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btone FITNESS opens new 1,630 s/f studio in Wayland, MA

January 28, 2022 - Retail



Wayland, MA btone FITNESS Studios officially opened its newest location on Monday, January 24th. The new 1,630 s/f studio is the growing company's 11th studio and is the latest in the company's rapidly expanding franchise. The new studio joins other btone locations in Boston including those in Back Bay, the North End and South Boston, along with studios in Andover, Hanover, Lexington, Middleton, Waltham and Wellesley. There's also a West coast location in Carson, CA and plans call for additional franchise studios to open throughout New England in the

spring and summer months of this year.

btone FITNESS was founded by Jody Merrill who said, "Wayland is such an exciting market for us. We found the perfect location and the quintessential franchise partner in Suzanne Thornfeldt, who's been an amazing brand ambassador for btone and our TONE workouts since 2013. We couldn't be happier with our newest location and know this studio will be a tremendous success from the get-go. We can't wait to introduce Wayland to our custom, state-of-the-art equipment and our full body workouts. Get ready Wayland, here we come!"

The new studio is owned by Thornfeldt, who grew up in the neighboring town of Weston. She's been a btone client since 2013, and was most recently an instructor at btone Waltham. Thornfeldt is equally enthusiastic about the Wayland studio opening. "I've known for a long time Wayland would be an ideal market for btone FITNESS. After having twins, I was eager to find a new, efficient and effective workout and btone hit the spot. I was hooked from my first bungee kick. When our space at 61 Andrew Ave. became available, we jumped at the chance to open in the heart of Wayland Town Center. The additional retail that's nearby, along with the office and medical buildings around us, will make it convenient for local residents, women and men alike, to squeeze in a 45-minute total body TONE workout during their daily routine. And this is all about making a btone workout easy and accessible."

The Wayland studio will offer 11 customized reformers, exclusive to btone FITNESS. Unlike other group exercise classes, btone specializes in 45-minute total body TONE workouts on these reformer machines, allowing clients to tailor each and every move with spring resistance and body placement. With these reformer machines, clients can either modify or vary their workout based on their current fitness level and wellness goals.

To celebrate the opening of Wayland btone FITNESS, the studio is pleased to offer several pre-opening specials and TONE-free donation classes on Saturday, January 22nd and Sunday, January, 23rd - TONE for free while supporting, with a financial donation, the Buddy Dog Humane Society, an animal shelter and adoption facility in nearby Sudbury.

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