

PersonalHour Expands Nationwide Distribution Network to Improve Pilates Reformer Delivery

PersonalHour strengthens nationwide distribution and customer support to improve Pilates reformer delivery and ownership experience.

NEW YORK, NY, UNITED STATES, June 23, 2026 /EINPresswire.com/ -- [PersonalHour](#), one of the fastest-growing Pilates equipment brands in the United States, announced a significant expansion of its nationwide distribution and fulfillment network as part of a long-term investment strategy focused on improving Pilates reformer delivery, customer support, and the overall ownership experience.

The initiative includes new partnerships with multiple fulfillment centers, regional warehouses, freight providers, and last-mile delivery specialists across the country. Through this expansion, PersonalHour now distributes inventory from 16 states, including Ohio, New Jersey, Texas, Arizona, Nevada, Georgia, Missouri, California, Washington, and several additional strategic markets.

The company believes the investment addresses one of the most overlooked challenges in the Pilates equipment industry: delivery.

While much of the fitness and wellness industry focuses on product innovation, equipment design, and manufacturing, PersonalHour believes the customer experience begins long before the first workout.

"Delivery is just as important as the equipment itself," said Nadia Yacoub, Founder and CEO of



Maple Reformers

PersonalHour. "When someone invests in a premium Pilates reformer, they are not simply buying a product. They are investing in their health, wellness, and lifestyle. Customers deserve peace of mind throughout the entire process, from ordering and fulfillment to delivery and long-term support."

The expansion comes as demand for home Pilates equipment continues to rise across the United States. More consumers are choosing to bring Pilates into their homes, creating increased expectations around shipping speed, inventory availability, communication, and customer service.

Unlike many traditional e-commerce products, [Pilates reformers](#) require specialized freight handling, appointment scheduling, careful transportation, and delivery coordination. These complexities can create challenges throughout the industry and often influence the customer's first impression of a brand.



American Pilates Reformer Outlet

“

Delivery is just as important as the equipment itself. Customers deserve confidence, communication, and peace of mind from order placement to their first workout.”

Nadia Yacoub, Founder & CEO, Personal Hour Pilates

Recognizing these challenges, PersonalHour has spent the last several years investing in infrastructure designed to improve every stage of the delivery experience.

Today, the company operates a multi-state fulfillment strategy that places inventory closer to customers, reducing shipping distances and helping improve delivery timelines.

The company's long-term goal is simple: deliver most in-stock Pilates reformers within approximately one week while maintaining the quality standards customers expect

from a premium Pilates brand.

According to company leadership, the distribution expansion is about more than logistics.

It is about creating a better ownership experience.

"People remember how they were treated," Yacoub said. "They remember communication. They remember whether someone answered their questions. They remember whether the equipment arrived safely and on time. A great Pilates reformer should be supported by a great customer experience."

The expanded fulfillment network allows PersonalHour to better serve customers throughout the country while supporting future growth.

Inventory is now positioned closer to major population centers, allowing the company to respond faster to demand while reducing transit times.

The strategy also helps support Pilates studios, wellness centers, universities, rehabilitation clinics, and individual home users who often require faster delivery timelines and more predictable scheduling.

The company's flagship reformers, including the [Janet Elite Plus](#), Nano Elite Plus, Nano Pro Max, and other home and studio Pilates equipment, are expected to benefit from the expanded distribution model.

Named after the founder's mother, the Janet Elite Plus has become one of PersonalHour's most recognized products and represents the company's philosophy of combining studio-quality performance with home-friendly design.

As home Pilates continues to grow, company leadership believes the future of the industry extends beyond equipment alone.

Customers increasingly expect a complete experience that includes education, support, technology, community, and reliable fulfillment.

This belief has shaped PersonalHour's broader investment strategy.

While distribution capabilities are expanding nationwide, Ohio remains the center of the company's operations.

The company's Dublin, Ohio facilities continue to oversee customer support, product inspection, quality assurance, training, product development, and future manufacturing initiatives.

Rather than centralizing every aspect of the business in one location, PersonalHour has adopted a hybrid model that allows Ohio to remain the operational hub while distribution capabilities expand throughout the country.

"Our vision is to keep the heart of the company in Ohio while bringing inventory closer to

customers nationwide," Yacoub said. "That gives us the ability to scale while maintaining quality, consistency, and service."

The expansion also aligns with the company's continued investment in customer support.

PersonalHour recently began onboarding additional customer service team members to provide assistance beyond traditional business hours.

The company expects the expanded support structure to improve response times for delivery questions, scheduling requests, warranty inquiries, replacement parts, setup assistance, and post-purchase support.

According to company leadership, support should not end once an order is delivered.

Customers purchasing premium Pilates equipment often have questions regarding setup, accessories, maintenance, upgrades, and training resources. PersonalHour believes long-term customer success depends on providing ongoing assistance throughout ownership.

The company has also expanded internal processes related to quality assurance and fulfillment oversight.

Products undergo inspection procedures designed to help ensure customers receive equipment that meets company standards before shipment.

Additional investments have been made in inventory planning, warehouse coordination, freight management, and communication systems.

These improvements are intended to provide greater transparency throughout the fulfillment process while reducing uncertainty for customers waiting for large freight deliveries.

As more consumers research Pilates reformer brands online, company leadership believes fulfillment performance will become an increasingly important factor in purchasing decisions.

Historically, consumers focused primarily on equipment specifications, spring systems, frame materials, dimensions, and accessories.

Today, buyers are also evaluating delivery timelines, support responsiveness, replacement part availability, and long-term customer service.

PersonalHour believes the industry is entering a new phase where customer experience plays a larger role in brand differentiation.

"Customers are looking for more than equipment," Yacoub said. "They want confidence. They

want communication. They want to know that someone is there to support them before, during, and after the purchase."

The company's investments reflect that philosophy.

Since its founding in 2021, PersonalHour has grown from a garage startup in Dublin, Ohio into a national Pilates equipment brand serving customers throughout the United States.

The company has served more than 38,000 customers, delivered over 13,000 Pilates reformers, generated more than \$25 million in cumulative revenue, and built a growing ecosystem that includes equipment, education, technology, wellness resources, and community initiatives.

In addition to equipment, PersonalHour continues investing in digital experiences, educational content, and AI-powered wellness technologies designed to make Pilates more accessible to people regardless of location or experience level.

These initiatives support the company's mission of helping people move better, live healthier, and experience the benefits of Pilates wherever they are.

As PersonalHour continues expanding its national footprint, the company remains focused on a simple principle:

Delivering premium Pilates equipment should include delivering confidence, convenience, communication, and peace of mind.

For PersonalHour, the Pilates journey begins long before the first exercise.

It begins with trust.

It continues through fulfillment, support, education, and community.

And it is strengthened every time a customer receives the experience they expected when they chose PersonalHour.

For more information about PersonalHour, its Pilates reformers, wellness technologies, and customer support initiatives, visit [PersonalHour](#).

About PersonalHour

PersonalHour is a Pilates equipment and wellness company headquartered in Dublin, Ohio. Founded in 2021, the company provides home and studio Pilates reformers, accessories, educational resources, wellness technology, and community support designed to make Pilates more accessible and enjoyable. PersonalHour serves customers throughout the United States

and continues to invest in innovation, fulfillment, customer support, and technology to enhance the Pilates experience for users of all levels.

Nadia Yacoub

BetterFly

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/921495871>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.