

Body-Solid® Times

BodySolid.com

2017

Call for Dealer Specials: 1-800-833-1227

NEW COMMERCIAL POWER RACK DEBUTS

QUALITY, FUNCTION, VERSATILITY = VALUE



Since it became popular in the 1960s the power rack continues to be the cornerstone of strength training equipment in any gym. Power racks have been and will always be viable and are versatile enough to accommodate the latest exercise trends.

Body-Solid's new full commercial power rack, the SPR1000, features everything you need in a power rack. The rigid strength and durability of the SPR1000 comes from 3" x 3" 11 gauge steel pillars, base and cross bars joined together with 1" bolts washers and lock nuts. It's overbuilt to outlast the most voracious lifters.

The SPR1000 Power Rack measures 90" tall making it the perfect platform for chin-ups, standing shoulder presses and many other exercises that are often compromised on shorter racks. Doubling the number of adjustment holes by narrowing spacing to 1" on center for the safety spotter bars means you will always find that perfect position without compromising safety.

The SPR1000 rear frame expansion creates a perfect space for a spotter and accommodates extra storage space for weight horns, bar holder, storage trays and stability ball rack. Other options include: multi-grip chin up bar,

multi-grip pull up bar, ball rebounder, plyometric step, dual action T-bar row and U-link for rope exercises.

Unlimited expandability comes from the SPRMB monkey bar attachment. The monkey bars allow users to bolt two or more SPR1000 Power Racks together to create a multi-user functional gym, jungle gym or entire room.

With a multitude of attachments, the ability to expand and customize, Body-Solid SPR1000 Commercial Power Rack is the perfect blend of high quality, multi-function versatility and value.

SPR1000:

- 3" x 3" 11-gauge steel mainframe
- 1" hole spacing for safety spotter bars
- Rear expansion for weight storage and spotter access
- Monkey bar attachment bolts two power racks together
- Includes two J-Cup liftoffs and premium safety spotter bars
- Multitude of attachments
- 81" L x 53" W x 90" H, 391 lbs.
- Body-Solid Full Commercial Warranty



CREATIVE – BEHIND THE SCENES

In the fast-paced digital age of marketing, communicating with customers is easier than ever, but also much more challenging.

Who's your audience? What content will generate the best prescribed response? And what media is the best venue to reach your target audience?

At Body-Solid we are proud to have an in-house creative team comprised of experts in traditional and digital marketing that develop and manage our multimedia content, including product copy, web pages, videos, photos, packaging, advertising and much more.

Our in-house creative team allows us to seamlessly manage the Body-Solid brand throughout the many different channels increasing the speed of publishing brand and product information from concept to marketplace. Some of the most effective channels you will find our content on, include familiar social media outlets such as Facebook, Twitter, Pinterest, Tumblr, Instagram, and YouTube. All of it is created and maintained in-house.

Thanks to our state of the art photography and video production studio, the creative team produces all of the imagery and videos seen on Body-Solid websites and printed materials. The team also develops and creates packaging, product data sheets, websites, blog content, catalog design, dealer corners and other branded emails.

Through a coordinated effort with engineering and sales, each new Body-Solid product is introduced to the creative department to learn the features and benefits of a product before beginning photo, video shoots and copy writing. Once comfortable with the product, photos and video are taken, the copy is completed, packaging and product pages are created and product goes to launch. Each piece of copy, every photo, video and product page is designed to help you grow your business with Body-Solid.

The Body-Solid FTP site provides easy access to our extensive library of product images and videos in a quick and easy fashion. If you can't find what you need let us know and our creative team may be able to produce it for you.



DO YOU NEED PRODUCT IMAGES OR VIDEOS?

Visit the Media Room section at the bottom of BodySolid.com for updates, photos, videos and more examples of the fantastic work done by our creative department. Be sure to also browse our FTP site to find helpful more content to help enhance your selling experience.

Last but not least, make sure you're following and interacting with Body-Solid on Facebook (facebook.com/BodySolidInc), Twitter (@BodySolidFit) and Instagram (@BodySolidFit or #BodySolid). The more you interact with us, the more we interact with you and the more we continue to grow together.

TRADE SHOW LINE UP FOR EARLY 2017



February 5-8, 2017
Munich Germany

Every year, more than 2,600 international exhibitors present their latest products from the segments of Outdoor, Ski, Action, Performance Sports, Textiles, Health & Fitness and Sourcing at ISPO MUNICH to over 80,000 visitors from 110 countries.



March 9-10, 2017
Los Angeles, CA

The IHRSA International Trade Show is the place for health club operators to discover the newest and best fitness equipment and technology the world has to offer. More than 350 exhibitors come from around the globe to showcase their products and services in a vibrant, high-energy environment that you won't want to miss.



March 22-25, 2017
Taipei, Taiwan

The Taipei International Sporting Goods Show is a 4 day event being held from March 22-25, 2017 at the TWTC NANGANG Exhibition Hall in Taipei, Taiwan. This event showcases product from Apparel & Clothing, Gifts & Handicrafts, Sporting Goods, and the Toys & Games industries.



