

# CUSTOMER SPOTLIGHT 43 DEGREES NORTH



## QUICK FACTS



Location  
**Concord, NH**



Facility Type  
**Independent Gym**



ECO-POWR™ Products  
**31**



Facility Size  
**14,000 sq. ft**



Potential Energy  
Production  
**8,740 KW/year\***

## A GYM TO BE PROUD OF

At 43 Degrees North, the owner's top priority was to offer members a premier club experience that surpassed everything else in their area, however, they wanted to accomplish this with as little negative impact on the environment as possible.

From the start of construction, eco-friendly products and materials were used to build the locker rooms and member facilities. 43 Degrees North filled the gym space with ECO-POWR™ cardio and eco-friendly strength equipment, and finished with organic protein shakes in their cafe. Their hope was that by providing a premium experience that is environmentally friendly they can create a gym that members will be proud of.

## EQUIPMENT THAT MOTIVATES MEMBERS

Integrating human energy production into the everyday activities within the facility provided 43 Degrees North with a way to incorporate the members into their overall eco-friendly facility. Within their cycling class, members can now not only track their calories burned but they can also track the watts that they have produced as an individual.

With the watts tracking, members are finding a whole new layer of motivation as they compete to see who is the top green energy producer among the class. Competing for watts and being part of a collective effort to impact the environment gives members something to be proud of and something that is different for them to talk about within their communities.

“LONGER LASTING PRODUCTS MEAN LESS WASTE, MEAN OUR LANDFILLS AREN'T AS FULL, MEAN LESS POLLUTION, AND MEAN THE ENVIRONMENT IS HEALTHIER. WHEN THAT DURABLE PRODUCT IS ECO-FRIENDLY, PERHAPS BY USING ENVIRONMENTALLY FRIENDLY MATERIALS AND HARNESSING HUMAN POWER OUR IMMEDIATE ECOLOGICAL FOOTPRINT IS SLASHED.”

*KATE FLEMING | MARKETING DIRECTOR 43 DEGREES NORTH*



**FOR MORE INFORMATION ABOUT 43 DEGREES NORTH VISIT  
GOSPORTSART.COM/OURCUSTOMERS OR 43NORTHNH.COM**

1.800.709.1400 | GOSPORTSART.COM



\*Energy production calculation based on equipment producing 160 watts per hour, G510s being used 2 hours per day and other equipment being used 10 hours per day, 350 days per year.