

ESCAPE DECK 2.0.



escape ®

DISRUPTION IN THE FITNESS INDUSTRY.

01



A CHANGING COMPETITIVE ENVIRONMENT.

Ten years ago, brands such as 24 Hour Fitness, Fitness First, LA Fitness and many other regional equivalents were bringing their **conveniently located, affordably priced clubs** to more consumers. The future looked bright for this type of club.

For example, BC Partners acquired Fitness First for a record \$1.5bn and they were excited about building on its base of 1.1m members through its value for money clubs.

However, soon after this deal **low-cost gyms began emerging** with a narrower, stripped back 'do it yourself' fitness offering. Monthly fees were more than 50% lower than the national average price.

The new competitive environment had a big impact. The industry that was once known for its healthy profit margins now had to deal with the lowest prices in its history.

Many large **traditional fitness brands suffered**. In 2012 Fitness First had to be rescued by US hedge funds through a £550m debt-for-equity swap. In 2014, LA fitness was forced to shed nearly half of its clubs.



BUSINESS MODELS CHANGING AGAIN.

So are the low-cost operators of ‘do it yourself’ gyms really in the driving seat? According to Forbes Magazine, ‘**the low-cost market is now very competitive** and already highly penetrated by undifferentiated brands’.

The sector is under threat because **the industry is turning again**. This time, the consumer is realising that they have a lot to gain from moving away from undifferentiated, solitary, DIY fitness.

New group-focused businesses are building a sense of community by creating, **dynamic, instructor-led fitness experiences**. Consumers are buying into these experiences and are prepared to pay for the privilege.

For a growing minority it’s no longer a question of ‘how little can I pay?’. The question now is ‘how much can I pay?’, with a single 45 min boutique experience from someone like Barry’s Bootcamp, Orangetheory or SoulCycle costing more than a month’s membership at a low cost gym.



A NEW APPROACH IS NEEDED.

With the nature of competition changing, and strong pressure from all sides, it's clear that **clubs need to find ways to grow revenue** from their existing members and attract new people through the doors.

Escape Fitness is committed to helping clubs do this by developing innovative products and solutions that have good revenue potential. This is the type of support clubs need in order to grow in this dynamic and challenging business climate.

Escape Fitness has sat at the table with some very large and successful operators from around the world, and we are seeing big changes in their direction and strategy. As the industry recovers from its race to the bottom, **operators are re-evaluating their offering** in an attempt to carve out a niche.

Being on the inside and having this insight led to our strategic decision to lead this change through innovation. One of the areas we are especially excited by is **the trend for group exercise**, and we believe we can have a positive impact in this area.



THE POWER OF GROUP EXERCISE.

Clubs everywhere are finding that **group exercise is good for business**. A recent study of 10,062 members found that group exercisers are 26% less likely to cancel than gym-only members.

Another reason that group exercise makes business sense is that it requires a relatively low level investment compared to servicing a similar number of people on the gym floor.

To give you some numbers, there are now **more than 15 million people a week doing Zumba in 200,000 facilities across 180 countries**, while Les Mills have **over 13,000 studios running BODYPUMP** classes.

The growing popularity of this sector, combined with the lack of product innovation within it, helped us to decide to take on the challenge of creating **a cornerstone step-based platform product** for the group exercise space.



A PLATFORM FOR THE WAY THAT PEOPLE WANT TO WORK OUT.

To meet the challenge of boutique and specialist gyms, clubs need to offer group training workouts that deliver what members want the most.

That means an end to the boredom, some genuine variety in their workout schedules, **more fun, more socialising with other people with fitness goals**, and better results from their investment in time, money and effort.

Ticking all of these boxes is the Escape Deck 2.0. This is a **training tool that enables trainers to deliver outstanding group workouts**. It's also universal in its appeal, and flexible enough to be adapted to different participants' abilities.



INTRODUCING THE DECK 2.0.

THE PERFECT THREE-IN-ONE PLATFORM.

With the Deck 2.0, Escape Fitness has the perfect focal point for large and small group training. **It's easy to set up in three different modes (Step, Ramp and Bench)**, giving clubs and instructors a basis for programming that includes several different styles of training in a single session.

The Deck 2.0 can be used for **step, bodyweight, plyometric, resistance and strength exercises**, with fast transitions between each style. This makes it ideal for fast-paced group workouts where the emphasis is on achieving a lot in a short space of time, while maintaining each user's interest and motivation.



UNIVERSAL APPEAL FOR TRAINERS AND THEIR CLIENTS.

