



CASE STUDY GIM FIVE. Fitness low cost.

ALLUSER INDUSTRIE

18 GYMS IN ITALY

35.000+ MEMBERS

Here's how Alluser products helped GimFIVE open its first 24/7 gyms and extend hours at others, protecting them from theft and vandalism while preventing unauthorized access.

THE MOST BUDGET-FRIENDLY FITNESS IN EUROPE

STRATEGY

GimFIVE's **goal** is to make fitness **truly accessible to everyone** and become Italy's **leading budget-friendly gym**, both in the number of locations and members.

To achieve this, GimFIVE has **focused on affordability and flexible hours** while maintaining high standards of **innovation and quality** (spacious facilities, cleanliness, safety, high-quality equipment, and certified trainers).

PROBLEM

To make fitness truly accessible to everyone, the gym needed to **stay open 24/7** (or have the longest possible hours) while maintaining **exceptionally affordable prices**. But how could access be restricted to paying users only and customer safety be ensured, **especially at night**?

A traditional entry system combined with a permanently staffed reception desk would have increased management costs and would not have provided adequate access control, impacting the safety of both the gym and its users.

SOLUTION

Alluser products provided the **ideal solution—widely recognized, tested, and approved by leading 24/7 gyms worldwide**.

The entrance is **fully automated**, requires no staff supervision, and grants **access only to registered members** (which, in the case of GimFIVE, is based on fingerprint recognition).



PROTECTION & FLEXIBILITY

In some locations, GimFIVE operates **24 hours a day, 7 days a week.**

In others, it has opted for **extended hours** while remaining closed at night.



RESULTS

- GimFIVE **successfully achieved its goal:** opening 24/7 gyms while maintaining exceptionally **cost-effective prices.**
- With access continuously and effectively controlled, **users feel safer** and can enjoy their workouts at any time.
- **The easy and intuitive system** seamlessly integrates into GimFIVE's **welcoming, friendly, and relaxed atmosphere.**
- Depending on the **needs and size** of each individual GimFIVE gym, Alluser provided **different portal models.**

All of this has been made possible thanks to the close and effective collaboration between: Alluser Industrie and GimFIVE.



BENEFITS



NO MORE UNAUTHORIZED ENTRIES

Effective and reliable access control for the peace of mind of both the gym chain and its users.



ENERGY SAVING

Alluser products have very low energy consumption.

1 hr of vending machine usage = **25 hrs** of usage for the E4 model



SPACE OPTIMIZATION, COST REDUCTION

Thanks to their design, our products require minimal space for both operation and installation.



ANY TIME, ANY DAY

No more fixed schedules. The gym is open 24 hours a day, 7 days a week, 365 days a year.



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