

At AthleTech, we're starting with towel folding, but the larger opportunity is automating the full workflow that today requires a dedicated employee.

Rather than building a robot that performs a single task, our goal is to create a system that can handle the end-to-end towel lifecycle: removing clean towels from the dryer, transporting them to the folding station, folding them to the customer's preferred standard, creating organized stacks, and restocking shelves throughout the facility.

This approach mirrors how a human employee actually works. Employees don't spend their entire shift folding towels. They move between stations, manage inventory, transport materials, and ensure clean towels are always available where members need them. By expanding the robot's capabilities across this workflow, we move from automating a task to automating a meaningful portion of an employee's job.

The outcome is simple: dirty towels go into the laundry process, and folded, organized towels are returned to the shelves with minimal human intervention. This reduces repetitive manual labor, improves consistency, allows staff to focus on member-facing responsibilities, and creates a clearer path toward meaningful labor savings than towel folding alone.