April 6-9, 2017
Cologne, Germany

The business platform FIBO EXPERT responds to demands defined by the exhibitors of the segments: Training Equipment, Medical, Wellness & Beauty, Sports Nutrition, Interior, Consulting & Services, Functional Training & Cross Fit, Trading, EMS, Performance Apparel and Mobile Devices.

THE CROSSFIT PHENOMENON: STRONG AND STILL GROWING

Remember when our fitness education came from a late night infomercial? A trip to the gym was an hour, minimum? When health clubs only offered modern strength equipment with lots of shiny vinyl, chrome plating and wall-to-wall mirrors?

While that world still exists, it is rapidly being eclipsed by the still booming CrossFit phenomenon.

What exactly is the appeal of “The Box” as CrossFit facilities tend to call themselves? They are typically equipped with mostly open space—frequently a converted warehouse

or manufacturing facility—rubber flooring, high ceilings and a collection of mostly “old school” equipment. Equipment ranges from barbells and plates to kettlebells, medicine balls, jump ropes and rowing machines. The equipment is routinely stacked neatly around the perimeter, leaving a large open space in the middle of the facility. These are not your classic fitness facilities. They aren’t even the fitness facilities of a few years ago.

The wide appeal of CrossFit – a conditioning program that mixes Olympic weightlifting, power lifting, calisthenics, gymnastics, sprints,

plyometrics and rope climbing – is that the workouts are short, intense and constantly changing.

In addition, the program adds an important element of competition, either with yourself or others as individuals try to complete the Workout of The Day better than they did it last time and better than their workout partners in their facility or online.

CrossFit has grown from just 18 affiliates in 2005 to over 10,000 today. Sales of CrossFit-inspired fitness products are at an all-time high with more equipment hitting the market

each year. The Reebok CrossFit Games are widely televised on major sports networks and watched around the world. Simply put, the CrossFit trend has legs. To keep up with this ever-growing trend, Body-Solid now offers a wide array of racks, weights, bars, balls and rigs to satisfy any CrossFit-oriented facility.

One of these new items is the Body-Solid GBR10 Ball Rebounder. The GBR10 features adjustability from a 30 to 60-degree angle and designated ball storage to maintain an organized facility. This stand-alone unit is perfect for functional/cross training, circuits, sports performance or rehabilitation.

Also new to the Body-Solid lineup, black Slam Balls (replacing our previous red Slam Balls). In addition to a new color, Body-Solid Slam Balls (BSTHB#) will be uniform in size from 10-30lbs and listed in kilograms for international dealers.

Our new grip strength trainers, SR-CB Cannonball Grips, are proving very popular and extremely versatile. The SR-CB features a non-slip matte red paint finish and a strong adjustable nylon strap to attach to any chinning bar, Olympic bar, kettlebell or dumbbell.

For information on more exciting new products, be sure to read the article on our new SPR1000 Commercial Power Rack, a perfect Power Rack for CrossFit and CrossFit inspired facilities.



BODY-SOLID'S CROSSFIT INSPIRED PRODUCTS

Products range from larger-scale installs like our Hexagon Rig or Power Racks to the smaller accessories and weights such as medicine ball, Olympic lifting bars, kettlebells and more. Here is a representative list.

RECOMMENDED CROSSFIT ITEMS:

AIR BIKE

FB300

GLUTE HAM MACHINE

SGH500

POWER RACKS

BFPR100
PPR200X
GPR378
SPR1000
SMR1000

RIG SYSTEMS

SR-HEXPRO
SR-HEX

BALL REBOUNDER

GBR10

STORAGE RACKS

SDKR1000
SDKR500
GDKR100
GDKR50
GDR60
GDR363
GMR10
GMR5
GBPR10
GSR10
GYR500
SWT1000
WT46
GOWT
GOBH5

SQUAT STANDS

PSS60X
GPR370

WEIGHT SLED

GWS100

BAR

OB60B
OB72B
OB86
OB86B
OB86P1000
OB86P1000SS
OB86CHICAGO
OB8625THYR
OB864STAR
OB86LPB
OB86PB
OB86PBS
OB86PBG
OTB50

POWER BANDS

BSTB

COLLARS

BSTMC
BSTROC

BUMPER PLATES

OBPH
OBPP

KETTLEBELLS

KB
KBC
KBL
KBV

MEDICINE BALLS

BSTMB
BSTDMB
BSTSMB

SLAM BALLS

BSTHB

CANNONBALL GRIPS

SR-CB

LANDMINE ATTACHMENTS

TBR10
TBR20
LBB28
LMCG
LMSE
LMPP
LMMG

PLYBOXES

BSTPB
BSTSPBOX

S2 FUNCTIONAL TRAINERS

The move to more functional exercises has been one of the hottest trends in strength training over the last ten years. Specifically, moving away from the isolation of old-school weightlifting and into compound exercises involving multiple planes of movement that recruit stabilizer muscles.

