



Press Release

August 31, 2022

Signify's lighting solutions installed in every Everlast gym across the UK

Guildford, UK– [Signify](#) (Euronext: LIGHT), the world leader in lighting, has been appointed by [Fraser's Group](#) to design and supply the lighting for all 69 [Everlast Gyms](#) across the UK. The lighting upgrade is part of the Fraser Group's 'elevation strategy' to develop a unique model within the UK fitness industry and offer an unparalleled class and gym experience for Everlast members and visitors which is both inclusive and immersive.

In addition, designing the gyms with LED lighting dramatically cuts the energy consumption by about 80%, when compared to the traditional technologies that were deployed earlier. Added controls will help manage and reduce energy consumption by creating and managing uniform light schedules for all 69 gyms from a single dashboard, reducing operational costs, ensuring compliance, and efficiently planning maintenance.

Professional LED lighting enhances experience

Everlast gyms at Denton, Shirebrook and Preston have already been upgraded and offer members a variety of different environments – or 'innovative zones' – to train in, creating unique gym experiences. Contemporary luminaires from the [Modular range](#) distribute a soft yet functional light that is designed for hospitality venues, public, retail and other large spaces. These lights use minimalist design principles that add to the visual appeal of the space. To compliment this, [the Keyline range](#), from the Philips portfolio, creates chevrons, lines and squares in the ceiling, directing members to the different zones and identifying the individual areas.

Connected lighting control system for flexibility and intelligent operation

As part of the redesign, the Interact connected lighting system, which includes [multisite management capability](#), provides centralised lighting control for all the gyms. Agreed scenes and schedules ensure a consistent look and feel, as well as providing increased visibility, flexibility, and control of the lights. The cloud-based platform collects data from all light points via a connected lighting infrastructure and is displayed on a centralised dashboard. This enables better comparison, monitoring and management of lighting across multiple locations for improved efficiency.

Designed for the circular economy

The gyms also feature tailor-made pendant and projector lights which are [3D printed luminaires](#) designed and developed to suit the exact needs of each individual location. These fixtures are made of 100% recyclable polycarbonate material, which is also lightweight and therefore cheaper to transport. The luminaires are serviceable and offer the ability to prolong the technical and economic lifetime of the product after it has been put into service.



*"The first of our elevated sites in Denton, Preston and Shirebrook reflect our ambitions for Everlast Gyms and perfectly demonstrate the gym experience we aim to bring to all of our members throughout the UK," commented **Daniel Summerson, Managing Director of Everlast Gyms, Frasers Group**. "We needed to make sure that the lighting added to the look and feel of the club, while also keeping the facility environmentally friendly. It has been great to switch on these solutions and I am looking forward to working with Signify on the roll-out across the UK, with Nottingham to be the next gym to have the upgraded experience for members."*

***Daniel Maskell, National Sales Manager, Signify UK&I**, added: "The design of the gyms, combined with the 'innovative zones', makes this a very exciting project for us at Signify as it ensures that lighting plays a key role in the entire experience. The LED solutions and the connected lighting system that we have installed make Everlast gyms the venue of choice for many. A positive impact on the environment is another huge benefit for the gyms: the upgrade to LED lighting reduces energy consumption, while the implementation of 3D printed technology further reduces Everlast gyms' carbon footprint. The gyms really make a statement to the fitness industry, and we are looking forward to working with Everlast on the rest of their gyms across the UK."*

--- END ---

For further information, please contact:

Signify UK&I

Nikita Mahajan

Nikita.mahajan@signify.com

+44 7459 751618

About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2020 sales of EUR 6.5 billion, we have approximately 37,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in 2020, have [been](#) in the [Dow Jones Sustainability World Index](#) since our IPO for five consecutive years and were named [Industry Leader](#) in [2017](#), [2018](#) and [2019](#). News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.

About Everlast Gyms:

The Everlast Gyms philosophy is 'Greatness is Within'. We believe in providing a fitness club that will suit all individual's budgets without compromising on the quality of facilities or service to help make you your own champion.



Getting started, that's the hardest part - but at Everlast Gyms, we are in your corner. With all the latest kit including functional fitness, your journey needn't be repetitive or dull. Our personal training is more affordable than ever before, so you're more likely to go the distance. If you like training with your teammates by your side, our extensive group exercise timetables are for you.