

# LEADERS IN MINDFUL MOVEMENT™

Quality Pilates equipment and world-class education



# A SNAPSHOT

## MERRITHEW™ IS THE GLOBAL LEADER IN MIND-BODY EDUCATION AND EQUIPMENT.

**F**ounded in 1988, the company is a leading authority in Pilates, fitness and mind-body education programs, incorporating the latest in exercise science, health and fitness practices to train more than 65,000 instructors in 100 countries around the world. In addition to developing innovative education programs — STOTT PILATES®, ZEN•GA®, Total Barre®, Halo® Training, Merrithew™ Fascial Movement and CORE™ Athletic Conditioning and Performance Training™ — Merrithew produces an extensive line of professional and at-home equipment and accessories. In 2020, the company launched Merrithew Connect™, a digital streaming platform featuring Pilates, fitness and mind-body workouts and training.

Merrithew is continually evaluating and updating its education and equipment to ensure it complies with modern exercise science and meets the needs of today's fitness professionals, rehabilitation centers, facility operators and retail clients. The result: programs and products that are innovative, versatile and effective.

The company takes great pride in the superior design and professional craftsmanship of every piece of equipment it manufactures. Used by health professionals, sports teams, studios and fitness facilities around the world, our equipment lines are synonymous with quality. Merrithew also serves a growing consumer market with equipment and accessories recognized for its quality and craftsmanship, most notably through the company's line of At Home Reformers.



### 30+ Years

Developing innovative education and equipment since 1988



### 65,000+ Instructors

Training, educating and inspiring mindful movement professionals in 100 countries



### The Professional's Choice™

Crafting equipment and accessories from the highest-quality materials for optimal performance

# THE ORIGIN STORY

In 1988, Lindsay and Moira Merrithew opened their first Pilates studio in Toronto, Canada. Recognizing a growing market demand for Pilates and a scarcity of suppliers, Lindsay — President and CEO — focused on building and diversifying the business. Moira — Executive

Director, Education — already certified as an Instructor at the original Pilates studio in New York, began training clients. Together, they realized the benefits of Pilates could help people of all ages and abilities, so the entrepreneurs set out to make it available to a wider audience.



**Lindsay G. Merrithew**

*President & CEO*

Lindsay has been the driving force behind the growth of Merrithew™ and its premier education programs STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre®, Halo® Training, and Merrithew™ Fascial Movement. He has been instrumental in designing, producing and marketing Merrithew's extensive equipment, video lines and streaming platform. He has also developed dozens of commercial products and executive produced professional and consumer videos.



**Moira Merrithew**

*Executive Director, Education*

Moira has spent three decades promoting the benefits of responsible exercise through Merrithew education programs STOTT PILATES®, ZEN•GA®, CORE™ Athletic Conditioning & Performance Training™, Total Barre®, Halo® Training, and Merrithew™ Fascial Movement. Working closely with a team of physical therapists, sports medicine and fitness professionals, she ensures all programming is aligned with current scientific and biomechanical research.

# TIMELINE

**1988**

The story of Merrithew begins

**1991**

Our first studio opens in Canada

**1993**

We establish our equipment manufacturing division

**1994**

We establish our education division to train and certify instructors

**1996**

Our first manufacturing facility opens in Canada

**2002**

We produce our first DVD series

**2001**

We publish our first training manuals

**1998**

Merrithew's first training video is produced and we open our Corporate Training Center in Toronto, Canada

**1997**

Our first Licensed Training Center opens in the United States

**2002 - 2012**

Merrithew continues to grow and receives recognition in the form of: accolades from PROFIT Magazine; Lindsay Merrithew is named a finalist for Ernst & Young Entrepreneur of the Year; and Lindsay and Moira Merrithew are honored as IDEA Inspiration Award winners

**2012**

New programs — ZEN•GA® and CORE™ Athletic Conditioning & Performance Training™ — are introduced

