Sprain Rehab
- Venom back heat and vibration wrap coupled with the Normatec is an excellent treatment.
- Great for return to sport in terms of managing the recovery and reducing chance of Re-injury.
- Encourages patients to come to the clinic do their rehab and recovery in between treatments.
- Attracts Fit and non-injured athletes to the clinic to recover between their training and competition. If they pick up an injury at some stage they know where you are.

Additional Revenue for your clinic.

- Relatively low set up cost
- Return on Investment in 6-8 weeks
- Doesn't require any additional staff or supervision

*Example of typical Recovery Zone Set up*

2 Sets of Normatec Boots, 2 Hypervolts and 2 sets of Recovery chairs **Cost €1990 + VAT**  
Additional €400 approx. for additional items such as the Venom back and vibration roller

Projected use

20€ per session. Allow Full use of the Normatec, Hypervolt and any other additional products.

Estimate of 6-10 uses per week per each set of boots.

Weekly projected Revenue €300—€400.

Investment paid for in 6 to 8 weeks.

€300-€400 Additional weekly revenue stream thereafter as well as the other benefits above



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