

0800 731 2799

www.slimimages.co.uk

www.bodyaction.co.uk

# TONING MATTERS



## Slim Images: Leading the way



SINCE becoming the first company to manufacture and supply toning tables in the UK, Slim Images has recorded a series of business firsts.

And the company has added yet another to its extensive list by becoming the first to offer fully accredited training courses for vibration exercise machines.

The business has teamed up with vibration plate trainer Carly Hayward-Surry to develop a training course for salon staff who oversee the use of Body Action machines.



The course has not only been recognised but accredited by the Guild of Beauty Therapists. Staff taking the course can be fully certificated and salons with trained staff receive preferential insurance rates.

“It’s important salons recognise the value of proper training in the use of the equipment - and it gives their customers peace of mind, knowing they are being overseen by experts,” said Carly. “The training workshop is accessible to all vibration plate operators (pivotal movement) so it’s not only Body Action customers who can benefit.”

Managing director of Slim Images Andrew Mackey said: “This is just another demonstration of us leading the way, ensuring customers receive the very highest service levels.”

### What our customers say about us...

*“Slim Images could not have been more helpful – not only do they know what they are talking about but the ongoing help is welcome. First class from start to finish.”*

- Karen Swan

*“Great demo and service.”*

- Joanne Baum

*“I would highly recommend this product and company to anyone who is interested.”*

- Sarah Hill

*“I am more than happy with both my Body Action and the service received from the company.”*

- Margaret Flynn

Staff training ensures effective use of Body Action





# Body Action businesses offered inclusive website

SALONS offering Body Action to clients can now have their own web page – courtesy of Slim Images.

The company is offering the 'added value' service to salons which have Body Action machines available for clients to use.

Slim Images develop and manage the web page on behalf of the salon, which has its own web address.

"Many of the salons which use our products are small,

locally-based businesses with limited budgets for web-based promotions," said Slim Images' managing director Andrew Mackey.

"This is the ideal way for them to have a presence on the Internet without incurring large costs."

For the clients of salons, the individual web pages offer the opportunity to find out more about a salon, including contact details before making a booking.



Right: Slim Images' managing director Andrew Mackey

## Help to find your nearest Body Action salon

The Body Action website now has a convenient salon locator feature.

For those keen to try a Body Action before investing in their own or wanting to enjoy a regular workout at a salon, the locator tool can help.

Visit the website [www.bodyaction.co.uk](http://www.bodyaction.co.uk) and click on the Find a Salon button.

Use the map to click on a geographical area. All the salons offering Body Action in that area will be revealed – with addresses and telephone numbers.

Find your nearest salon offering Body Action by using the store locator at: [www.bodyaction.co.uk/salon-locator/](http://www.bodyaction.co.uk/salon-locator/)

### Salon Locator

- East Midlands
- East Anglia
- Northern Ireland
- Republic of Ireland
- London
- North East
- North West
- Scotland
- South
- South West
- Wales
- Midlands
- Yorkshire & Humberside



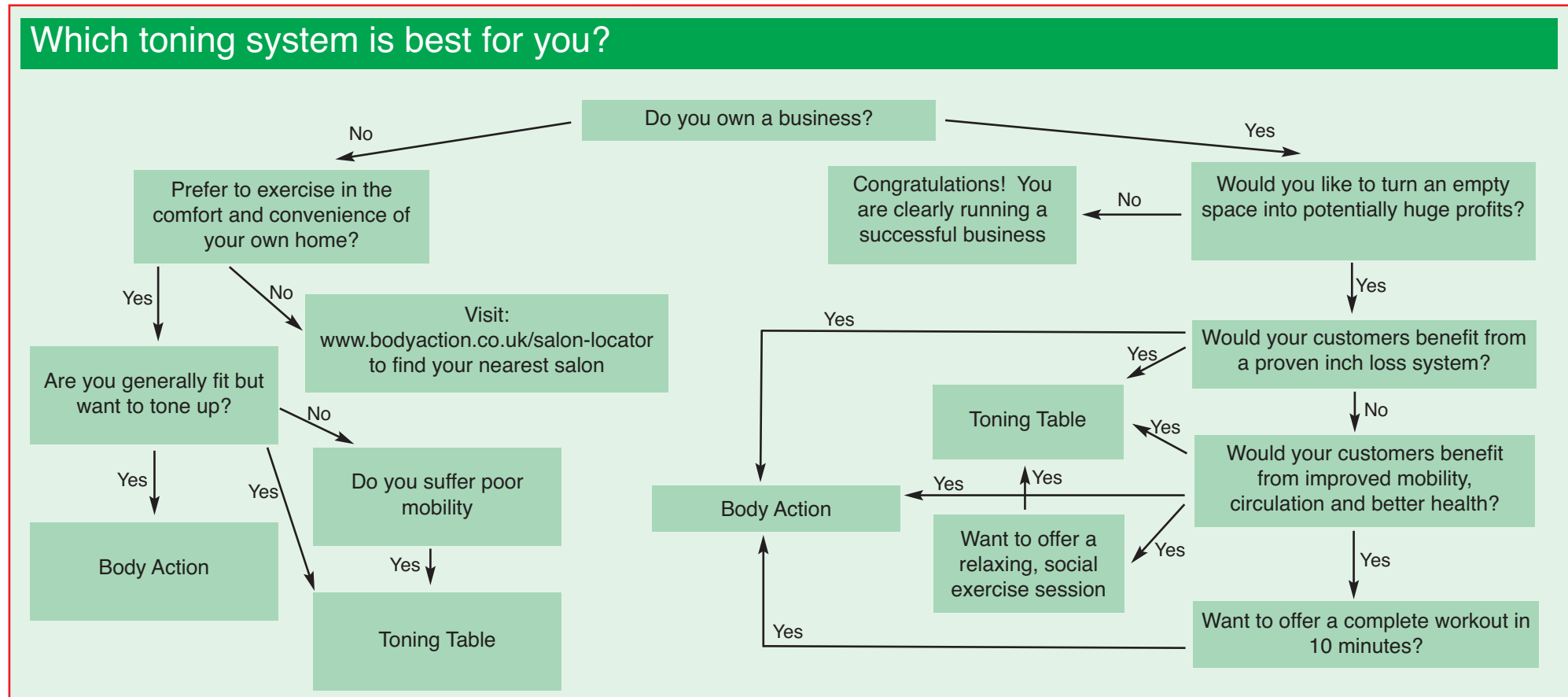
## What you need to know...

