



PHYSIQUE

RETURN ON INVESTMENT

SportsMed Products Limited

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REHABILITATION TECHNOLOGY

Summary

Physiquipe opened their clinic in Manchester, England in November 2012. The clinic offers rehabilitation, sports medicine, and massage services to a range of clients including Olympic athletes, local runners, and those just looking to get fit or lose weight. Owner Andy Thomas founded the facility with the goal of providing the mainstream public with access to cutting- edge equipment that helps achieve results for his clients while also remaining profitable for his overall business.

Findings

After extensive research, Andy chose to include the AlterG® Anti-Gravity Treadmill® because it would speed up the rehabilitation process and provide his clients with the most advance technology available. Andy cited that the popularity of the Anti-Gravity Treadmill at "top sports and physiotherapy centres around the world" as well as, the differentiation it would provide in a competitive market as reasons to purchase the unit.

Conclusion

Within 12 months of Physiquipe opened without any existing clients. The clinic was bringing in £1,500 per month solely through Anti-Gravity Treadmill packages which has grown steadily ever since. The unit is was only running at 25% capacity in 2012 and by 2014 the Anti-Gravity Treadmill was generating £3,000 per month, as usage has grown every month since opening. Physiquipe has set up programs using the Anti-Gravity Treadmill with local Disablement Services groups, case management companies, and running clubs.

Testimonials

"I knew that if I got an Anti-Gravity Treadmill my clinic would be unique in the local area and offer something 'different' in what is otherwise a very competitive market. Equipment Can Generate Significant Revenue. The AlterG Anti-Gravity Treadmill has brought in so many people that I know we wouldn't have got through the door if we were offering just standard massage and therapy sessions"

Andy Thomas, Physiquipe Owner

Package	180 minutes (3 hours)	420 minutes (7 hours)	720 minutes (12 hours)
£ per session	£100.00	£200.00	£300.00
£ per min	£0.55	£0.47	£0.41



WE HELP PEOPLE TO GET MOVING

SportsMed Products Ltd is dedicated to getting people moving. We are constantly researching what is new in the market and always looking to uncover new technologies that will help people to recover from injuries or to perform better.

Exclusive distributors of AlterG, as well as many other innovative products to improve fitness, health and recovery, we bring an outstanding service for our customers.