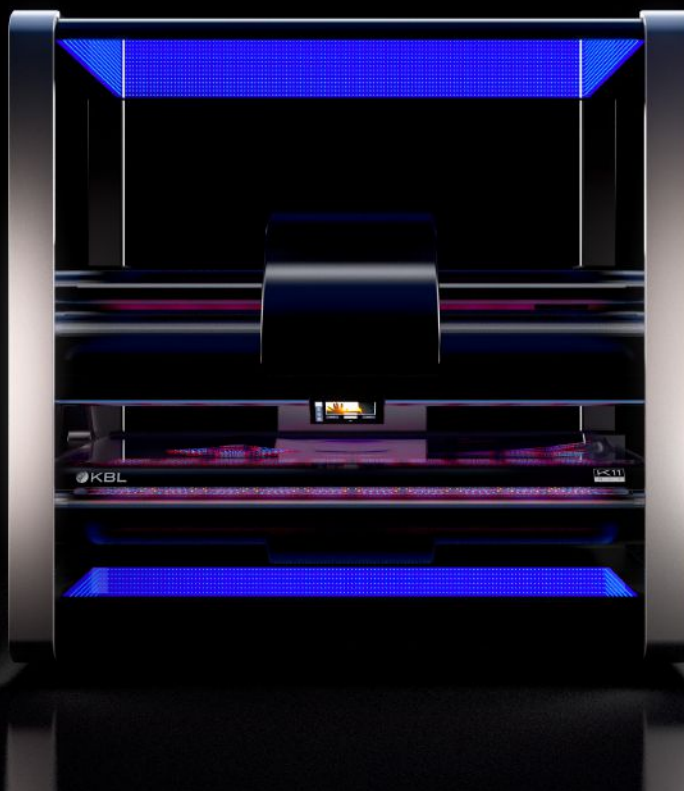


# K11 Air Loft Takes Luxury Tanning to a New Level



**THE KBL K11 AIR** is anything but an ordinary tanning bed, and since unveiling the first unit at one of his **20 Glo Sun Spa locations**, **Todd Earnhart** has ensured it receives the premium treatment it deserves.

The K11 Air Loft version, with its striking exterior frame and mesmerizing Loft Infinity Mirror, is the latest sunbed to earn a place in one of Glo's exclusive "Luxury Suites." Here, clients are treated to an unparalleled experience, complete with chilled towel service, complimentary beverages, in-room aromatherapy, minted chocolates, and a video wall that transports them to an immersive tropical paradise. This exceptional combination of cutting-edge equipment and luxurious amenities allows Earnhart to charge a "super-premium" price that customers have been more than willing to pay.

While Earnhart has utilized the Luxury Suite concept for two decades to distinguish their top-of-the-line sunbeds from the rest of their tanning options in terms of both price and experience, the K11 Air Loft has taken the distinction to a new level. The Luxury Suites have always been separated from Glo's typical EFT structure and sold only via premium session and package pricing, but Earnhart says he has never heard of another salon charging as much as he is now for the K11, and clients are still lining up to experience the latest and greatest in sunbed technology.

"We are selling and promoting an experience. The K11 Air Loft is a world-class tanning system that performs beyond previous limits with added amenities that immerse the client in an unforgettable experience. This is so much more than a tanning session," Earnhart says.

While the K11 Air Standard version is equally impressive from a performance standpoint, Earnhart chose the Loft version because it's the perfect fit, both literally and figuratively, for his Luxury Suites.

"It definitely has a much bigger presence in the room. The way we're utilizing it, with a larger room and the added amenities, in my opinion, it's not the place to take shortcuts. The Loft just looks so much bigger," he says.

The K11 Air Loft's strikingly unique design and performance made the initial investment an easy decision for Earnhart, and the overwhelming response to the first unit has solidified his plans to introduce more K11s at additional locations in the near future.

"The P9S and other units that are similar are what we call unlimited membership beds. The K11 is a premium. The best analogy I can share is if you stayed at the Ritz Carlton, you are going to have a great experience and a very nice room. But the K11 would be more comparable to staying in the Presidential Suite at the Ritz Carlton," Earnhart says.

"This technology not only saves in operational costs and expenses but supports the ability to charge a premium, and the results are outstanding. I knew it was going to represent something clients had never seen before. The overall experience, when you lay in that machine and the results after, are unbelievable, and clients are just thrilled with it."



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