



pulse  
group

Building stronger  
profitable  
partnerships.

#TogetherWeCan



# Welcome

#TogetherWeCan

The Pulse Group is a leading global provider of bespoke and innovative leisure solutions. Pulse offer a wide range of services through its four separate divisions.

Sometimes the numbers can just speak for themselves: over 38 years at the heart of fitness, working as partners with more than 75,000 leisure facilities – from military and educational establishments to private luxury leisure clubs.

In 31 countries. Covering 6 continents.

Founded by 2 brothers – now with a team of over 300+ – we are 4 dedicated divisions offering a complete service from initial design and build through to long-term business support; all backed by our unique portfolio of 250+ pieces of fitness equipment. They're big numbers which make us the UK's No.1.



Powering the best of British design.



Creating leisure developments fit for the future.



Bringing the beautiful game to everyone.



Experts delivering healthy profitable partnerships.



"This is still very much a family business. The only difference is, the family's 500-strong now. We all work to the principles we started with; unbeatable quality and absolute integrity. And even though we've been on this journey together for the best part of forty years, it's still exciting – we feel like we're just getting started."

CHRIS JOHNSON  
Managing Director

DAVID JOHNSON  
Production Director



# Powering the best of British design.

Engineering excellence meets commercial acumen. Our equipment incorporates the very best in British design alongside the most innovative and advanced ideas from around the world, which is how our equipment will uniquely engage all your members.

Powered by the best of British design, our equipment makes the world a healthier place.

#DesignedToPerform

## Our services include:

- Account Management
- Site Survey
- Equipment Supply
- 2D Gym Layout
- 3D Gym Design
- Service and Maintenance
- Marketing Support
- Accredited Training

# Designed to be better. Made to last longer.



## STRENGTH

250+ Pieces of fitness equipment. Everything's worked out perfectly; this expertly designed collection can be used easily and comfortably by all ability levels.



## CARDIOVASCULAR

Keeping hearts pumping and minds active at the same time, our energy-efficient, ultra-reliable range combines the most advanced thinking with designs which are built to last.



## CONNECTIVITY

Wonderfully intelligent, intuitive and interactive software which will keep your members entertained, engaged and motivated to return.



## ACCESSORIES

Everything and anything needed to provide the complete gym fitness experience.



## FUNCTIONAL RIGS

More than 40 high performance, highly effective exercises in one space means more of your members can keep active and engaged even during the busiest sessions.



## FREEWEIGHTS

For the first-timer or professional weight trainer, the gym or a dance class, this is a hardworking, hardwearing, super-durable range all your members can use and use and use.



## PLATE LOADED

Stronger for longer – this tough, durable high performance design delivers exceptional strength training.



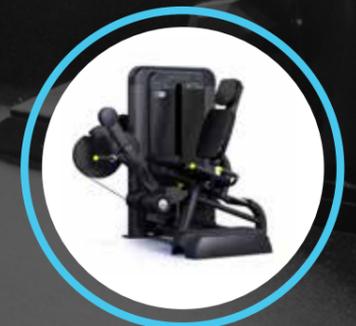
## GROUP CYCLING

Our super-durable, easy to maintain equipment is designed to go the extra static mile so you can run more classes, more often.



## INTERACTIVE

Our unique exercise, recreational and educational technology makes fitness fun for everyone.



## IFI FITNESS

We are committed to complete inclusivity and fitness for all. We supply more IFI-accredited commercial fitness equipment than any other UK supplier.

# We can be with you every step of the way.

Everything from a brisk cosmetic gym refurb' to a complete new leisure centre construction scheme. With our experts in design, engineering, construction and meticulous project management ready to smooth each part of the process.

From strong foundations to finessed finishing touches, we deliver outstanding leisure developments.

#### Our services include:

- Design & Build
- Renovation
- Architectural Services
- Interior Design
- Project Management
- M&E Engineering Services



# Our dream to get more people playing more football.

So, we work with new or existing facilities to provide whole communities with the very best all-weather, multi-use pitches. We can build, renovate, operate and manage facilities to keep them self-financing and running smoothly. All the while, keeping players of all ages and abilities safe and well.

Successfully bringing the beautiful game to everyone who wants to play it.

## Our partners include:



## Our services include:

- New artificial pitch facilities
- Renovation of artificial pitch facilities
- Operational support
- Marketing and sales support
- Operational software provision
- Ongoing maintenance of facilities





#TotalLeisurePartnerships

# Whatever the business, we'll find a solution.

A solution which works for everyone and fits the bill, whatever the budget. A solution which drives success and helps any facility operate at peak performance. Pulse Solutions are scalable; so, they can range from the complete creation, implementation and management of a facility through to precisely defined and specialised roles including sales and marketing support, IT services, membership and direct debit collection.

Our all-round expertise builds stronger leisure businesses and creates truly profitable partnerships.

## Our services include:

- Business Planning
- Marketing
- Sales
- Operational Management
- Training
- Customer Service
- Membership Management
- IT Solutions



# A turnkey solution. State-of-the-art fitness facility in just 10 weeks.

"Pulse presented us with a total, bespoke solution of design, build and operational management based on extensive market research and their previous work in the education sector."

Director of Sport Imperial

  
**10 Year**  
Partnership with  
Imperial College  
London



**Value**

£1.3m

**Timescale**

10 weeks

**Facility**

The three storey 867 sqm centre features an 80 station fitness suite, group exercise studio, group cycle studio, male and female changing accommodation and reception.

**Pulse Contract**

A 10 year Pulse Investment & Operational Partnership to design, construct, project manage, supply equipment, staff, market and operate the facility.



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