

INTENZA INSTALLATION PORTFOLIO **GYMSHARK LIFTING CLUB**

intenza

There are so many reasons to love sportswear super—brand Gymshark who like Intenza Fitness is devoted to unlocking your potential through fitness solutions. And, when it comes to performing at your max there should be no obstacles. It's no surprise therefore that when selecting the cardio equipment for their elite gym Gymshark selected Intenza's energy—efficient and sustainable cardio solutions, for their staff, that fit with the company's values of excellence and innovation.





Corporate wellbeing strategy shouldn't be a standalone program, it should be part of the culture and values of your organisation: Gymshark's world—class work(out) space offers a refreshing take on wellbeing. The brand invested over GBP5 million in its employee exclusive, 110 sqm studio and fitness centre and, in just twenty—two weeks transformed a former warehouse into a vast fitness facility. The ultimate gym, Gymshark Lifting Club was created to boost wellbeing at its Solihull headquarters.

• **INTENZA 550 Te2 TREADMILL** Designed with great attention to form and function, the award—winning Intenza 550 Te2 Treadmill blends the long lasting beauty of aluminum elements with must—have technology, to create the most superior running experience.





Raising the bar, Gymshark Lifting Club also functions as a back—of—house facility bringing formerly outsourced functions together under one roof and accordingly, this creative hub combines “research and development and working out”. GSLC is also home to a studio space for their branded fitness app, a 100—person auditorium, health bar, R&D factory and several high—tech photo studios; and as an innovation hub for Gymshark’s creative teams, provides unique zones to test new ideas and products.

In the words of Gymshark founder Ben Francis: “during our time in this industry we have had the pleasure of visiting and training at the best gyms in the world. Gymshark Lifting Club will see us combine our favourite parts of each of these gyms to create something which will serve as the ultimate home to anyone really interested in conditioning”.



LIFT



Your gym should be an experience and whilst there's a stereotype that they're all white walls and fluorescent lighting, Gymshark went in the opposite direction. At GSLC walls are finished in inky colours and industrial elements such as pipework and metal columns are left exposed. Throughout, grey promotes focus on workouts whilst the signature mesh partitions afford the perfect backdrop for Intenza's "Soft Grey" 550 cardio line and, through adding neon blue typographic signage, the only thing exercisers need follow is "colour" in order to move between spaces with a different energy. As gymspiration goes, the Gymshark Lifting Club hits the mark.











A fusion of design, function and versatility, the Escalate Stairclimber redefines the category to deliver remarkably effective workouts for all demographics. And, coupled with advanced technology such as Intenzacast™ smart device mirroring and InCare™ self—diagnostic software, facility owners enjoy the value of innovation, impeccable engineering and premium design associated with Intenza products, and members a consistent, versatile and ultra rewarding workout experience.

• **INTENZA 550 Ce2 ESCALATE STAIRCLIMBER** The Ultimate User Experience. Setting a new standard, the 550 Ce2 redefines the stairclimber product category through its Smart Step—Height™ value proposition by offering the broadest range of users from fitness enthusiasts, who recognise the value in being able to regulate step height intensity to active agers, to beginners or those engaging in post—surgery progressive exercise, a spectrum of 20 different step heights 4" through 7.7". Variations in incline, speed and exercise settings allow for a training and exercise experience that is more versatile than any other stairclimber has been able to offer.







THE GYM SHARK LIFTING CLUB







Within the gym, there is an impressive functional rig space, cardio zone, extensive weightlifting/powerlifting stations, free weights and fixed resistance areas, all finished with two group training studios: one traditional studio and one for mixed martial arts.



A dark, industrial interior with a large double door. The door is dark with vertical handles. Above the door, there are metal tracks and mechanical components. A blue light strip is visible along the bottom of the door frame. The floor is made of dark tiles.

**NO SHOES  
OR EGOS  
BEYOND THIS POINT**



# Gymshark Lifting Club Intenza 550 e Series products—

4 INTENZA 550 Ce2 ESCALATE STAIRCLIMBER

4 INTENZA 550 Te2 TREADMILL





## To discuss a project please contact—

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**TO VIEW THE COMPLETE INTENZA GSLC INSTALLATION PLEASE VISIT THE LINK BELOW—**

<https://www.intenzafitness.com/index.php?action=installations#lg=1&slide=0>