

Beth Pladson is the Marketing coordinator for Balanced Body



## What's New — Summer 2007

By Beth Pladson

As usual, Balanced Body has had a lot going on since our last newsletter. Here's the latest news on our new product offerings, services and contests. In this issue, look for:

- Win a \$1000 Gift Certificate!
- The EXO™ Chair
- Redesigned Padded Foot Plate for the Allegro®
- Allegro® Footplate Retrofit Kit
- Training & Equipment Packages
- New Online Tools at [www.pilates.com](http://www.pilates.com)

### Win a \$1000 Gift Certificate!

Enter to win a \$1,000 gift certificate from Balanced Body! Select from two categories: "Share Your Space", or "Share Your Story" and email your story or up to four (4) pictures, to [beth.pladson@pilates.com](mailto:beth.pladson@pilates.com).

**Share Your Space:** choose from "Beautiful Studio" or "Creative Design" categories.

**Share Your Story:** choose from "Most Innovative Program", "Community Service", "Marketing Success", "Launch/Expansion Success Story", or "Making Pilates Affordable".

Include your name, studio address and phone number (for internal use only). Email or call us for more information. Entries are due by September 30!

[More information](#)

### Coming in September! The EXO™ Chair

The EXO Chair by Balanced Body is an excellent addition to your gym, studio, or home. Perform all the traditional chair exercises or add extremity resistance with the Stastix accessory package for a full body workout. The EXO Chair fits anyone at any level. It features a wide sitting area and a broad range of resistance choices.

Best of all, the EXO Chair is durable and will withstand the demands of Group Exercise classes. With its small footprint, low weight, and stackable design, it's a cinch to store in almost any space. Instructor Training and Programming are also available!

Retail Price: \$745 (*volume pricing also available*)

[See more about the EXO™ Chair](#)

### Redesigned Padded Foot Plate for the Allegro

Add versatility to your Allegro workout. In addition to allowing jumping exercises, padded foot plates recreate a biomechanically accurate standing position while on the Reformer. Easier to install and quieter to use, our



Redesigned Padded Foot Plate (“Jumpboard”) has new features you’ll love: handles make it easier to move and install, and a clip holds it securely in place (and quieter in use). Retail \$155

**For Allegro Reformers purchased June 21, 2007, or later:**

The redesigned Padded Foot Plate fits all Allegro Reformers purchased June 21, 2007, or later, without the need of an additional Retrofit Kit.

**To use the new, redesigned Padded Foot Plate for Allegro Reformers purchased June 20, 2007, or earlier:**

You will also need Retrofit Kit #950-104 described below and sold separately. Or, our Original Padded Foot Plate (\$95) for the Allegro is still available and does not require a Retrofit Kit.



**Footplate Retrofit Kit**

To use a new Redesigned Allegro Padded Foot Plate on an Allegro Reformer purchased June 20, 2007, or earlier, this easy-to-install Retrofit Kit (\$40) is required.

**Training & Equipment Packages**

Now you can save money when you purchase training and equipment together. This economical way to launch or expand a profitable Pilates program provides onsite training for your staff and gives you the best Pilates equipment available. All training is done onsite so there’s need to spend more money to drive or fly – we come to you. Our packages offer flat rates per student, flexible training modules and workshops, and equipment options for Mat, Reformer, Tower, or Chair. This modular program allows your instructors to start teaching beginner group equipment classes after a single weekend. Additional training is available as desired.

Call us today for a customized package to meet your specific needs.



**New Online Tools at [www.pilates.com](http://www.pilates.com)**

**Return on Investment Calculator**

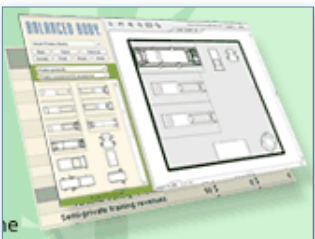
See how your initial investment will bring fruitful gains. Estimate total expense for all aspects of starting up or expanding a Pilates program, including equipment cost, trainer commissions, and education. Calculate how quickly your investment will turn profitable.

[Check out the ROI Calculator](#)

**Space Planner**

If you’ve ever wondered how Pilates equipment would fit into your space, this is the tool for you. Create a virtual studio and place equipment, accessories and more into the space.

[Check out the Space Planner](#)



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