

# Kelley HVLS fans add another wave of cool to Planet Fitness



ENTRE//MATIC

**Company:**  
Planet Fitness

**Challenge:**  
The need to keep patrons cool by assisting the HVAC unit and circulating air.

**Solution:**  
Kelley® FUSION™ HVLS Fans

**Industry:**  
Personal Fitness

**Geography:**  
Miami, FL



Located in sunny Miami, FL where the year-round average temperature is a balmy 84.3% and it's always swimsuit season, Planet Fitness Miami offers members an affordable option to stay healthy and fit in the city where the locals are almost as beautiful as the ocean and city-skyline views.

Founded in 1992, Planet Fitness has seen tremendous growth with a boom in memberships over the last twenty years. From humble beginnings as a single gym in Newington, New Hampshire, Planet Fitness now has over 600 locations across 46 states. Each facility is a locally-owned and operated franchise fitness center, offering affordable monthly membership dues, dozens of pieces of cardio equipment, circuit training, as well as core and weight training.

Planet Fitness writes in its mission statement, "We at Planet Fitness are here to provide a unique environment where anyone – and we mean anyone –

can be comfortable." And club owner, Scott Linsky and his business partner David Bidwell of Planet Fitness Miami take this promise and commitment to new levels. Not only do they embrace the company's Judgment Free Zone® seriously where the aim is to make gym-patrons comfortable working out around others, but they also took steps to ensure patrons were cool and comfortable year-round.

The design of the Miami-based club incorporates multiple areas and stations, each dedicated to a specific type of workout. While the facility has a wide-open feel, the year-round hot, humid temperatures and tough workouts oftentimes creates heat in the facility that can lead to uncomfortable patrons and a decline in attendance.

"Our members are such great assets and we want to support their health and fitness goals while helping keep them cool and comfortable," mentioned Linsky. "We tried other types of fans in our other facilities, but at the end of the

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day, we went with the Kelley FUSION™ HVLS fans because we wanted a quality fan that was also energy efficient, and looked like it belonged in the facility with the custom design that incorporates the Planet Fitness colors, purple and yellow, and the company logo.” he said.

It was ultimately the need to keep patrons cool by assisting the HVAC unit and circulating air that drove Planet Fitness to look into installing HVLS fans throughout the facility. The goal was clear, reduce the temperature and the potential humidity in the facility. So working with Dan Linder, national HVLS sales manager for Kelley Company, Linsky and his partner David Bidwell opted to install three, 12' Kelley HVLS FUSION fans with custom Planet Fitness colors and graphics. “They are impressive with the amount of air they move around the gym,” Linsky said. “Our members seem to appreciate them and they’ve done the job to help circulate air with the unique HVAC we opted to install.”

The Kelley FUSION HVLS fan is designed to create a comfortable environment while maintaining an energy efficient facility. They are available in a large selection of sizes and power configurations that are suitable for a variety of environments, and ceiling heights as demonstrated by Planet Fitness. The light-weight, single piece anodized aluminum blades of these fans produce a massive column of air that flows down toward the floor and outward in all directions before it is pulled back vertically toward the blades to create what is known as a horizontal

floor jet. It is this floor jet that produces the circulation that provides the benefits that Kelley HVLS fans have become known for over the years.



By creating this slow moving breeze at 2 to 3 miles per hour, many facilities have reported a reduction in perceived temperature equivalent to 7 to 11 degrees Fahrenheit. The sensation of coolness is not dependent on air temperature; rather, the circulation causes the air to feel cooler than it actually is as the breeze passes over the skin, making patrons more comfortable and their workouts productive. These fans also provide airflow throughout the facility, eliminating warm or cold air pockets for more consistent cooling and energy efficiency.

While the cooling properties of the fans were important to Planet Fitness, so was the ability to easily maintain them and not worry about them, simply set them and forget them. The 6-blade design of the Kelley FUSION HVLS fan creates less torque than the 10-blade competitive fans available on the market. The decrease in torque on the motor can substantially

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increase the life of the fan. This is an important consideration, because the fans are located directly over the cardio area and maintenance would be extremely difficult and potentially require closing down that area of the facility while repairs were made. For this Miami facility it has been a win-win situation aesthetically appealing and a mechanically sound, especially when the outside temperature reaches the nineties or higher.

Planet Fitness Miami hires many seasonal employees and college students that work part-time and often change with the semesters, it was important for the fans to be simple to operate with little or no training required. The Kelley FUSION HVLS fans run are able to run forward and in reverse and power levels are labeled as simply 1 to 10 (with 7 being the most energy efficient setting) and can be changed with just a touch of a button.

Planet Fitness installed Kelley's newest HVLS technology, the industry leading touch screen control remotes. The new touch screen controls allow employees to change the speed and direction of the fans individually by simply touching a screen. The new screen also allows for the standard 4-digit passcode to be entered by only authorized users for security purposes when needed.

The new touch screen controls are also customizable, and at Planet Fitness include the contact information of the local Kelley distributor that installed the fans for easy trouble shooting should the need arise. Kelley also provided

Planet Fitness with tailored graphics for the remote control covers that included their logo and company colors to ensure the entire fan looks like it belongs in the gym.

HVLS fans are designed to keep Planet Fitness patrons (and employees) cool and comfortable as well as serve as an energy efficient supplement to any HVAC system. While Planet Fitness is getting the most out of their new fans through energy savings and improved air circulation, the Kelley FUSION fans have also proven to be a great compliment to another key initiative, increasing Planet Fitness memberships. Who doesn't want to work out under the coolest energy efficient fan?

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