One of the best things about the Deck 2.0 is that trainers will already be familiar with most of the moves that it's designed for - steps, lunges, push-ups, squats, burpees and so on. Trainers can **easily translate these familiar exercises to Deck workouts** with no huge learning curve.

Clients and members will also adapt to the Deck quickly. **Deck workouts can be based around simple techniques**, yet still deliver a challenging workout. For example, you can get people moving to music but there's no need to teach complex dance moves.



THE BRAINS BEHIND THE ESCAPE DECK 2.0.

Launched in 2014, the Escape Deck 2.0 was developed in collaboration with the team at **Progressive Sports Technologies**.

Established in 2001 and operating from the **Sports Technology Institute at Loughborough University**, this is the world's largest sports technology research group focused on mechanical and manufacturing engineering.

They have state of the art laboratories and resources, and long-term partnerships with leading brands including Nike, Puma, Adidas, Reebok and Callaway.



THE THREE DECK 2.0 SET-UP MODES.

MODE 1: STEP.

First, the Deck 2.0 can be used as a platform for step exercise. There are in fact two Step modes: Low and High.

The **Low Step** height of 20.5cm is higher than most step platforms, but we believe this to be ideal as the optimal stepping height for low impact aerobics, maximising the physical benefits of stepping while minimising orthopaedic stress.

When clients are ready to move up to something more challenging simply raise the Deck to 35.5cm. This **High Step** setting adds intensity and is therefore recommended for step-style moves at slower speeds of up to 45 reps per minute.



MODE 2: RAMP.

Putting the Deck 2.0 into **Ramp mode** enables exercises to be performed on an incline or decline. The fact that the platform top and the legs are connected makes it especially stable, and suitable for even the hardest-hitting exercises.

Working in this mode enables the instructor to train muscles in the lower leg in ways that wouldn't normally be achievable on flat platforms. With safety in mind, the angle created in Ramp mode is 8°, which is the angle of normal-to-moderate dorsiflexion in the ankle joint in the average person.



MODE 3: BENCH.

Get the Deck 2.0 into **Bench mode** and it becomes a great place to train with barbells and dumbbells. This makes it a superb platform for BODYPUMP and other group exercise sessions where cardio and strength moves are combined.

In this mode you can choose **Flat Bench** (the same as the High Step setting), **Uphill Bench** or **Downhill Bench**. This choice of positions opens up lots of options for exercise programming.

Usability is excellent, with a 30/70 split between the seat and the backrest to enable even tall users to sit comfortably. We've also designed it so that the backrest can be adjusted to three angles (30, 45 or 70 degrees) to cater for a variety of exercises and intensity levels.



ULTIMATE VERSATILITY AND QUICK TRANSITIONS.

The fact that the Deck 2.0 can be set up in three different modes - **with a total of 16 different configurations** - makes it the ultimate platform for varied workouts. A single Deck-based workout can include cardio step moves, plyometrics, work with resistance tubes and strength exercises with dumbbells and barbells.

Instructors and their clients will love the fact that **all of the different settings are quickly and easily achieved** by simply changing the position of the legs and backrest.



A CLOSER LOOK AT THE DECK 2.0.

ANATOMIC TARGETS.

It's the component that users come into contact with the most, so it's no surprise that so much thought went into the top mat.

The most noticeable feature is the **anatomic targets** that allow instructors to give very specific commands for accurate positioning of feet and hands, even when clients are working at speed or are fatigued.

To determine the optimal width for the targets we took measurements of real people from around the world. This established the average skeletal width of the pelvis and feet when stepping, and the width of the chest, shoulders and hands when in push-ups and similar positions.

In **Ramp mode**, the targets can be interpreted as being **low, medium and high**, so users can quickly switch between intensity levels by simply changing the targets they are using.



INTELLIGENT SURFACE.

The **surface texture** has also been carefully engineered, with no less than **five different textures and patterns**. The surface provides aggressive grip where feet are most likely to touch the Deck. Areas where there is a likelihood that hands will be placed are more tactile.



LOCKABLE LEGS.

The Deck 2.0 has **two folding** legs permanently connected to the platform, attached by cleverly concealed hinges. This ensures that transitions between settings and exercises can be performed quickly and safely.

There is no need to be delicate when changing the leg position. Pick up one end of the Deck and sweep the leg back with one swift movement. This locks the legs in place, and these **locks can be easily disengaged** when you want to return the legs to the low setting.