Functional training focuses on exercises that promote coordinated balance and strength, often from a standing position. The Physical Therapy and Rehabilitation markets were the first segments to promote functional training before this style of training was slowly adopted by coaches, personal trainers, and other fitness professionals.



Today, fitness experts around the world recognize the benefits of this type of training. As a result, trainers and coaches began to eliminate the traditional strength machines in favor of compact Functional Trainers, full Cable Crossovers, and single Cable Columns. This trend has now spread to the entire vertical and commercial market. Hospitality, Corporate Facilities, Multi-Housing, Military, Police and Fire are all looking to incorporate functional training into their gyms and are a staple for any new gym of any size.

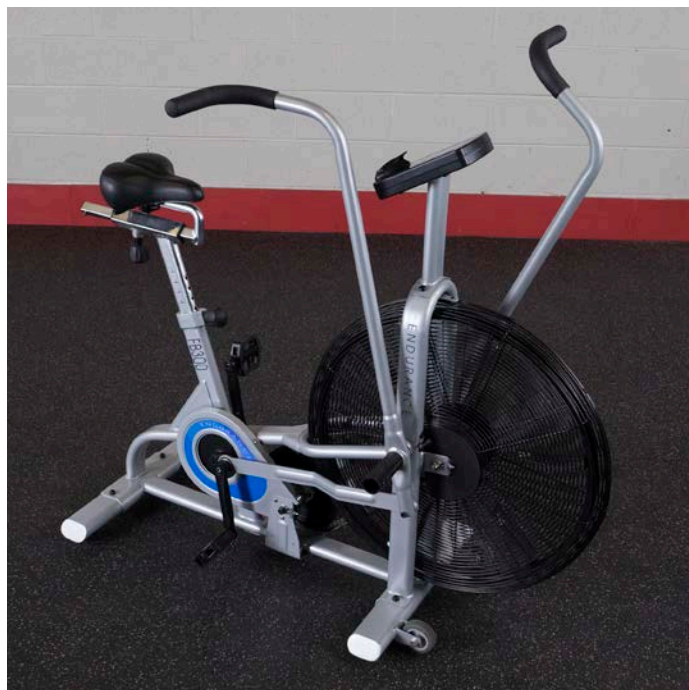
Body-Solid is debuting three new full commercial functional training cable machines within the ProClub Line Series II line: the S2FT Functional Trainer, the S2CCO Cable Crossover and the S2CC Cable Column.

Similar to previous ProClub Line Series II pieces, these three new machines are of full commercial quality and come fully shrouded, providing excellent quality and top-of-the-line aesthetics.

ENDURANCE FB300 FAN BIKE

Fan Bikes continue to experience a resurgence, thanks to their extensive use in CrossFit inspired routines and on the sidelines of professional sporting events. While there are other versions in the market, we have put a lot of effort into the

design of our fan bike and are confident that the look, feel, and quality of the new Endurance FB300 Dual Action Fan Bike will meet and exceed the competition. In short, the FB300 is a workout machine that is built to endure high intensity workouts, use and abuse year after year both at home and in the gym while providing an exhilarating workout experience.

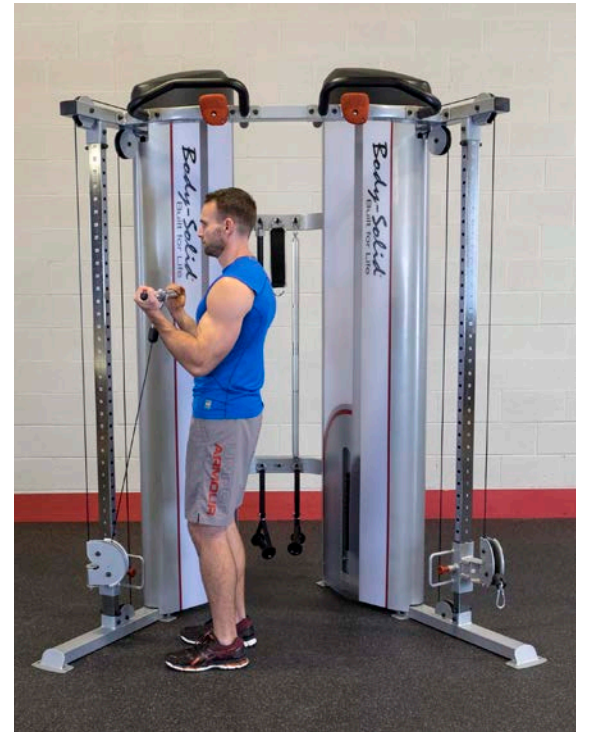


A closer look at the bike reveals best in class features and quality. The 27" steel resistance fan is the largest in its class and provides a consistently smooth resistance. Each pivot point on the FB300 uses sealed bearings to provide sturdy, durable,

S2FT

A nearly unlimited amount of workout possibilities are unlocked with the Body-Solid S2FT ProClub Line Series II Functional Training Center. The S2FT's dual independent weight stack system provides dedicated resistance with true isolateral movements from cable crossovers and shoulder presses to pull-ups, leg kickbacks and everything in-between. The pulleys adjust independently offering 34 different starting positions.