**2013**

Another new program — Total Barre® — is introduced

**2017**

Merrithew reaches 60,000 instructors trained worldwide

**2022**

Three pieces of Merrithew equipment — SPX® Max Plus, V2 Max™ Plus and Rehab V2 Max™ Plus Reformers — receive CE Marking, certifying their status as a Class I Medical Device across the EU

**2021**

We open our first European distribution center and launch a dedicated German sales team

**2020**

Merrithew launches its digital streaming platform, Merrithew Connect™

**2018**

We celebrate 30 years in business

# MERRITHEW EDUCATION

For more than 30 years, Merrithew's mind-body education programs have evolved based on the latest research in health and fitness. Working with a team of physical therapists, sports medicine and fitness professionals, we've created results-driven programming for exercisers of all ages, levels and abilities.

Our Pilates education programs include: STOTT PILATES®, STOTT PILATES Rehab, ZEN•GA®, CORE™, Total Barre®, Halo® Training and Merrithew™ Fascial Movement.

As leaders in mindful movement, Merrithew has trained more than 65,000 partners worldwide, equipping instructors with the knowledge, skills and expertise to make a meaningful difference in their clients' lives.

Our programs broaden our reach in the health and fitness industry, providing opportunities for personal trainers, health care professionals, group fitness instructors, athletes and rehabilitation specialists to diversify their knowledge base and cater to a wider array of clients.

At Merrithew, we firmly believe that mindful movement can be practiced by all ages, fitness backgrounds and abilities, and our programming reflects this.

