

THE FITTEST FANS ON EARTH

FOR GYMS AND FITNESS CENTERS, BIG ASS FANS DO THE HEAVY LIFTING IN COMFORT AND SAVINGS.

Improved Workouts

For as long as people have been exercising, they've been looking for better ways to exercise. In addition to making gains, dropping weight, or building skills, gym-goers also want a workout atmosphere that's clean and inviting, comfortable, and conducive to training. However, with today's fitness centers ranging from large facilities with a variety of recreational spaces to small garage gyms to post-industrial warehouses, members' comfort is often overlooked. Big Ass fans boost the workout experience for those languishing under hot, stuffy conditions.

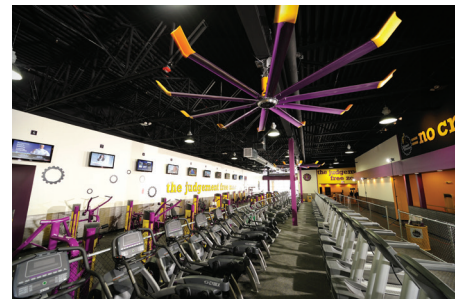
By evaporating sweat, the airflow from Big Ass fans carries away excess body heat, helping to minimize heat stress. Though people under the fans might sweat just as much, Big Ass fans increase comfort by accelerating the body's natural cooling process.

Reduced Energy Use

Heating and air conditioning account for about 40% of energy use in commercial spaces, and it adds up quickly. In Lafayette, Louisiana, Gladiators Academy was struggling with energy bills close to \$3,000 a month just to keep its members cool during the brutal summer months. But when the martial arts center installed a 14-foot Big Ass fan, the owner was able to raise the thermostat 8 °F without sacrificing comfort.

Better Branding

Big Ass fans offer more than just comfort—they can also serve as branding tools customized with gym logos or colors to heighten their guests' experience, such as with Planet Fitness' purple and yellow powder-coated fans or Edge Fitness' fans that sport the company's signature red on their wingtips, airfoils, and motor housings.



“LAST JUNE, MY POWER BILL WAS \$2,700. THIS JUNE, MY BILL WAS ONLY \$880. WHEN I SAW THAT, MY JAW DROPPED.”

**TIM CREDEUR
OWNER AND HEAD INSTRUCTOR
GLADIATORS ACADEMY OF LAFAYETTE**