Taller than standard functional trainers, the S2FT provides unparalleled range of motion while Ergonomically designed adjustments and interchangeable cable handles offer workout variety.



Fully-shrouded weight stacks are not only aesthetically pleasing but safe — preventing users from dropping weights onto objects. Commercial grade cables, weight stacks and design make the S2FT one of the strongest, most durable training centers on the market. Weight stacks are available in 160, 210 and 310lb sizes.

Multiple handgrips—including Body-Solid's exclusive rock climber grips—help users build upper body and hand grip strength. The 14" padded athletic bar allows for complex movements to simulate tennis, golf and baseball swings. The S2FT also includes two commercial adjustable single handles, an ankle strap, and a 20" revolving straight bar.

With a space-saving footprint, dual independent weight stacks, user-friendly ergonomics and adjustability and precision-fitted components, the S2FT Series II Functional Training Center is a great addition to any workout space or facility.

S2FT:

- 34 starting positions for both weight stacks
- Integrated chinning bar
- Fully shrouded
- 160lb, 210lb or 310lb weight stacks available
- 2"x3" 11 gauge steel frame
- Includes: 43" revolving straight bar, 14" athletic bar, 2 nylon cable handles, ankle strap and straight bar
- Full Commercial Warranty
- 79.4"L x 54"D x 99"T, 837.1 lbs

smooth movements and requires little to no maintenance. This too is a best in class design for dual action fan bikes, most others use inexpensive bushings. The Endurance FB300 also features 12-gauge steel and oval tubing to overcome the high torque producing arms movements and increasing the user weight capacity to 300lbs.

Keeping things simple we chose a basic straight forward LCD display console with only the key essentials for the FB300. Quick programing buttons let you scroll between Heart Rate, Speed, RPM, Time, Watts, and Calories. Heart Rate information comes via a built in receiver that is compatible with Polar heart rate straps. The console also features a convenient shelf that is ideal for your smart phone or a similar device. The Endurance FB300 Dual Action Fan Bike is suitable for a variety of fitness levels from the novice to expert rider, for rehabilitation and for high intensity workouts. It is fully adjustable; the seat adjusts forward and back as well as

vertically providing a comfortable fit for virtually any size user. The convenient transport wheels make moving the FB300 out of the way for storage or cleaning easy. The Endurance FB300 is backed by a commercial warranty and is one robust bike that will endure for many years.

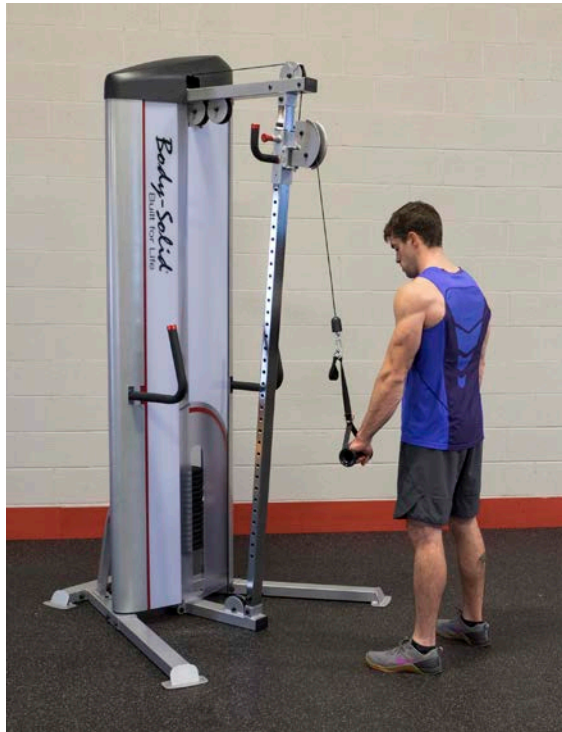
FB300:

- Suitable for all fitness levels
- Seat post adjusts horizontally and vertically for ideal seat positioning
- Convenient transport wheels
- 27" largest in class steel-resistance fan
- Best in class sealed bearings
- Over tubing/12-gauge steel movement arms
- LCD display features quick program buttons, heart rate, speed, RPM, time, watts and calories
- Commercial Warranty

S2CC

The Body-Solid ProClub Line Series II Cable Column is the most compact cable machine in the Body-Solid lineup. The S2CC's compact footprint and simple adjustments make it an ideal fit in any home workout space or commercial gym setting.

The S2CC features a fully-covered, sleek shroud offering both aesthetic and safety benefits. Featuring commercial-grade cables and construction, the S2CC is designed to withstand even the most strenuous of workouts without compromising effectiveness. The weight stack is available in three sizes: 160, 210 and 310lbs.



36 different pulley starting positions allow users to perform any number of high-pulley, mid-pulley or low-pulley exercises including rows, crunches, wood chops, biceps curls and more. The adjustable pulley swivels 180 degrees, increasing both the range and variety of exercise options.

