

Member Spotlight

Powerhouse Gym



Powerhouse Gym was founded in Highland Park, MI by William and Norman Dabish in 1974. The company remains a family-owned business with more than 300 licensees in 20 countries. From Japan to Qatar, there are Powerhouse Gym locations bringing fun, fast-paced training to their members.

Powerhouse Gym's newest corporate location wanted to raise the bar in the original Metro Detroit market that it began in. The 42,000 sq. ft. location was a vacant Babies R Us that became available for purchase. Powerhouse has been trying to enter the Northville market for many years and had finally found a suitable location. It sits only four miles away from the largest corporate owned gym in Novi, MI. Industry veterans, architects, design firms, and of course the Dabish family modified the layout, plans, and décor countless times before selecting a high energy modern mix of porcelain tiles and high-end finishes. Stucky Vitale architects worked with Moses Fram of MKD Development construction company to bring the renderings to life. Construction delays occurred initially with trying to locate I-beams for the basketball court and second floor mezzanine that was built. Yoga, cycle, turf, track, semi private HIT, women's only area, steam sauna, dry sauna, Mystic spray tan, kid zone, hydromassage beds, cryotherapy, wellness pod, and more are all available. Co-Founder, Will Dabish did not shy away from opening less than a mile from a 100,000 sq. ft. Life Time Fitness, various discount clubs, and price point clubs. The vision has once again paid off with projections about 6 months ahead of schedule. The response has been very encouraging from the community and it has quickly become the premier training facilities in the area.

PUSHING FOR A HIGHER STANDARD

Developed as part of a larger footprint corporate model, the 42,000 sq. ft. Powerhouse Gym Northville has unique features not found in other Powerhouse Gym locations. A trendier look, more powerful smart phone application, and powerful social media marketing began to be showcased by a virtual tour. "We were concerned if the finished product was going to look as nice as the 3d virtual tour rendering", said Michael Dabish, partner. Once it started to come together it did deliver on all counts.

The fitness sector is thriving and there's a thirst for outstanding workouts in clubs that have great equipment and cool design credentials. Competition is high in Metro Detroit in particular, so Powerhouse Gym had to be something very special to establish a strong position.

Led by Will Dabish, the team at Powerhouse Gym has achieved all of this and more. Our preferred vendors have certainly played a huge part in bringing the concept to life. The club features a full array of high quality, innovative, colorful and edgy equipment. The gym design team also brought its expertise to the project.

INNOVATIVE VARIETY

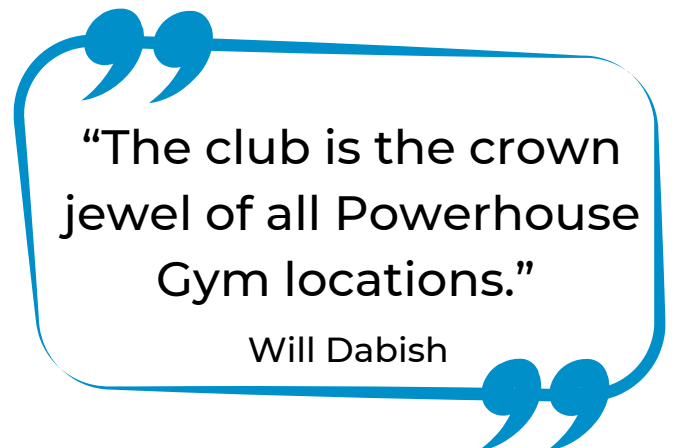
Innovation and impact – the team knew that in order to deliver an immersive fitness experience, they had to give members tools and training styles they'd never seen before. New equipment from Panatta was imported from Italy to compliment LifeFitness, Matrix, Freemotion, Core, Aktiv and others.

With the equipment and programming in place, the club has leveraged it to full advantage. Multiple training programs have been launched, including HIIT, cycling, women's only area, yoga and a spin room that has a lighting system that looks like it came out of a nightclub in Las Vegas.

It's a huge win-win. The club's members have almost endless variety at their fingertips, with something for every level of fitness and lifestyle. Powerhouse Gym itself is establishing its position at the top of the market. And the club's personal trainers have a large and attractive suite of training programs to run with their clients.

THE NEWEST – AND NOW THE BEST

The gym is proving to be a real showcase for future corporate owned stores. Various licensees are also implementing the design and color schemes into remodels and it's been receiving excellent feedback from various markets across the country.



About Powerhouse Gym

Since 1974 Powerhouse Gym has been the strongest name in fitness. Forty five years later, the Powerhouse Gym brand and popular logo are recognized by 7 out of 10 Americans in the USA. Powerhouse uses the strength of its heart-felt identity to motivate and inspire every individual that steps foot into any facility bearing its name. Powerhouse Gym offers the latest equipment and services, including group exercise, personal training, cardiovascular equipment, group cycle, and yoga. With over 1.5 million members worldwide, Powerhouse Gym provides a motivating atmosphere to help all kinds of people reach their health and fitness goals.

For more information, please visit - www.Powerhousegym.com

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