



**South Beach Tanning Company** has taken a bold step into the future of tanning by introducing KBL K11 Air sunbeds at five of their locations, with plans to add units as they become available.

**WITH** 20 years of experience at the Florida-based salon chain, Director of Operations Amanda Jurgens has seen firsthand the evolution of tanning equipment, including the addition of the KBL P9S in recent years. Even with an already impressive equipment selection in place, Amanda, South Beach staff members, and company founder Brian Hibbard were as excited as their clients to experience the K11's first-of-its-kind all-LED technology for themselves.

"Everyone has been tanning in it, from the owner of the company, myself, the staff—everyone wants to try it. The excitement is definitely there across the board," Jurgens says. "The initial reaction from customers has been overwhelmingly positive. Many expressed excitement for a new piece of equipment and the investment in upgraded technology. Just looking at the bed, they can tell it's top of the line. We're seeing just an overall boost in customer satisfaction."

Instead of introducing a new pricing tier, the company seamlessly integrated the K11 into its existing Diamond level membership, offering VIP members access to the latest sunbed technology at no extra cost. This move led to a surge in upgrades as clients eagerly experienced the new equipment. With this cutting-edge technology now part of the standard top-tier membership, the exceptional luxury and value of the Diamond membership set a new benchmark that competing salons can't match.

The enthusiasm about the visually stunning unit with innovative all-LED tanning performance is only bolstered by its interactivity, which allows users to adjust the light output by picking a location and time for their sunbathing experience.

## Innovative TECHNOLOGY, Unprecedented VALUE

"It has the customizable intensity setting that caters to different skin types. Right now, I've been tanning in Maldives, and I leave it around noon, so that's the most intense for UV and beauty red light output," Jurgens says. "It's fun to scroll through. Clients are always like, 'What?! You can pick your destination?' It's fun and interactive."

As a whole new kind of tanning equipment, both visually and functionally, clients really only need to see it to be impressed and intrigued, so most of the legwork with implementation came down to educating staff members on the equipment's functionalities and state-of-the-art features. To ensure the success of the K11, South Beach Tanning implemented a comprehensive training program for its staff. Hands-on demonstrations, detailed product knowledge sessions, and customer service role-playing exercises equipped employees to confidently educate clients about the unit's features.



"The first thing we did was a hands-on demo with staff showing them how to use all the features," Jurgens says. "We also have detailed product-knowledge sessions because there are special Collagenetics products we can sell for this bed with the red light. We did some customer service role playing to help them explain all the functionalities and all the advanced

technology. We have an in-house corporate trainer named Julie, and she provides online refresher webinar training and courses with information and material that we receive from TSU and KBL."

By integrating the K11 into the Diamond membership and making education a focal point, South Beach ensures its customers can make the most of their investment in the best tanning experience money can buy.



For more information about the KBL K11 Air, contact Tanning Supplies Unlimited at 800-569-3911 or [tanningsuppliesunlimited.com](https://www.tanningsuppliesunlimited.com)