The S2CC Cable Column includes a nylon cable handle, a low row bar and an ankle cuff. Attach additional handles to the S2CC and open up a whole new world of movements.

Extremely compact, versatile and durable, the new Body-Solid ProClub Line Series II S2CC is perfect for any commercial gym tight on space.

S2CC:

- **36 starting positions**
- **Fully shrouded**
- **160lb, 210lb or 310lb weight stack available**
- **2"x3" 11 gauge steel frame**
- **Includes: nylon cable handle, ankle strap and straight bar**
- **Full Commercial Warranty**
- **52.9"L x 57.6"D x 99"T, 467.6 lbs**

S2CCO



Body-Solid's S2CCO ProClub Line Series II Cable Crossover, is a dynamic total body conditioning tool that makes a worthy addition to any workout space or facility.

Interchangeable cable handles, 36 pulley starting positions and a 180 degree swivel provide a near-unlimited number of possibilities for all experience levels.

The angled chrome upright allows for biomechanically correct movements; including tricep press-downs and other exercises from the higher pulley positions.

Weight stacks are available in three sizes: 160, 210 and 310 lbs and operate independently allowing for true isolateral movements. The S2CCO Cable Crossover excels at exercises that require a wide spread of adjustable pulleys such as the cable crossover and iron cross exercises. The S2CCO Cable Crossover includes two nylon cable handles, a low row bar and an ankle cuff.

With dozens of independent height adjustments and 180° cable positioning for frictionless guidance in all directions, the S2CCO is one of the most versatile and functional machines in the market today. Unapologetically large, versatile and durable, the new Body Solid Pro Clubline Series II S2CCO is perfect for any commercial gym looking for a full cable crossover.

S2CCO:

- **36 starting positions for both weight stacks**
- **Integrated multi grip chinning bar**
- **Fully shrouded**
- **2 x 160lb, 210lb or 310lb weight stacks available**
- **2"x3" 11 gauge steel frame**
- **Includes: 2 nylon cable handles, ankle strap and straight bar**
- **Full Commercial Warranty**
- **191.3" L X 57.6 D X 99"T, 917 lbs**

BILL CISZEWSKI JOINS THE BODY-SOLID SALES TEAM



Join us in welcoming Bill Ciszewski to the Body-Solid Sales Team! With over 15 years of experience in the fitness industry, Ciszewski joins the Body-Solid team focusing on expanding our commercial business. Ciszewski started his career at Life Fitness and more recently was with SPRI Products giving him a depth of experience and knowledge that ranges from small accessories to the largest cardio and strength pieces.

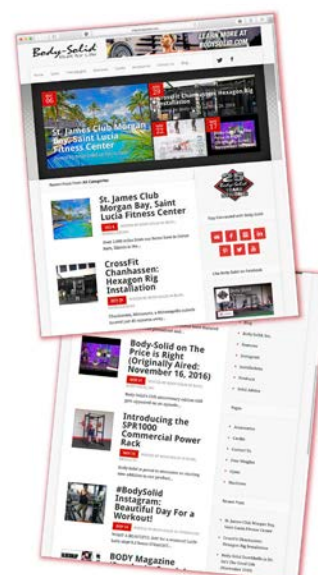
CHINA WAREHOUSE GOING STRONG

As we mark our third year of operating a warehouse in Nantong China, we remind our international customers that this warehouse was put in place especially for you. We know it is sometimes not easy to bring in full containers due to minimum quantity manufacturing orders and sourcing restrictions, but the warehouse removes most of those restrictions allowing you to ship any size order of any quantity. We keep most of our top selling items in stock there and they can generally be on their way to you within one to two weeks of your order. Contact your sales representative for further information.



BODYSOLID.COM DEBUTS NEW BLOG

Body-Solid is excited to bring a new and improved blog to its website with the latest and greatest news and information about the company and our products. Check it out on a regular basis at (blog.bodysolid.com) or be alerted of any new posts by following Body-Solid on social media.



COME VISIT US AS WE UPGRADE AND IMPROVE OUR FACILITIES

Body Solid is in its 28th year of business and 17 of those years have been at our current location in Forest Park, Illinois – 10 miles west of Chicago, Illinois. We have undergone many infrastructure and operational improvements over the last 12 months including new warehouse lighting, a complete reorganization of our parts and service areas and a brand-new parking lot.

We encourage you to come visit, see all our products on display and see where we all live! If you have never come to visit or even if you have, we guarantee a fun and profitable visit. Take a few days and see our beautiful city of Chicago with its world class food, arts, sports teams and recreational opportunities all within a few miles of our location as well.

STORAGE SOLUTIONS FROM BODY-SOLID

Often overlooked or left for last, quality storage systems keep gyms and workout areas functional, organized and safe. Body Solid offers a variety of well-designed functional storage options.

Complementing the current range of weight plate, dumbbell, kettlebell and accessory storage options; Body Solid is introducing several new items to this category.

