

CUSTOMER SPOTLIGHT PERSONAL EDGE FITNESS



PERSONAL EDGE
FITNESS



Location
Mobile | AL
Daphne | AL



Facility Type
Independent Gym



SportsArt Products
15

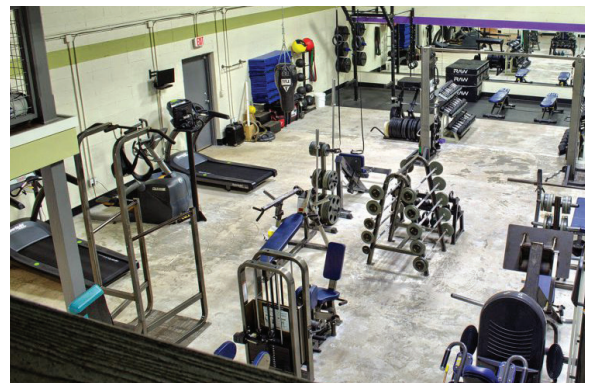


Facility Size
Mobile: 8,500 sq. ft.
Daphne: 1,750 sq. ft.

Based out of Alabama, Personal Edge Fitness focuses on individualized training and programming for its clients of all abilities, from post-op patients rehabbing from surgery to elite athletes training for their next competition. Founder and Owner Garret Williamson believes one size doesn't fit all when it comes to training and that each individual is different. Their goal is to help each individual achieve their own level of fitness—or "Personal Edge."

With a focus on providing high-quality personal training, Williamson knew he needed to have highly-educated staff and quality equipment that could serve a wide range of clients. Personal Edge Fitness trainers possess a minimum of a bachelor's degree in sports medicine, exercise physiology and more, so it was necessary that the exercise equipment matched the quality of coaching. With the prospect of opening a second gym location in Daphne, Williamson reached out to SportsArt to help with outfitting a new gym.

“WHEN I BRING IN A PIECE OF SPORTSART, ESPECIALLY SOMETHING THEY'VE NEVER SEEN BEFORE, OR A MACHINE LIKE A MULTI-HIP MACHINE, THEY CAN TELL THE DIFFERENCE IN THE QUALITY. THEY CAN TELL THE ENHANCEMENTS; THEY CAN TELL THE IMPROVEMENTS THAT HAVE BEEN MADE.”
GARRET WILLIAMSON | FOUNDER AND OWNER



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