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btone FITNESS Studios opens 2,128 s/f at 111 Pearl St.

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Hartford, CT btone FITNESS Studios celebrated the official opening of its newest location at 111 Pearl St. The new 2,128 s/f studio is the growing company's 12th studio and is the latest in the company's expanding franchise portfolio. The studio is owned and operated by Adam Kinson and Emily Walsh.

The studio joins other btone locations throughout New England, including in Boston's Back Bay, the North End and South Boston, along with studios in Wayland, Andover, Hanover, Lexington, Middleton, Waltham and Wellesley, Mass. Expansion plans call for additional franchise studios to

open throughout New England, including on Cape Cod and in Providence, R.I. and Kingston, Mass.

btone FITNESS was founded by Jody Merrill, who said, “Hartford is such an exciting market for us, since there’s nothing like btone being offered to those who live and work in the area. We found the perfect downtown location and the ideal franchise partners in Emily and Adam, who have been devotees of our btone workouts for many years. We couldn’t be happier with our newest location and know this studio will be in high-demand from the get-go as more workers and commuters return to the offices that are near our new studio.”

Walsh said, “We were the first people that Jody talked to about franchising and we couldn’t be more excited to be opening in Hartford, which is where I’m from originally. And although our process was delayed because of COVID, we think our opening timing now is even better since workers, commuters and local residents are all itching to return to a normal health and wellness routine. Btone makes it easy to squeeze in a 45-minute, total-body workout during the day or after work, and our location is easily walkable from nearby residential buildings and major downtown offices.”

Asked about the benefits of opening in downtown, Kinson said “there’s a real connection between the businesses here. The idea of joining a community of like-minded entrepreneurs was incredibly appealing to us. We’re excited to make new connections and create partnership opportunities with other locally owned small businesses in the area.”

The new studio, which has an abundance of natural light, will offer 10 custom-engineered machines [exclusive to btone FITNESS] to ensure a highly personalized class where clients will feel comfortable regardless of their fitness levels. Unlike other group exercise classes, btone specializes in 45-minute total-body TONE workouts on these machines, allowing clients to tailor each and every move with spring resistance and body placement. Clients can easily and safely modify or vary their workout based on their current fitness level and wellness goals.

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