SDKR

For fully customizable commercial storage, the new ProClub Line SDKR modular storage racks are perfect for any facility looking for the quality and versatility. The SDKR modular storage racks are available in two or three-tier racks and modular storage racks fit any combination of dumbbell tiers, saddle dumbbell tiers, kettlebell tiers and medicine ball tiers. You can choose from several popular configurations or build your own system by choosing your upright, (two or three-tier height) and tier functions (dumbbell, kettlebell, medicine ball, saddle style, in any combination).



If two or three-tiers are not enough, you can expand your SDKR system horizontally by adding more uprights and more tiers to expand for any size facility.

Pre-configured SKUs:

- SDKR1000DB SDKR 3 Tier Dumbbell Rack
- SDKR1000KB SDKR 3 Tier Kettlebell Rack
- SDKR1000MB SDKR 3 Tier Med Ball Rack
- SDKR1000SD SDKR 3 Tier Saddle Dumbbell Rack
- SDKR500DB SDKR 2 Tier Dumbbell Rack
- SDKR500KB SDKR 2 Tier Kettlebell Rack
- SDKR500MB SDKR 2 Tier Med Ball Rack
- SDKR500SD SDKR 2 Tier Saddle Dumbbell Rack

Ala Carte

– Start with a set of uprights:

- SDKRUP SDKR Side Uprights-3 tier
- SDKRUP2 SDKR Side Uprights-2 tier

– Then add pick from these shelf options:

- SDKRDBL SDKR Large Dumbbell Shelf
- SDKRDBS SDKR Small Dumbbell Shelf
- SDKRKB SDKR Kettlebell Tray
- SDKRMB SDKR Medicine Ball Shelf
- SDKRSD6 SDKR DB Saddles (6 spots)
- SDKRSD8 SDKR DB Saddles (8 spots)



GSR10

Another new storage item for Body-Solid is the GSR10 stability ball rack. The GSR10 holds three stability balls vertically and conveniently fits in a corner. The GSR10 can also be assembled to hold only two stability balls for more compact storage. Stability balls are crucial to every fitness and rehab facility, but they are always in the way and rolling around on the floor and getting dirty.

Using the GSR10, each stability ball is easy to access and all three tiers are large enough for a 75cm stability ball. Keep your balls clean and out of the way. The GSR10 is perfect for gyms, homes, hotels, police and fire departments and training studios.

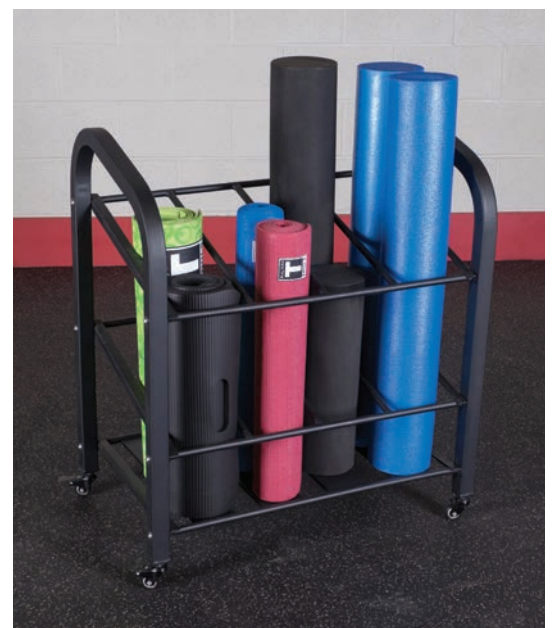
- Steel Mainframe
- Corner Design
- Fits 45cm to 75cm Stability Balls
- Dimensions (3 ring stand): 31”L x 36”W x 74”H
- Dimensions (2 ring stand): 31”L x 36”W x 39”H



GYR500

Also introduced this year is the new foam roller and yoga mat storage rack, the GYR500. The GYR500 conveniently stores 12 foam rollers, yoga mats or any combination of both. The GYR500 keeps your foam rollers and or yoga mats clean and organized and comes standard with transport wheels for easy mobility.

- Holds 12 foam rollers or yoga mats
- Wheels for easy transport
- Steel Mainframe
- 32”L x 21”W x 37”H, 38lbs



GKRT6, GMRT6

Turn your GDR60 into a 3 tier modular storage solution. Body-Solid is also bringing out two brand new options for the popular GDR60 dumbbell rack. Every GDR60 two tier dumbbell rack is pre-drilled for a third tier option with the current GDRT6 adding a third dumbbell tier. The GKRT6 provides a third tier for kettlebell storage instead of dumbbell storage. The GKRT6 will hold a 5-50lb kettlebell set. You can also chose the new GMRT6 medicine ball storage option. The GMRT6 will hold medicine balls, dual grip medicine balls, slam balls and more. These tiers can be fit into existing GDR60 2 tier racks or on a new GDR60 2 tier dumbbell rack.