- Using Body Action helps speed up your metabolic rate so using more calories and leading to weight loss.
- A Body Action workout takes 10 minutes – we recommend three sessions a week.
- Body Action provides non-strenuous, low impact, toning exercises.
- No special clothing is necessary.
- A Body Action machine is just one metre square so fits easily into a spare corner.
- Machines are maintenance free – although Slim Images provides a full after care service.
- Finance packages are available for domestic and commercial customers.

## Slim Images – our credentials

- Slim Images has been in business for 22 years having been set up to manufacture and supply toning tables.
- Body Action is the company's biggest seller.
- The company does business in 36 countries.
- The management staff have clocked up more than 100 years of experience.
- The most recent customer survey saw the company record a clean sweep of positive responses to the question 'were you satisfied with the level of service provided?'
- The company holds ISO 9001:2008 - recognising its position as a quality manufacturer and supplier.

For more information about Slim Images, Body Action and toning tables please visit our websites:  
[www.slimimages.co.uk](http://www.slimimages.co.uk)  
[www.bodyaction.co.uk](http://www.bodyaction.co.uk)



# Body Action sponsors a Mini adventure



- On New Year's Day 2010, Slim Images' neighbour and web designer Andy Lindsay dreamt up the idea of driving from Land's End to John O'Groats... in a Mini.
- What started as a personal challenge and spot of fun, soon took on a serious note when Andy decided to use the adventure to raise money for charity.
- Nine months later, Andy and friend Keith Parker set off on the five day whirlwind trip in a Mini emblazoned with stickers advertising the companies who had thrown sponsorship into the pot – including Body Action.
- “We were delighted to support Andy’s madcap journey,” said managing director Andrew Mackey.
- “Body Action has always been popular nationwide but we can now very honestly claim it’s been to the very ends of the country!”
- Andy’s trip raised more than £2,500 to be split between two deserving causes: Sue Ryder Care and Action Medical Research.

## ...and now we're on the small screen!

Slim Images has its own YouTube channel. Keen to offer customers the very best service, Slim Images has produced a series of videos which are now available to view on YouTube. The videos offer demonstrations of how to get the most out of a Body Action machine including beginner and advanced exercises. There is also footage of a toning table demonstration, featuring sales manager Martyn Burgess (pictured). “The videos give people thinking about investing in one of our products valuable information about how to get the most out of them,” said Martyn. “And for those who already have a machine they’re a good way to learn new ways of exercising with them.”

**<http://www.youtube.com/user/SlimImages>**



## Support you can expect to receive

Slim Images' 22 year history is built on a solid reputation, great products, excellent value for money – and service that is second to none.

Customers investing in a toning table or Body Action machine for their salon receive not just a piece of equipment but a complete package.

Slim Images' package includes:

- Delivery
- On site tutorial
- Operator manual
- Exercise wall chart
- Consultation cards
- Email support
- Installation
- Fully inclusive warranty
- User manual
- Window poster
- 24/7 live telephone support
- Internet listing

## Contact us

Address:  
Slim Images Ltd,  
19 St David's Square, Fengate,  
Peterborough, PE1 5QA

Freephone:  
0800 731 2799

Email:  
[info@slimimages.co.uk](mailto:info@slimimages.co.uk)

Website:  
[www.bodyaction.co.uk](http://www.bodyaction.co.uk)  
[www.slimimages.co.uk](http://www.slimimages.co.uk)



We've embraced social media too. Our Twitter account will keep you right up to date with all our latest news. Go onto your Twitter account and search for Slim Images.



We're on Facebook too. Again, search for Slim Images and then join us online.