



Stark Leads Fitness Industry with Its **Health and Safety Protocols** and **IoT Wearables**

Stark, a personal fitness center located in Orange County, California, has always been committed to using the latest technology to improve the customer experience. When the Coronavirus pandemic hit and forced gyms and other businesses to close down, the company turned to technology to help it re-open safely and found an IoT solution that enabled it to achieve that goal – **Triax Technologies' Proximity Trace**.

Stark recognized that it needed to address two health and safety issues in its Newport Beach and Irvine facilities. First, it had to find a way to keep employees and clients within the CDC guidelines for social distancing as a critical preventative measure, and secondly, in the event someone tests positive for COVID-19, it needed fast and reliable contact tracing capabilities to identify anyone who had close exposure.

"Closing our facilities is not a feasible option for us," said Todd Vande Hei, CEO and co-founder, Stark. "Even if we shut down for a week, it would have a major impact on our profitability. We knew we had to find a solution that above all would allow us to provide a healthy and safe environment as well as to stay open and operate profitably."



Designing the environment for safety

One of the first steps Stark took was figuring out how to set up its gyms in order to maximize space under the new CDC safety guidelines. Because Proximity Trace emits an alarm when people get too close, the devices provided insight that helped Stark determine safe distances and modify its space and workouts accordingly.

The next step Stark took was to outfit all of the trainers and clients with Proximity Trace wearable sensors. The devices are designed to support appropriate social distancing guidelines as outlined by government agencies. Stark is using it along with other safety protocols they've implemented, such as temperature checks upon arrival, disinfecting equipment between uses, and trainers using a new pair of nitrile gloves with each client.

"The sensors provide real-time feedback that educates everyone on safe social distancing. We all have become aware of what six feet really looks like and we modify our interactions throughout the day to stay safe," Vande Hei said.

Tracking close interactions

Another key capability of Proximity Trace that Stark has relied on is contact tracing. The wearables capture all close contact interactions, so in the event that someone tests positive for COVID-19, Stark management can conduct contact tracing by running a report in the Proximity Trace dashboard to identify who may have been exposed, and implement appropriate procedures, such as quarantining.

Stark also uses contact tracing to increase preventative measures. Its gyms run reports each day to see if there were any close interactions, and use that information to continually train the staff on safe distances as well as modify behaviors.

A winning approach

Stark is currently offering approximately 85 personal training sessions with 14 trainers across its two locations every day. Proximity Trace has allowed them to do this, while maintaining safe social distances throughout their facilities.

Using the insight gleaned from Proximity Trace into how many people the gyms can safely accommodate at a specific time, Stark has adjusted its training schedule. While it has reduced its volume in any given hour to accommodate social distancing, the company has been able to spread out appointments due to greater client flexibility.



"We're seeing the same number of people we were before the pandemic," said Vande Hei. "Proximity Trace has given us peace of mind; with this advanced technology, we know we are providing the highest level of health and safety practices for our clients. Our clients feel the same way and have the confidence to work out with us. It's been critical in helping us attract our clients back to the gym."

Vande Hei also says Proximity Trace has reinforced its image as an innovator. "Using the latest, most advanced technology is in our DNA and the wearables reinforce our commitment to doing so. Our clients have been impressed with our advanced safety protocols. While everyone is used to temperature devices, hand sanitizer and face masks, the sensor tags put us on a whole different level and eased any concerns people might have had about returning to the gym."

He noted how important this technology was to Stark's business. "This technology has been a game changer for us," said Vande Hei. "It has enabled us to keep our business open during the pandemic and operate profitably. And most important of all, it helps us keep staff and clients safe and healthy. There's nothing better than that."