

Champions Health and Fitness Keeps Going Strong With ProTeam

Greg Lassiter has owned [Champions Health & Fitness](#) for 35 years, but one of his most important insights into the fitness business isn't about weights, treadmills, or other exercise equipment.

"One of the most important pieces of equipment you have in a gym is the vacuum cleaner," says Lassiter. "In a health club, cleaning is everything. The first thing you notice is whether the club is clean."

With the reputation of his business on the line, it's no wonder that Lassiter relies on [ProTeam®](#).

STRENGTH AND AGILITY

Based in North Carolina, Champions Health & Fitness has over 20,000 square feet of floor space, not to mention over 100 workout machines.



"We're a very busy facility, open 24 hours," he observes. "On a good day, nearly 800 members will check in. One of our main challenges is being able to clean while people are here."

This is one reason Lassiter chose to use a ProTeam [GoFree® Flex Pro](#) cordless backpack vacuum.

"It allows us to clean around customers without distracting them from their workouts," says Lassiter. "The cordless system lets us move freely though the facility and get into tight places. Plus,

it's quiet."

His GoFree Flex Pro enables his staff to make short work of a big job.

"Our cleaning is all done by staff. We don't outsource those duties," Lassiter points out. "They can get the job done in about an hour, long before the charge runs out."

COMPETITIVELY CLEAN

ProTeam wasn't the first vacuum Lassiter tried, but it just might be the last.

"I had a central vacuum system at an older facility," he recalls. "The problem was, the pipes would clog, and then we would have to try to bypass the block. And cleaning the vacuum barrel was time consuming."

As an independent business owner, Lassiter has always looked for ways to be more efficient and competitive.

"When I was introduced to the benefits of a ProTeam [cordless vacuum](#), we stopped using the central vacuum."

GOING THE DISTANCE

"I can remember a time when clubs didn't have treadmills. When club owners started taking on a lot of equipment, they also took on the expense of keeping that equipment clean," Lassiter points out. "Many of the components inside a piece of exercise equipment are sealed, but the external elements are affected by dirt. Dirt gets inside the motors and belts and bearings. A motor will have static electricity that draws dust."

In this way, Lassiter's investment in ProTeam protects his other investments.

"Keeping the equipment clean keeps it in good working order," says Lassiter. "With our ProTeam backpack vacuum and its cleaning [attachments](#), we can do that."

STAYING MOTIVATED

"The only way that we can compete with the big gym chains is to offer personal service to the people that come in," says Lassiter.

He prides himself on the personalized attention he gives his club members. He and his staff know members by name, and form genuine relationships.

"I never talk about being the owner of this place. The customers own this business," he asserts. "My passion comes from seeing lives change – not just through working out. Health is mental, too. We want people to enjoy the journey."

Lassiter's GoFree Flex Pro helps give his club members that enjoyable fitness journey, and clearly shows how much he values their patronage.

"The members are impressed that we use this technology. It lets them know that we're willing to spend money to keep the place hygienic and spotless," he says. "You've got to keep it clean. A clean gym is more motivating to people working out."