NEW PRODUCT ADDITIONS BLEND STYLE WITH SUBSTANCE

We're excited to announce several new product offerings covering a range of uses, markets and budgets. These products range from the small—our new premium PUB5 Push-Up Bars—to the large—the S2LEC ProClub Line Leg Extension/Leg Curl. We're also celebrating Best Fitness' 10-year anniversary with a dynamic color change.

Each product development keeps both style and substance top of mind, combining the best aesthetics in the fitness industry with unmatched quality and durability.

PUB5 PREMIUM PUSH-UP BARS RISE TO A NEW LEVEL



The PUB5 premium push-up bars can take your push-up exercises to a higher and more rewarding level. These workhorses are built with a solid steel frame covered with a textured non-slip neoprene coating for added comfort and ease of use. Suitable for core fitness exercises these push-up bars will serve for many years to come in both the home and commercial markets.

COMFORT AND FUNCTIONALITY IN THE BSTFM10 FOAM MAT



The BSTFM10 thick foam mat combines many unique features in a soft and comfortable exercise mat. An ample 48" long x 20" wide, it has a unique dual sided construction with

one side smooth for the user and the bottom side contoured to maximize contact with the floor and minimize the potential for slippage while in use. The comfort foam technology allows for better impact absorption and boasts twice the thickness of a normal yoga mat. The durable moisture-resistant surface is easy to clean and comes with a travel strap for easier transport to the studio and a built-in handle for hanging and portability.

GINV50 COMMERCIAL INVERSION TABLE DEBUTS



Inversion tables are great for a variety of back and core related rehab, recovery and regular exercises. The GINV50 is a new robust inversion table with a heavy-duty frame providing greater stability, flexibility and comfort. It has a unique easy to reach patented ankle lock down, providing safety with secure

locking/unlocking and easy entry and exit. Thick foam ankle supports and an ergonomically molded back pad provide a comfortable workout. This is a great option for home use as well as physicians, chiropractors and rehab facilities.

S2LEC ADDED TO PROCLUBLINE SERIES II LINE UP



The Pro Clubline Series II adds another station to the circuit, the S2LEC Dual Leg Extension/Leg Curl machine. The S2LEC has the same look and feel of our other Series II pieces but with the added benefit of dual function. The S2LEC comes equipped with a fully shrouded 160lb. weight stack and is built with the same high quality 2" x 3" 11-gauge steel used in all Series II machines and is backed by Body-Solid's full Commercial Warranty.

Whether purchased individually or as part of a full line, the S2LEC makes a great addition to any commercial gym.

BEST FITNESS CELEBRATES 10 YEARS AND TURNS RED



The popular Best Fitness line of products have provided an excellent entry level option to our customers since its inception in 2007. As Best Fitness enter its 10th year of production, the entire line is being freshened up with a color change from the original champagne to a deep and vibrant red color. In addition, upgraded pulleys and cables have been added to some of the machines. These products do especially well on the internet and we expect the new colors to really pop on any websites that carry the product line. Revised images will be available as these items are rolled out in early 2017.

LANDMINE ATTACHMENTS

Trainers, athletes and fitness enthusiasts of all levels love landmines for their versatility, safety, and ease of use. Landmine exercises allow users to train in multiple planes while targeting a number of muscle groups.

This year, Body-Solid add four new exciting landmine options joining our LBB28 Lat Blaster Bar for use in conjunction with our TBR10 and TBR20 landmine bases and any of our OB86 7' Olympic bars.

LMMG

Landmine Multi-Grip attachment offers three knurl gripped positions—neutral, wide and standard—to isolate the back muscles



LMSE

Landmine Single Eyelet attachment utilizes a chain and snap links for unlimited versatility range of motion and personal choice of cable handles for a custom landmine workout.



LMCG

Landmine Club Grip attachment ball grip end creates a solid palm grip and more leverage for doing thrust presses, russian twists and more.



LMPP

Landmine Plate Pivot slides easily into any 2" diameter olympic plate center giving it a full 360 degree pivot and making it transportable.



FITNESS TRENDS-2017

The American College of Sports Medicine (ACSM) releases its top 10 Fitness Trends every year while a parallel study by the Sports and Fitness Industry Association (SFIA) tracks fitness participation in a wide variety of disciplines. While there are some differences with the two reports, both reinforce the continued emergence of a much better educated and self-aware fitness participant.

A review of the top 10 trends as identified by ACSM (see box) shows various fitness options that can and are done on a solo basis at a health club or at home, however most of these options probably had their start with a participant joining a group class, employing a personal trainer, or learning the programs and methods of

a particular discipline before pursuing them on their own. That along with the real-time feedback that the number one trend, wearable technology, provides makes the exercise participant of today vastly more educated on how to work out and, as importantly, aware of the quantity and impact of their work outs.

The SFIA study reinforces this pattern showing High Impact/Intensity Aerobics and Training over the last three-year period as the strongest growth segment posting 8.2% average annual growth. The next closest growth was in Swimming for Fitness although this was believed to be influenced by a large bump in participation after the 2012 Summer Olympics. More recently, Cardio Cross Training and Cross Training Style Workouts entered

the survey with strong one-year growth. An interesting and unsurprising trend also revealed in this survey was a continuation of the growth in participation for freeweights of all types while the use of weight/resistance machines continues to decline – down 3.2% on average for the last three years.

