

# Creating a Member Oasis

Addressing members' emotional needs is as critical as meeting their physical needs. That's why ensuring that their visit to your spa is as rewarding as possible is key to their overall club experience. The following IHRSA associate members offer a variety of spa products and services that can help make members' spa moment a wonderful and memorable one.

## A-1 Textiles



Towels are among the biggest monthly replacement items for all clubs. They often "walk" out the door or simply wear out. According to A-1 Textiles, they must be manufactured to withstand the constant washing, bleaching, and over-drying that they're subjected to anywhere from 1-10 times a day. At the same time, members want their towels to be white, soft, and absorbent. The Golden Mills towels that are carried by A-1 Textiles are manufactured for both durability and performance.

"One of the key concerns that owners, club members, and employees have relates to the germs and exposure that occur in the health club environment. Given that, the cleanliness of towels becomes even more important," points out Carol Moran, A-1's president. "A towel can be touched by 8-9 people during the cycle of washing/bleaching/drying/usage, so its exposure to germ containment is truly unbelievable. Our Golden BioCare towels are treated with a water-based, antimicrobial finish during our manufacturing, which remains effective even after 100 washings."

**Contact:** [www.a1athleticstowels.com](http://www.a1athleticstowels.com), 800-351-1819  
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## Ace Styline



Ace Styline is a national manufacturer of custom millwork, cabinetry, and décor items for the club, fitness, and spa industries. Since 2007, it's been using only environmentally friendly products, when available, in the manufacturing process. Its projects typically qualify for LEED credit and meet current CARB

standards. The company uses the most current components to build clients' items and provide a custom look. Ace bills itself as a "family owned business, committed to working closely with a client's staff or design team to become an integral part of the project team, whether building a new facility or remodelling an existing one."

Ken Kruss, the president of Styline, says, "Since 1953, our success has been based on understanding the needs and desires of a project's ownership, and combining those with the design team's intent, while ensuring on-time delivery and a realistic budget. Whether a club is building a new facility or remodeling an existing one, we're committed to making sure that it's innovative, complete, and reflects the client's objectives in the millwork and décor."

**Contact:** [www.acestyline.com](http://www.acestyline.com), 312-942-0152  
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## HydroMassage

HydroMassage is a satisfying club amenity that offers members a 10-minute, deep-tissue massage without requiring any staff supervision. Its interactive touchscreen allows users to control every aspect of the experience, including speed, pressure, and area of massage.



"Most Americans love massage therapy, but just can't afford it on a regular basis. Instead of having to pay more money for a 'hands-on' massage, members can enjoy a HydroMassage after every workout at a really affordable price," explains Kevin Conaway, the company's marketing director. "In tough economic times, one of the most important things club owners can do is focus on creating new sources of nondues

## 'In Tough Times, Spas Stress Stress'

revenue. The demand for new amenities such as HydroMassage is actually increasing despite the downturn in the economy."

**Contact:** [www.hydrmassage.com](http://www.hydrmassage.com), 800-699-1008  
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### HydroTher



The HydroTher Massage Bed is a self-contained, dry-hydrotherapy massage system that combines the benefits of floatation, heat, and massage. Users lie on top of a bed of warm water and are kept dry while nine high-pressure water jets deliver a full-body massage.

The unit's "cashless payment system" requires no staff, which allows even 24-hour facilities the opportunity to offer massage services.

"The HydroTher Massage Bed is an alternative massage treatment that provides all of the physical and emotional benefits of traditional massage," says Dale Papke, the president of HydroTher. "It complements a club's personal training or tanning services, and is a great tool for increasing sales, retention, and member satisfaction."

**Contact:** [www.hydrother.com](http://www.hydrother.com), 800-891-5811  
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### Jade Distribution, Inc.



Jade Distribution specializes in bulk liquid solutions, and offers a wide range of environmentally friendly "green" products for clubs' shower and sink areas. The company also carries an extensive assortment of specialty spa products, including robes, slippers, spa wraps, razors, combs, and towels.

"Jade can also help clubs create custom-logo retail lines for their spas or pro shops," indicates Dan Brown, the president of Jade. "We'll send clubs complimentary samples of some of our special retail products printed with their full-color logo. There's no setup fee or printing charge, and clients can get as few as 24 units at a time. If they want to offer their own line of bath salts, lotions, and shampoos, we can help with that, as well."

**Contact:** [www.jadedistribution.com](http://www.jadedistribution.com), 800-785-5233  
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### Qi BodyWorks

Qi BodyWorks, by SPORTSMITH, is a line of "healthy body amenities." Formulated specifically for athletes and fitness enthusiasts, the line, which includes shampoo, conditioner, body wash, and moisturizer, is ideal for health clubs.

"Qi is a perfect combination of nutrient-rich botanicals, essential oils, and natural herbs," explains Brad Schupp, the president of SPORTSMITH. "In a recent survey, 74% of the respondents reported that they brought their own personal-care items to the gym because they preferred products with quality ingredients. Many noted that, 'My gym's shower products contain cheap chemicals.' However, 82% of them said that they'd purchase Qi if it were offered by their club."

**Contact:** [www.qibodyworks.com](http://www.qibodyworks.com), 877-832-6143  
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### Ready Care Industries

Ready Care Industries offers premium locker-room amenities, including a variety of massage treatments, manicure supplies, and private-label retail products. The company produces the Body Eclipse Professional Spa line, a collection that includes shampoos, conditioners, bath gels, and body lotions in a number of different fragrances.

"We're known for serving health clubs, and more and more of them are offering spa treatment services," reports Gary Robie, the CEO of Ready Care. "We offer solutions for them in that area, too. We use only the best ingredients, including botanical extracts, vitamins, and minerals, to maintain our reputation for quality. Our spa amenities, like our locker-room amenities, are in-stock and ready to ship the same business day."

**Contact:** [www.readycare.com](http://www.readycare.com), 800-477-4283  
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### Sports Solutions

Sports Solutions offers a wide range of locker-room, shower, and vanity-presentation amenities. The company has no less than six different lines of aloe and vitamin-enriched spa and sports liquids; and its vanity containers are available in a wide range of finishes. Sports Solutions is also able to provide some 600 other spa and locker-room essentials.

"Today, consumers gravitate toward personal-care products that are made from natural ingredients and are environmentally friendly and ecologically responsible," says Laurie Schmidt, the president of Sports Solutions. "Our five new Nutri-Essence Naturals lines are derived from 95%-98% natural plant ingredients, including vitamins and hydroxyl lactylates. They're free of parabens, gluten, petroleum, and animal byproducts. They're not just environmentally friendly, but are also high-quality spa products."

**Contact:** [www.sportssolutionsinc.com](http://www.sportssolutionsinc.com), 800-969-8008  
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