

UK's Largest Fitness Chain, PureGym Chooses P50 Fire Extinguisher For Its 200-plus Gyms

Published on 6 Sep 2019



Britannia Fire Ltd

The UK's largest fitness operator, PureGym has chosen Britannia's P50 fire extinguisher to protect its 200-plus gyms and more than a million members.

P50 fire extinguisher

Fast-expanding PureGym is installing our multi-use composite P50, the only extinguisher that needs no external servicing contract and can be maintained in-house by trained staff, in its

new gyms, with a program to replace metal extinguishers in all its premises.



PureGym is installing our multi-use composite P50, the only extinguisher that needs no external servicing contract

Eliminating the process of 'organizing and chasing' external servicing was the driving force behind the decision to swap metal extinguishers for the P50 as well as the major savings the investment would bring. PureGym's head of risk Malcolm Shevlin discovered the P50 and its special features at a presentation by a fire and rescue service. The fact that fewer P50 units were needed to replace metal extinguishers was also a big appeal.

Effective Fire safety

"On average we are installing half the number of P50 extinguishers compared to the old metal ones in our new sites or existing sites going through renewals of extinguishers," Mr Shevlin said.

The installation of hundreds of units across England and Scotland is running alongside the program to fit P50s across Heathrow Airport's terminals. Heathrow chose the fire extinguisher because it fitted with its sustainability strategy to reduce its carbon footprint. PureGym's investment comes at a time when sales of P50 are growing at 45% already this year, with three shifts running at our Norfolk factory and further growth predicted.

Emergency rescue vehicles

“ P50s are also in emergency vehicles, including ambulances”

Britannia Fire’s Sales Director Andy Spence said, *“The P50’s innovation and technology is in line with what the modern world demands. It is a made in the UK product. PureGym highlighted the in-house maintenance as the most important factor. For Heathrow, it was sustainability to help its strategy to lower its carbon footprint.”*

“P50s are also in emergency vehicles, including ambulances. The P50s were chosen for emergency vehicles to keep vehicles on the road. Servicing means emergency vehicles have to be taken out of action. For our marine and offshore market, it is the P50’s lack of corrosion that is a real sales trigger, as well as the cutting the servicing offshore.”

High-quality equipment

PureGym was launched in 2009 and pioneered the model for affordable, flexible and high-quality fitness clubs in the UK. Most of its sites are open 24 hours a day and offer a full range of high-quality equipment without the need to commit to a 12-month contract.

You may also be interested in...



The Value Of Data For Fire-Fighting And Firefighters' Safety

The power of data provides numerous benefits to the fire service, and today's data collection and analysis software tools are making d...



How To Maintain Fire Safety Equipment Properly By Following Simple Ste...

Did you know an estimated 30% of smoke alarms in the UK are inoperable due to missing, flat or disconnected batteries? For a property to com...



The Value Of Real-Time Data And Intelligence In The Fire Service

For the last 200 years, firefighters have been using inefficient manual methods to track their crews' movement. Incident

commanders ne...



How Hand-Held Devices Help Firefighters To Tackle Emergency Situations...

Among the tools of the fire service, some of the most powerful are hand-held devices. These technologies provide information to firefighters...