



Kelley Industrial HVLS Fans Keep Members Cool While Promoting the Colorful Planet Fitness Brand

Case Study

Organization:
Planet Fitness

Challenge:
Gently circulate high volumes of air in main fitness center club workout area to improve the comfort level for members while creating a sense of high energy via Planet Fitness's vibrant brand colors.

Solution:
Integration of two Kelley® Industrial HVLS fans that are easy for staff to operate and that work together with an existing HVAC system to promote slow and efficient air circulation.

Results:
A comfortable, even air flow that keeps patrons in a wide-open area cooler during workouts of all levels, along with an attention-grabbing fitness center design feature that promotes the recognizable purple and yellow Planet Fitness brand.

Environment:
Personal Fitness

Geography:
Frisco, Texas



Walk into one of Planet Fitness' newest clubs, located in Frisco, Texas, and the company's vibrant, high-energy purple and yellow color scheme appears everywhere eyes can reach. From walls in the hydro massage area and locker room benches, to free weight racks—and even attention-grabbing ceiling fans—the Planet Fitness purple and yellow brand is hard to miss.

To say Planet Fitness is huge on branding is an understatement. And the company's Frisco, Texas club is no exception. In fact, Planet Fitness' highly recognizable brand has helped the company grow to now more than 1,000 club locations across the U.S. That's a long way from its humble beginnings that trace back to 1962 when Planet Fitness started out as a single gym in Dover, N.H.

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Planet Fitness is also well-known for its Judgement Free Zone® approach to providing a high-quality fitness experience in a welcoming (hence, the purple and yellow colors), non-





intimidating and community-minded environment. Planet Fitness clubs are designed to appeal to a broad audience, including first-time and occasional fitness center users. To maximize membership longevity, all Planet Fitness clubs place a strong emphasis on keeping their valued members comfortable and satisfied at all times.

Comfort is crucial to successful club operation

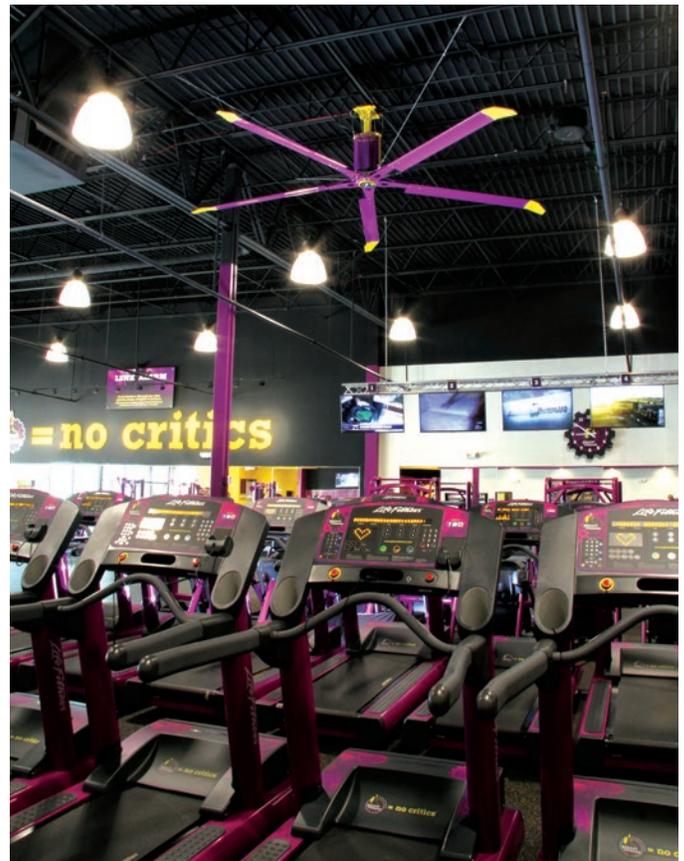
Key to maintaining a high comfort level for all Planet Fitness members is proper air temperature and circulation. While every club member has his or her own tolerance level for warmth and humidity, each Planet Fitness club strives to maintain a workout environment that appeals to as wide a spectrum of members as possible.

While Texas is famous for its sweltering summer season, during which daily high temperatures can range in excess of 100 F, there's no room for such a temperature extreme inside a Planet Fitness club. Planet Fitness' Frisco, Texas club, which opened in spring 2015, strives to maintain a steady indoor temperature of under 74-75 F. The club accomplishes this through its HVAC system along with two Kelley® Industrial HVLS (high volume, low speed) 5-blade fans located at opposite ends of the main workout area.

Planet Fitness clubs are also well known for their wide-open interior workout space. The two 14-foot diameter Kelley Industrial HVLS fans are optimally sized for the Frisco application so that they move just the right volume of air while turning at a slow rate of speed. The slow fan speed ensures that air is circulating in such a manner that it doesn't disturb members during their workout experience. With the club open 24 hours a day, the fans are in constant use and only turned off to clean the fans' blades.

"The fans prominently feature the Planet Fitness purple and yellow colors and are

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one of the club's features new members first comment on because they're so large and stand out against our black ceiling," said Skylar Offutt, Club Manager, Planet Fitness. Each of the Kelley Industrial fan motor housings and blades are painted purple, while each end of the motor housing sports a yellow stripe and the blades' winglets are painted yellow for a dramatic visual effect while the fans are turning. For a finishing touch, each fan blade hub displays the familiar Planet Fitness "thumbs up" gear-shaped logo for additional brand recognition.

Working closely with Dan Linder, HVLS Fan Sales Manager, Entrematic and distributor Tim Keck of The Miner Corporation on the Kelley Industrial fans project, Planet Fitness also had to meet local fire safety code requirements. The Industrial fans are linked in to the club's fire suppression system, and as a result, the fans will shut off automatically if the sprinkler system is activated.

"The fans are painted Planet Fitness purple and yellow and are one of the club's features new members first comment on because they're so large and stand out against our black ceiling." – *Skylar Offutt, Club Manager, Planet Fitness, Frisco, Texas*

Kelley HVLS fans to the rescue

Offutt, who previously managed two Planet Fitness clubs, has been managing the Frisco, Texas club since it opened and was actually instrumental in helping select the club's location. Offutt related a recent HVAC and plumbing maintenance issue that his club experienced when it needed to shut down its two air conditioners for a week. During that time period, when daily outdoor high temperatures were reaching in excess of 90 F, he was able to make a slight adjustment in the fans' speed and the added air flow helped to compensate for the lack of air conditioning in order to keep club members cool and comfortable.

"We're quite pleased with how well the fans increased air flow to help keep the inside air temperature at an acceptable level during our A/C outage," Offutt explained. "The fans really came to the rescue."

Regarding ease of operation, Offutt noted that he's primarily responsible for all fan settings and speed adjustments. His previous experience managing other Planet Fitness clubs included operating big fans from another vendor. "With those fans, the controls were difficult to use and would often fall into strange modes unexpectedly that made it difficult to change speeds and to even start and stop the fans," Offutt pointed out. "Bottom line, they were complex to use compared to our Kelley fans which have an easy-to-use touch screen and basically only require four simple buttons to operate."

Should Planet Fitness' Frisco, Texas location ever again lose its air conditioning for an extended period, club staff and members can rest assured that their two Kelley Industrial HVLS fans will keep the club cool and comfortable while repairs are underway.

