

## Plus Fitness Launches Mobile App

*Brand Intends to Boost it's Members Digital Experience and Retention with latest technology!*



**Australia**— November 1st, 2017 — Plus Fitness, the Australian owned 24 our gym franchise with over 180 clubs nationwide as well as New Zealand have been working alongside Netpulse, the leading provider of mobile apps for gyms. Plus Fitness, along with Netpulse have created the 'Plus Fitness mobile app', along with the eGym Trainer App, which will enable the franchise to more effectively prescribe workouts to members and engage them on their smartphones.

After opening its first club in 1996, Plus Fitness has exploded across Australia and New Zealand since franchising in 2011. The gyms are known for their 24/7 access and no lock-in contracts. The franchise boasts free membership time-hold, a great range of classes, free fitness programs with ongoing program updates and affordable personal training.

Plus Fitness Franchisor John Fuller stated that;

*“With so many locations, it was critical we could find a mobile app solution that could easily be deployed across all of our franchises, regardless of existing technology.”*

The Plus Fitness app includes all of the core functionality a fast growing fitness franchise needs: class schedules, workout tracking, wearable integrations, fitness challenges, push notification functionality from local branch, plus the ability for members to easily refer their friends from their phone.

Within the next three months, Plus Fitness will be integrating their mobile app with eGym, the leader in digital training and connected strength equipment. With the integration between the Plus Fitness app and eGym, members will be able to access a robust exercise library, create custom routines and access exclusive Plus Fitness workouts. Personal Trainers will use the eGym Trainer App to manage their clients and prescribe workouts.

Netpulse CCO had this to say about the Plus Fitness app;

*“Plus Fitness is among the first franchises globally to be harnessing the power of both Netpulse and our deep partnership with eGym,” said Alex Peacock, Chief Commercial Officer of Netpulse. “With the full mobile platform and training app. Plus Fitness will have a truly world class digital experience for members.”*

The Plus Fitness mobile app is available now in the iOS and Google Play app stores in Australia.