Room by Room

Rethinking the Salon Floor, One Space at a Time

Salon floor plans tend to outlast nearly everything else in the business. Equipment gets replaced, service menus change, and pricing models come and go, but the walls usually stay where they were first built.



FOR MUCH of the industry, those walls went up a long time ago. **Bill Pipp of Tanning Supplies Unlimited** estimates that roughly two-thirds of today's salons were built when traditional Level 1 and Level 2 units were the norm, which meant floor plans full of small rooms. For years, the challenge was fitting better tanning equipment into those spaces without losing rooms. Now the question is different: what should each room be doing?

START WITH THE NUMBERS

Before you buy anything, audit what you have. Pull a few months of booking data and look at each room on its own: sessions per day, revenue per session, and peak versus off-peak use. Most owners know which rooms are busy. Fewer know exactly what the slow ones cost once utilities, maintenance and lamp replacements are counted.

The rooms at the bottom of that list are your candidates for change.

SAME ROOM, NEW MARKET

Changing what a room does doesn't have to mean rebuilding it. Pipp says that in many cases, a red and near-infrared unit can go straight into an existing tanning room. These units draw less power and put less demand on air conditioning, so the room's electrical and cooling don't have to be reworked.

The bigger change is in what the room earns. Pipp sees the industry heading in the right direction, with EFT revenue climbing, and high-end wellness equipment is part of that trend. Converting a room this way can easily more than double the EFT revenue it brings in. It also opens the door to clients who would never book a tanning session but are actively looking for wellness services.

CHANGE THE CONVERSATION

Reaching that market takes more than new equipment. "Words make a difference," Pipp says. "You have to change how you talk about your services."

That doesn't mean walking away from tanning. It means framing it differently: suncare services alongside wellness services, all part of one light-based offering. KBL's term for the full picture is LIGHTCARE, and Pipp encourages owners to think the same way.

"It's all about LIGHTCARE," he says.

Look at your service menu, signage and website with that in mind. Do they present your services as one connected program or as unrelated add-ons? A regular tanner already trusts your staff, so presenting red light as part of the same program makes it an easy next step.

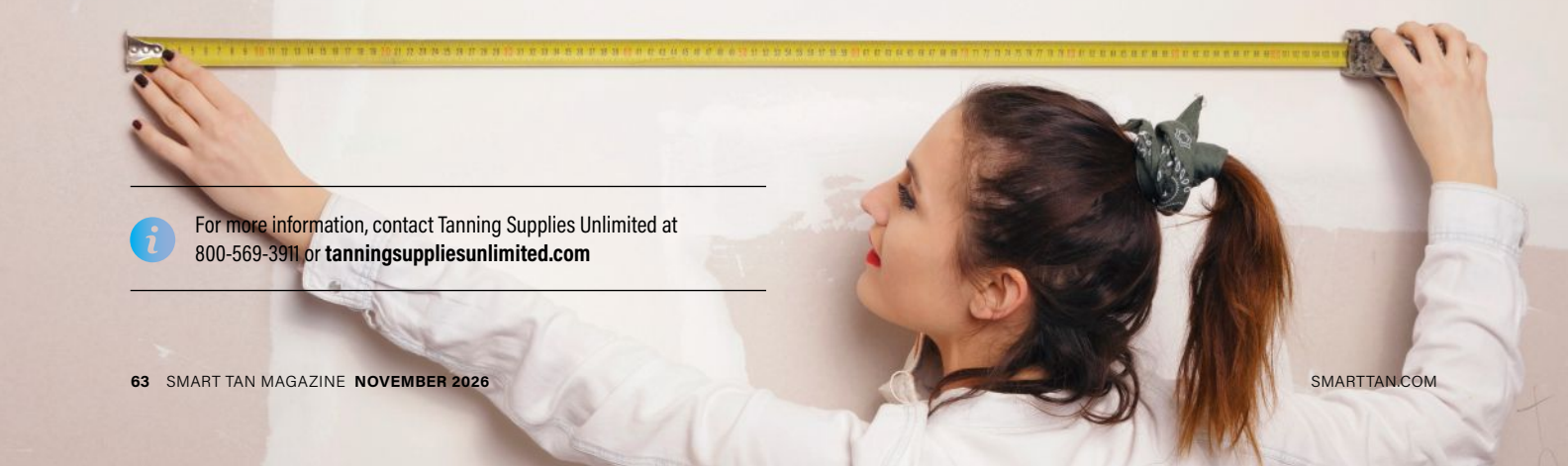
PLAN FOR DEMAND

Wellness sessions can be used far more often than tanning sessions, and Pipp says many salons with a flagship unit like the R11 Air have it running around the clock. Before selling memberships, work out how many sessions per week a room can realistically support, then price and cap memberships to match. A membership clients can't book will cost you more goodwill than it earns. If demand outgrows one unit, a smaller, lower-cost unit such as KBL's A5R or K5R can take the overflow and serve as a trial for clients who may later move up to a premium tier.

ONE ROOM AT A TIME

Start with one room, chosen because the numbers say it's underperforming, and a clear plan for what it will do instead. Track usage for 90 days, adjust pricing, and let the results decide what happens to the next room.

The floor plan you inherited was designed for the industry as it was. The one you build room by room can be designed for where it's going.



For more information, contact Tanning Supplies Unlimited at 800-569-3911 or **tanningsuppliesunlimited.com**