In practice, for our dealers, this plays well into the sweet spot of what Body-Solid's products offer. See our article, also in this edition, focusing on the CrossFit trend and our list of products that play well into that style of workout.

TOP 10 FITNESS TRENDS

- 1: Wearable Technology
- 2: Body Weight Training
- 3: High Intensity Interval Training (HIIT)
- 4: Educated and Experienced Fitness Professionals
- 5: Strength Training
- 6: Group Training
- 7: Exercise is Medicine
- 8: Yoga
- 9: Personal Training
- 10: Exercise and Weight Loss

SOURCE: ACSM Survey

ONE-STOP SHOP – THE BENEFITS

With a product line approaching 600 items, no other manufacturer has the array of product options that Body-Solid offers.

Whether it's home or commercial, in store or online, entry level or commercial rated, accessory or gym—only Body-Solid can offer as complete a solution to their customer's needs.

Over the last few years, Body-Solid has vigorously expanded its product lines for the commercial buyer. Commercially, turnkey transactions are paramount. Having the ability to go to one partner with all your needs is key to closing the deal.

From accessories and iron to cardio and strength, Body-Solid has the ability to

ship all at once from our centrally-located warehouse near Chicago, Illinois. This means there is no need to sort out the logistics or timing of multiple orders from several suppliers. Installation can be done all at one time rather than over several visits and you have one company behind you for any last-minute issues or add-ons and for future service issues.

For online sales, one constant complaint is the price shopping that occurs by consumers. With so many product choices, Body-Solid has the ability to offer exclusive packages that cannot be found elsewhere and cannot be price shopped as easily. Body-Solid can customize any package to your exact specifications — just talk to your sales rep and design a package including

anywhere from two items to as many as you want suitable for an entire home gym or commercial gym facility.

Body-Solid may not be 'the win' at the start with a certain category, but when combined with everything we have to offer, Body-Solid is 'the win' at the end of the deal. The Commercial Fitness Buyer may not be well versed in names or brands but they are well aware of a good deal when they see it.

Whether the facility is large or small, or light commercial versus heavy commercial, Body-Solid has products that fit. Nowhere else can a buyer find as much quality product for the right cost. Best of all, Body-Solid products are always in stock meaning no delays while a special order is placed.

A huge selling point commercially is the ability to sell a complete room/gym, fully loaded racking, equipment combinations, etc.

Whether the customer is a hotel/motel, small training studio, police/fire department, or a fully functioning gym, Body-Solid has the right equipment combinations to service their needs. Visit BodySolid.com for specific package and room ideas under the Markets Service section or consult with your Body-Solid sales representative for recommendations.

DEALER RESOURCES

Body-Solid is always working to give our dealers the best possible tools to assist them in their businesses.

One of the key examples of this is the Dealer FTP site which allows immediate access to all Body-Solid videos, images and other marketing materials that are often too large for email. Instant access to this wealth of resources allows you to utilize these photos, videos and more on websites, in videos of your own, for Facebook posts, flyers, handouts and much more.

ROOM PLANNER	Use this tool to help your customer plan out the space and layout for their equipment.
BODY FOCUS	Use this advanced tool to get suggested equipment and exercises based on the muscle groups you want to work on or your goals.
MY STORE	Set your store up in our dealer locator with pictures, web links and other tools to make sure customers in your area can find you.
IMAGE GALLERY	Download high resolution images for your advertising and marketing needs.
POP DOWNLOADS	Download ready to use POP materials
POP ORDER FORM	Order POP materials for your store
MANUALS	Download manuals for any of our equipment including older and discontinued pieces.
SCHEMATICS	Download overhead CAD drawings and schematics in multiple formats
DEALER POINTERS	Read industry news and tips
ORDERS	Place stocking orders on-line at any time of the day or night.
CONTAINER TEMPLATE	Download container order template forms.
PARTS ORDER	Place orders for parts.
DEALER CORNER	Read new product information and articles covering other aspects of Fitness Retailing.
EVENTS	Stay up to date in our tradeshow and other events

Body-Solid

Sales and Support
800-833-1227

Steve Szafarczyk
Midwest Sales Manager
szafarczyk@bodysolid.com
x:3571

Duane Abbott
Western Sales Manager
dabbott@bodysolid.com
x:3569

Eddie Garcia
International Sales
eddieg@bodysolid.com
x:3583

Andy Huck
Eastern/International
Sales Manager
ahuck@bodysolid.com
x:3568

David Vargas
E-Commerce/Commercial
Sales Manager
dvargas@bodysolid.com
x:3578

Bill Ciszewski
Commercial Sales
bciszewski@bodysolid.com
x:3519

Donna Knight
Dealer Support
dknight@bodysolid.com
x:3572