THE BACKREST.

The backrest design is key to the overall performance of the Deck 2.0 as both a step and a bench. The **width of the backrest allows for optimal range of motion** to be achieved when performing strength moves such as a barbell chest press or a dumbbell fly.

The length of the seat/backrest is a 30/70 split, so when users are seated they are well supported by spreading compression forces through the seat. The tensile strength of the backrest means that users can confidently generate torsion.



BACKREST SUPPORT STRUT.

In order to fully support the backrest there is a **support strut**. This may look like a piece of plastic, but it is in fact constructed from two steel rods encased in plastic. This component weighs less than 1kg, yet it has been **compression tested with more than 200kg of loading**.

The second impressive characteristic of the support strut is the clever way it slides into the leg of the Deck 2.0. This has enabled us to achieve all three of the classic angles that you see in traditional weight training benches: 30°, 45° and 70°.



RESISTANCE TUBE CHANNELS.

There are **six resistance tube channels** spread through the Deck 2.0: four in the backrest and one in the bottom of each leg. These channels provide a clear route for elastic resistance tubes to be threaded securely through the platform.

The secure connection gives users the confidence to pull hard on the tubes and reassurance that the tubes will not be damaged.



STORAGE BOX.

The **integral storage box** can be used to keep resistance tubes out of the way when not in use. It's another feature that supports the concept of fast transitions between exercise styles.

The storage box is also handy because people bring bottles, keys, towels and phones to workouts, all of which can get in the way and pose a potential tripping hazard. The storage box enables users to keep all this paraphernalia safely out of the way.



DECK TRAINING AND PROGRAMMING.

EMPOWERING YOU TO DELIVER SUPERB GROUP TRAINING WITH THE DECK 2.0.

With the suitability of the Deck for group training as our starting point, Escape has developed **product training and programming packages**. These truly empower trainers and clubs to adapt and develop exercises for better outcomes for their clients.

The Deck's combination of flexibility and simplicity means that any competent trainer will be able to get clients working out on the Deck – but our programmes deliver knowledge that can **open the door to delivering the very best standard of group training workouts**.



DECK 2.0 PRODUCT TRAINING WORKSHOP.

This workshop includes a video and manual that **equip trainers with a wealth of knowledge about the Deck's features and set-up positions**, with numerous tips on optimum usability. This is followed by a **video library of more than 30 essential Deck exercises**, many of which incorporate dumbbells, barbells and resistance tubes for greater variety.

We have also included a series of **six Deck workouts designed for up to eight people**. Each workout uses simple circuit training methodology and can be adapted to fit up to a 45 minute time slot.

Participants also get a video showcasing the **Deck Time Trial**; a fantastic way of assessing and comparing clients' fitness now and in the future.



HIIT THE DECK GROUP TRAINING PROGRAMME.

The HIIT the DECK programme is all about giving trainers and clubs a **complete solution for delivering fantastic small and large group workouts**. It's a great package that includes all of the content of the Deck 2.0 Product Training Workshop AND the resources they need for running large group exercise-to-music workouts.

Deck guru, Steve Barrett, has put together **three fantastic full-length workout videos**, with each one blending cardio, strength and plyometrics. You also get the **music to use when you run the workouts** in your club, so it really is a comprehensive off-the-shelf solution.

Once trainers have become familiar with the workouts they will be able to create their own following a similar format. That means that these three workouts lay the **foundation for years of programming**, full of variety to keep members motivated and engaged.



DECK.

WHAT THE DECK 2.0 TRAINING AND PROGRAMMING PACKAGES DELIVER.

The availability of the Deck 2.0 - and the training and programming - means that clubs can deliver **an experience that competes head-on with what's happening in the boutique gyms.**

Everyone who experiences an Escape Deck group workout wants to come back for more. It's the combination of varied high intensity exercises and a highly motivational group environment that gets people hooked – and it's an almost guaranteed way for them to meet their fitness goals.

We invite clubs to talk to Escape Fitness about how the Deck 2.0 can bring them a new source of member engagement and help to position them as **a great destination for superb group workouts.**



ESCAPE IS THE COMPLETE PLATFORM SUPPLIER.

Escape is the only company to offer three great platform products:

1. **Escape Deck 2.0** - a revolutionary exercise platform that can transform into a bench for HIIT training.
2. **Escape STEP** - a multifunctional piece of training equipment, either standalone or in combination with RISERs.
3. **Escape RISER** - an ultra-affordable, compact solution.



THANK YOU.



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