

Two entrepreneurs bringing California-based StretchLab to Buffalo



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Melanie Allesi, left, and Carrie Klauk, co-owners, StretchLab Southtowns

STRETCHLAB SOUTHTOWNS

By [Lian Bunny](#) – Reporter, Buffalo Business First
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It's a stretch. Not the business model, but the business itself.

Fitness centers for customized, assisted stretching are coming to the Buffalo area.

[Carrie Klauk](#) and [Melanie Allesi](#) are opening three locations of StretchLab, a California-based franchise, in the next three years. They hope to open their first spot, called StretchLabs Southtowns, in October at 3860 McKinley Parkway in Blasdell, Allesi said.

The co-owners haven't committed to the other two locations yet but are looking in the Williamsville, Lancaster and Clarence areas.

The closest existing StretchLab location is in Hudson, Ohio, and the only New York state locations are in White Plains and Mount Kisco, according to the company's website.

Klauk, who has been certified in stretching for about seven years, started the Movement Buffalo about six years ago and offers one-on-one stretching. After Allesi and her husband started booking stretching appointments with Klauk and feeling the physical improvements, she and Klauk decided to partner up.

When the Southtowns location opens, the Movement Buffalo will close its Orchard Park spot.

Franchising StretchLabs was a way to expand the Movement with a built-in business model, Allesi said. That includes access to technology called a maps machine, a 3D body-scanning tool that gives information on how well people's bodies are moving.

"We're going to be able to help people move better, be better athletes, in anything they're trying to do," she said. "That's the biggest reason we looked into this and the franchise model made so much sense."

The pandemic didn't slowdown their plans, with one exception. StretchLab recommends franchise locations are 1,700 square feet maximum, but in order to keep stretching beds at least six feet apart, the Southtowns location is 2,150 square feet.