STOTT PILATES®

zen•ga®

CORE™

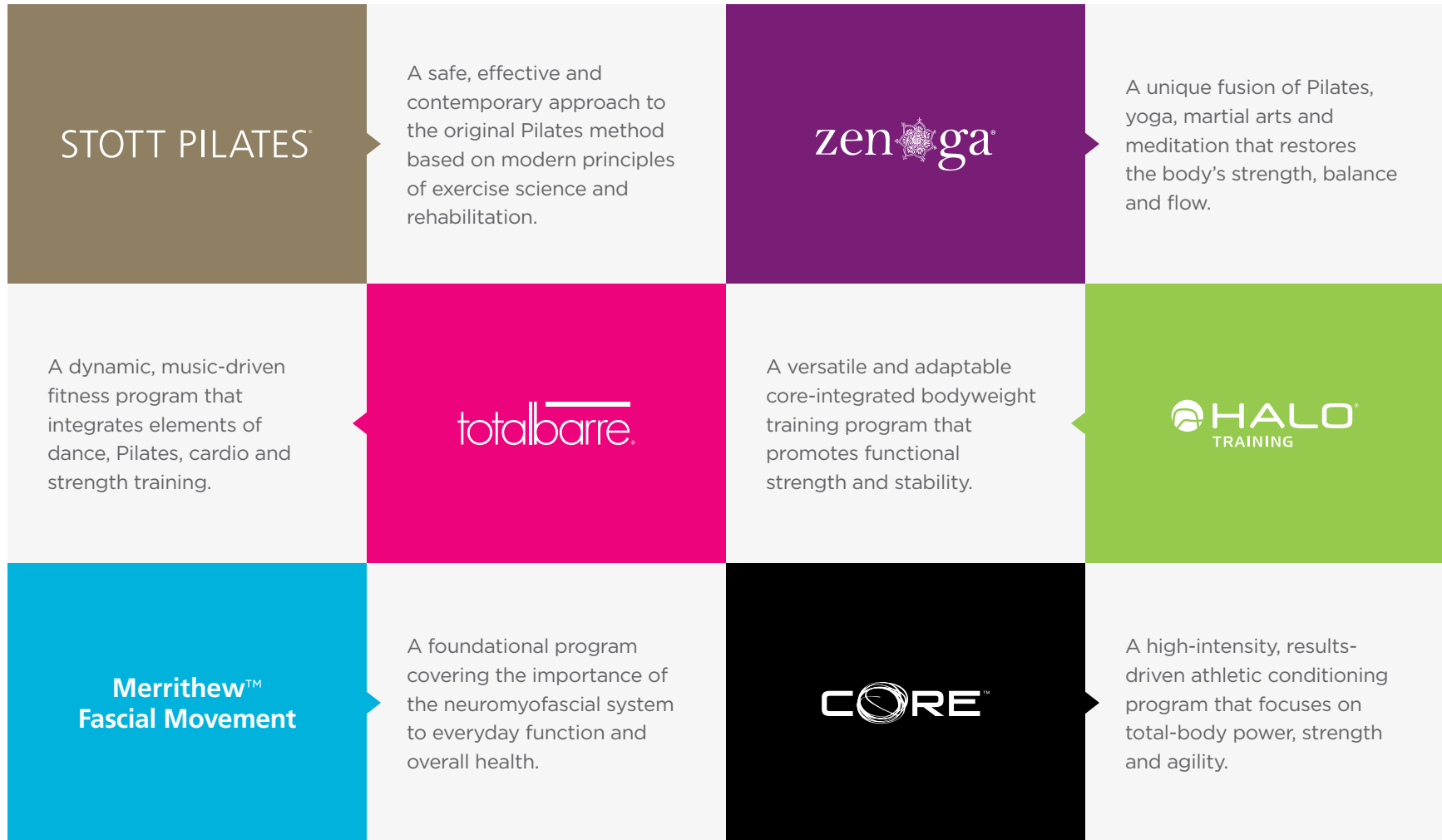
totalbarre®

HALO®  
TRAINING

Fascial Movement

# MODALITIES

Merrithew's extensive family of branded programs covers every aspect of mindful movement, from athletic conditioning to post-rehabilitation. We offer certification or qualification in the following:



# MERRITHEW EQUIPMENT

**M**errithew has dedicated more than 30 years to building, crafting, and perfecting high-quality equipment for professional and personal use. Recognized as the Professional's Choice™, our care, craftsmanship, and quality is evident in every detail. Using only premium materials and the finest manufacturing processes, Merrithew equipment is durable and built to last, with one of the most encompassing warranties in the industry.

To reflect the expanding horizon of mind-body fitness, we work with an exceptional team of engineers, physical therapists, sports medicine, and fitness professionals to deliver new offerings that help businesses welcome new students to the practice of mind-body movement. Some of our offerings include Parallel Stability Barres™,

perfect for dynamic and plyometric movements and can accommodate twice as large a group. Cost-effective Studio and Accessory Bundles, complete with multiple Reformers and complementary accessories, simplify creating or upgrading a studio. The Stability Barrel™ is perfect for further challenging balance on or off of the Reformer, and the High-Precision Gearbar offers twice as many settings on the Reformer. We've perfected the Reformer's features with intuitive design to improve precision and performance for an exercise experience unlike any other.

Whether At-Home, Professional, or Rehab-related equipment, Merrithew takes great pride in its commitment to high-quality, well-designed, and well-crafted products.

## V2 Max™ Plus Reformer

Merrithew equipment has been certified as a Class I Medical Device across the EU with CE Marking. This confirms Merrithew's commitment to developing the best-in-class equipment for medical and rehabilitative needs.





## At Home SPX® Reformer

Experience the best features in the industry for strength-building, flexibility and athletic training. Our home Pilates Reformers offer the ultimate full-body workout for any level of exerciser.



# ACCESSORIES

## Halo® Trainer Plus

Merrithew accessories are crafted from the highest-quality materials to add variety and challenge to group classes and home workout routines.





### **Fitness Circle® Resistance Rings**

The wide range of Merrithew accessories are each specially designed to improve strength, flexibility, balance and coordination for multiple positions whether sitting, standing or lying down.

For more information about our Reformers, equipment and accessories  
[merrithew.com/shop](https://merrithew.com/shop)

To find Merrithew education and instructor training near you  
[merrithew.com/instructor-training/find-training](https://merrithew.com/instructor-training/find-training)

For media inquiries and additional information, please contact [communications@merrithew.com](mailto:communications@merrithew.com)