

# Recovr x STRONG Pilates: Landmark AI Partnership Sets New Standard for Premium Fitness Experience

**100+ studio network to deploy intelligent member engagement platform, marking boutique fitness industry's largest AI-powered personalisation initiative**

**MELBOURNE, AUSTRALIA – [Date]** – Recovr, the AI-driven member engagement platform, today announced a strategic partnership with **STRONG Pilates** to transform how boutique fitness studios build stronger, more connected member experiences at scale.

The partnership will see Recovr's technology introduced across STRONG's fast-growing network of **100+ studios**, with **150+ additional territories reserved** around the world.

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## The Partnership

STRONG Pilates, the Australian-born fitness brand known for its signature **Rowformer** and **Bikeformer** workouts, has built one of the fastest-growing boutique fitness franchises globally. Now, it's taking the next step — enhancing its already premium member experience through Recovr's intelligent AI platform.

Recovr's technology analyses member behaviour in real time, predicting engagement trends and helping studios take action before motivation drops. From automated check-ins and personalised messages to in-studio engagement prompts, every interaction becomes smarter and more personal.

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## A Shared Vision for Growth

This collaboration represents one of the most ambitious AI-powered member experience initiatives in boutique fitness to date. STRONG's franchise network continues to expand globally, and Recovr's platform helps ensure every studio delivers a consistent, high-quality experience while saving teams time and improving member retention.

“We're not just adding technology — we're amplifying what makes STRONG special,” said **Nick Hunter, Co-Founder & CEO of Recovr**. “STRONG has built incredible momentum with its unique training model and community-first culture. Our AI platform helps them scale those personal connections that members love — even as they grow to hundreds of studios worldwide.”

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## About Recovr

Recovr is an AI-powered platform for the fitness industry that helps gyms and studios understand member behaviour, automate engagement, and improve retention. By combining behavioural data with smart automation, Recovr helps operators deliver a more personal, connected, and profitable member experience.

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## About **STRONG Pilates**

STRONG Pilates is an Australian-founded boutique fitness franchise combining reformer Pilates with strength, cardio, and performance training through its exclusive Rowformer and Bikeformer machines. With over **100 studios open** and **150+ territories reserved**, STRONG is redefining high-performance, low-impact training and expanding rapidly across Australia, New Zealand, and global markets.