

## Planet Fitness Stays Fiscally Fit With ORBIT®



Designed for presentation scanning on small countertops, the MS7120 Orbit is a popular choice for retail, convenience and specialty stores. Orbit's lightweight, ergonomic design makes it comfortable for hand-held use, too. Producing 1,200 omnidirectional scan lines per second, Orbit offers an unsurpassed first-pass read rate. Orbit...small in size, but BIG in performance.

How does a health club know which members have paid their membership fees? For over 20 years, ABC Financial Services ("ABC") has provided health club owners with the answer to this question and more.

"A health club offers wonderful benefits for many people, but the bottom line is that it is a business that requires income to stay fiscally fit," explains Ray Belew, ABC's Manager of Purchasing and Leasing. "We help the owners of fitness centers, day spas and martial arts centers streamline their accounts receivables operations, offering our expertise in leasing, training, collections and billing."

"Back in 1998, when I evaluated the billing and collections systems at our health club customer sites, it became apparent that the badge readers they were using were not providing optimum results," said Mr. Belew. "ScanSource helped me identify Metrologic's MS7120 Orbit® bar code scanner as the product with the features we were looking for, and we began swapping them in via warranty exchange." Talking more about Orbit's winning characteristics, he added, "Orbit's 20-line omni scan pattern reads quickly and consistently, and the unit looks good in the image-conscious health club environment."

Connected to the health club computer with keyboard wedge, Orbit reads the bar coded card of each member entering the club, immediately accessing his or her membership level and payment history. Club owners

can solicit payment on the spot, or ABC can solicit payment with courteous letters and phone calls. ABC also offers membership renewal solicitation services and goodwill-building services like customer birthday card mailings.

Mr. Belew adds, "The 156 Orbits I have installed in the last year have performed with near 100% reliability, and I've been able to program them myself with the help of Metrologic's technical support help-line."

Many of ABC Financial's 100+ health club customers use an additional MS7120 Orbit for point-of-sale scanning in their pro shops. At the door and in the store, Orbit helps keep the health clubs in good financial shape.

Planet Fitness  
Health Club in  
Little Rock, Ar., USA



**Metrologic®**  
IDENTIFYING SOLUTIONS

USA  
Metrologic Instruments, Inc.  
Tel. 1-800-ID-METRO  
Fax 1-856-228-6673  
info@metrologic.com

Europe  
Metrologic Instruments GmbH  
Tel. 49-89-89019-0  
Fax 49-89-89019-200  
info@europe.metrologic.com

South America  
Metrologic South America  
Tel. 5511-5505-6568  
Fax 5511-5505-1681  
info@sa.metrologic.com

Brazil  
Metrologic do Brasil Ltda.  
Tel. 5511-5505-2396  
Fax 5511-5507-2301  
info@br.metrologic.com

Asia  
Metrologic Asia (Pte) Ltd.  
Tel. 65-842-7155  
Fax 65-842-7166  
info@sg.metrologic.com

China  
Metro (Suzhou) Technologies Co. Ltd  
Tel. 86-512-2572511  
Fax 86-512-2571517  
info@cn.metrologic.com