

PAIR'FORM

1 club operated · LONS-LE-SAUNIER · company founded 2026-09-01

1

club

Lons-Le-Saunier

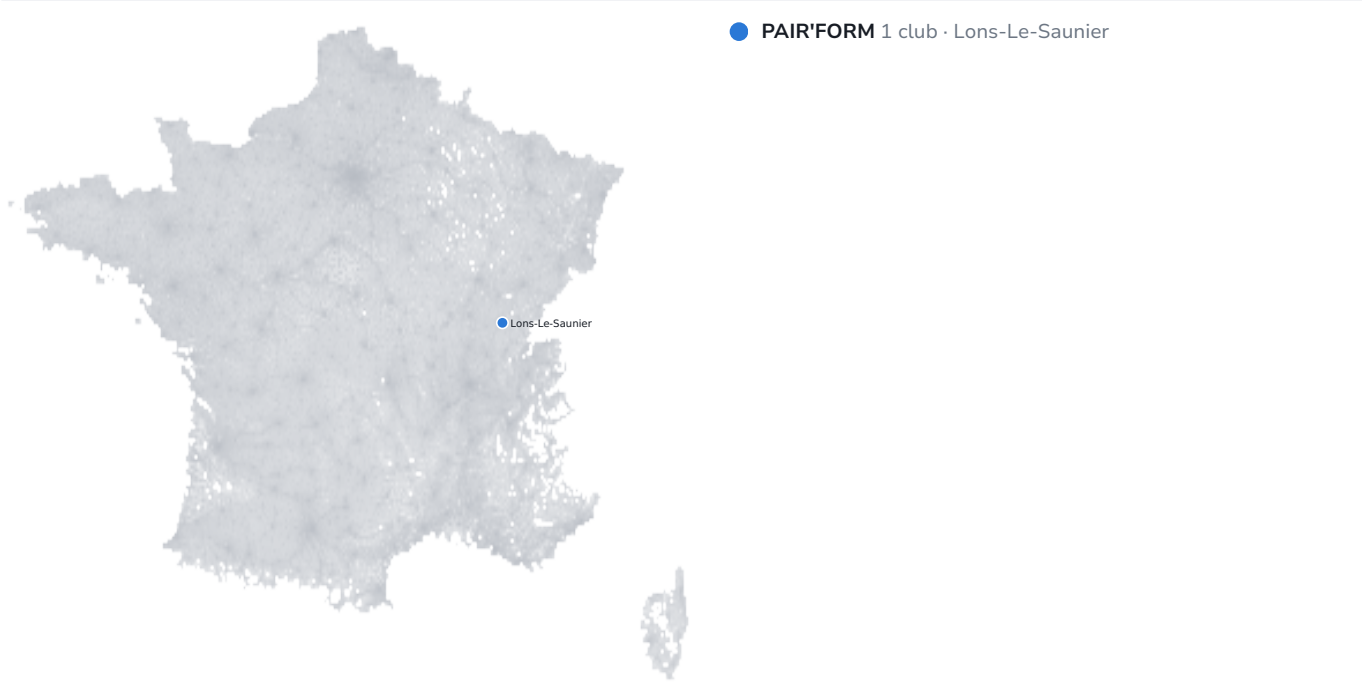
opened 2026–2026

—

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION GYMS WITHIN, OPENING → TODAY		CAPTURE PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
PAIR'FORME	Lons-Le-Saunier 39000	2026	2 → 2	5 → 5	1,115 → 1,115	3,750 → 3,750

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage.

LEGAL IDENTITY — INSEE Sirene

Legal name	PAIR'FORM
SIREN	130108129
Founded	2026-09-01
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Jules André Robert CORDIER (Directeur Général); Nicolas GRENIER (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

PAIR'FORME Lons-Le-Saunier

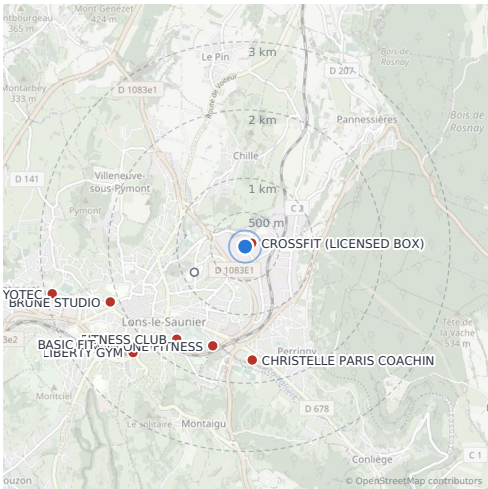
1250 RUE BLAISE PASCAL 39000 LONS-LE-SAUNIER · opened 2026-09-01 · SIRET 13010812900011

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	39.8	39.6	-0.2
Gyms within 1 km	2	2	0
Gyms within 2 km	5	5	0
Competition weight, 2 km	3.70	3.70	0%
Capture, 2 km	3,750	3,750	0%
Saturation, 2 km vs national baseline	+195%	+196%	+1 pts

Competitor field as it stood on 2026-09-01 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



8 gym floors, 1 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	46 500 m	1,547 people	45	304 aged 18-64 + 1,243 workers = 1,547 over 0.79 km2 = 1,970/km2
	2 km	19,526 people	46	6,681 aged 18-64 + 12,844 workers = 19,526 over 12.57 km2 = 1,554/km2
Competition weight 15%	66 500 m	0.40 wt	79	1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	3.70 wt	57	4 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	42 500 m	1,115 people	50	361 residents + 754 workers, demand within 500 m against every competitor within 3 km
	2 km	3,750 people	37	1,646 residents + 2,104 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	2 500 m	not measured	—	catchment of 742 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 12.2 LQ
	2 km	LQ 2.96	2	4 clubs / 12,260 residents = 32.63 per 100k against 11.01 nationally
Fit weight 10%	— unit	not measured	—	no floor area recorded for this unit
Rental weight 10%	— unit	not measured	—	no rent or no floor area recorded
Income weight 10%	40 500 m	0.92×	40	20,580 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.92×	40	20,580 EUR against 22,380 nationally, median of 7 IRIS within 2 km

NEAREST GYMS — 8 within 3 km; ▲ opened after 2026

0.11	CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2019	1.53	LEMON ONE FITNESS Lemon One Fitness 2016
1.67	CHRISTELLE PARIS COACHING 2018	1.69	FITNESS CLUB 2008
2.13	BRUNE STUDIO 2026	2.26	LIBERTY GYM Liberty Gym 2019
2.5	BASIC FIT Basic-Fit	2.91	MYOTEC 2025

ACCESS — straight-line, GTFS

Rail	Lons-le-Saunier — 2373 m
Bus	LONS - RESTAURANT MUNICIPAL — 334 m
Footfall	Lons-le-Saunier — 2373 m, 423,889 travellers/yr SNCF
Shops	4 within 150 m INSEE BPE