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**btone FITNESS opens new 2,200 s/f studio location in Acton**

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Acton, MA btone FITNESS held it's official opening of its newest location on July 11th. The new, 2,200 s/f studio, one of the brand's largest, is the growing company's 23rd studio and is the latest in the company's rapidly expanding franchise portfolio, which now totals 19 franchisees across the

United States, with plenty more on the way.

The new studio, located in the Acton Plaza off Rte. 2, at 389 Massachusetts Ave., is owned and operated by Wayland resident Suzanne Thornfeldt who said, “the btone workout is an approachable and customizable hybrid of Pilates-inspired movements and strength training, delivered in a 45-minute, joyful flow that’s ideally suited for all levels and ages, for every body, every day.”

The Acton studio joins other btone FITNESS locations located throughout New England, including those in greater Boston, Hartford, CT and Providence, RI, and the company’s newest studios in Lakeview, Chicago and Salt Lake City, Utah. Expansion plans call for additional studios to open in the northeast including two in Massachusetts (Dorchester and Southborough), two in Rhode Island (Newport and East Greenwich), and one in Maine (Portland.) New locations are also being scouted in New Hampshire, New York and Florida in the coming year ahead.

Among the next wave of planned openings, btone is working toward expanding its footprint to Florida, New York, North Carolina, Pennsylvania, and New Hampshire, with additional markets also on the horizon.

According to btone FITNESS founder Jody Merrill, the company is on a fast track to have close to 40 opened studios by the end of 2025. Merrill said, “In 2022, we grew from seven studios to ten. In 2023, from ten to 15 studios. And by the end of 2024, we opened 22 studios in the US. Our goal to operate 40 studios nationwide by the end of 2025 marks a major milestone for btone and strategically lays the foundation for continued national growth.”

Referencing the local market, Merrill says she’s excited to introduce the community to btone FITNESS. Describing btone FITNESS, she said “our equipment and workouts have been inspired by and evolved from traditional pilates. And we combine elements of pilates with strength training and functional movement for maximum efficiency. This is the wildly efficient 45-minute workout that Acton residents will welcome for the upcoming summer.”

Merrill also said, “Suzanne Thornfeldt is a former division I athlete and the quintessential franchise partner because she’s been a btone owner, instructor and ambassador for many years. This isn’t her first time at the btone rodeo, since she already owns our very successful Wayland studio location. We know Suzanne will continue to successfully expand our brand even further throughout greater Boston.”

Thornfeldt said, “I’ve had my sights set on Acton since the beginning days of franchising and opening our studio in Wayland. Acton just feels like the perfect home for a new btone FITNESS studio, given there’s nothing else like it in the market, and our location in the Acton Plaza can’t be beat. We look forward to welcoming and introducing friends, neighbors and business colleagues to btone FITNESS.”

The new Acton studio will offer twelve customized reformers [exclusive to btone FITNESS] to ensure a highly personalized Pilates hybrid workout 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 customized machines, allowing clients to tailor each and every move with spring resistance and body placement. Clients can easily and safely modify their workout based on their current fitness level and wellness goals. Ample parking in the Acton Plaza and childcare will be provided.

Suzanne said, “btone makes it easy to squeeze in a total-body workout during the day, before or after work, or whenever your busy schedule permits. Our classes strengthen every major muscle group in your body on our reformers, which we affectionately named TONEy, derived from our signature TONE class. From move to move, you have the ability to tailor and adjust your workout resistance, along with your body positioning, to make each exercise the most comfortable and effective it can be. This is where reformer fitness meets pilates remixed, and it definitely packs a punch.”

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