



Body-Solid® Times

www.bodysolid.com

2016

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

COMMERCIAL EVOLUTION

Body-Solid has always offered an array of commercial products. Initially we included a light commercial warranty on some of our heaviest duty Body-Solid branded product. Our first dedicated commercial line was developed in the late 1990s. It was given the name, ProClub Line, which has endured throughout the years. Today, it is referred to as the ProClub Line Classic. In the early to middle 2000s our commercial offering really evolved, gaining momentum with the launch of the ProClub Line Pro-Duals followed by the Pro ClubLine Leverage line, the Pro Select line, the Endurance commercial cardio products and Body-Solid Tools line of accessories and group training products. Most recently, we introduced the Pro ClubLine Series II single station line, as an update to our Classic series. We added the Hexagon functional training rig system, and a variety of strength products from storage to racks and benches. Today Body-Solid's commercial line is more robust than ever, priced more competitively, and is backed by our industry leading warranty and customer service.

New Commercial Products this year include:



ProClub Line Ab Bench (SAB500)

The SAB500 is built to withstand the rigors of a high-traffic workout facility while also maintaining a small enough footprint for studios or homes. Gas-assisted adjustments makes transitions between exercises both painless and fast. A four-point base eliminates any rocking that can occur during workouts while transport wheels and handle make moving the bench a breeze. Foam rollers also ensure your legs stay steady throughout the exercises, allowing for better development of the intended muscles. (26"W x 69"L x 53"H)

bars, the SWT1000 is specifically designed to fit in any sized facility and carries a full commercial rating. (58"W x 58"L x 53"H)



ProClub Line Leverage Squat (SLS500)

Build strength and mass in quads, glutes, calves and lower back with the SLS500 Leverage Squat. Engineered to eliminate the risks of squats, the SLS500 enhances the benefits, increases effectiveness and carries a full commercial rating, making it perfect for any facility. A biomechanically correct angled squat platform ensures peak effectiveness and safety through the exercises for a full range of motion or calf raises. Plate storage horns allow for smart weight plate management and an oval 11-gauge steel frame ensures stability and sturdiness throughout the exercise. (61"W x 74"L x 67"H)

ProClub Line Vertical Knee Raise (SVKR1000)

Take your pull-ups, chin-ups and dips to the next-level with Body-Solid's SVKR1000 Vertical Knee Raise — one of the most versatile and effective VKR machines on the market today. Utilizing multiple close and wide grips (including an exclusive rock-climbing grip), the SVKR1000 is the ultimate VKR for home or commercial use. Revolving dip handles move out of the way to allow to perform the dozens of available exercises. Build strong shoulders, lats, traps and more by performing a variety of pullup and chin-up exercises or work on body weight training and develop your core with leg raises and hang crunches. (37" W x 62" L x 103"H)



ProClub Line Series II Weight Assisted Chin Dip (S2ACD)

The Weight-Assisted Chin Dip Machine allows users to perform dip, chin-up and pull-up movements more easily and effectively by counterbalancing the user's bodyweight. The S2ACD is available with a 235lb weight stack. This counterbalanced weight allows for full range of motion, perfect repetitions and proper form regardless of the user's current fitness level. The weight-assisted knee pad can be disengaged for users who wish to use their entire body weight. The Body-Solid S2ACD Weight-Assisted Chin Dip is a reliable, well-built machine perfect for any commercial facility. (33"W x 63"L x 98"H)



ProClub Line Weight Tree (SWT1000)

Keep weights and bars organized with the SWT1000 Weight Tree. Featuring 12 chrome weight posts, four integrated olympic bar holders and two integrated olympic collar holders, the SWT1000 keeps your gym or facility safe and organized. Designed to fit all sizes of plates including larger diameter bumper plates as well as olympic



ProClub Line Storage Rack (SDKR1000)

Perfect for the storage needs of any facility, the new SDKR1000 storage rack offers unparalleled flexibility for storage of Dumbbells, Kettlebells and Medicine Balls. Each section has three tiers that can hold any one of four different shelves for small or large dumbbell, medicine ball or kettlebell storage. Mix and match to suit your specific needs. In addition the rack is infinitely expandable for larger facilities with more extensive storage needs. (32"W x 70"L x 43"H per section)

The Future

What's in store for Body-Solid in 2016? Look for a brand-new commercial power rack (based on our popular Hexagon system utilizing the same attachments), a two-tier rack to match the three-tier SDKR1000, as well as other exciting commercial products as we round out our commercial product line.

FITNESS TRENDS-2016



Since we last reviewed what is new in fitness, much has changed but as is frequently the case — much has stayed the same. We continue to see a general theme of “Back to Basics” with more focus on programming, fitness routines and habit development rather than equipment based innovations.

The exception of course is the explosive growth of wearable technology. Arguably the most famous is the Fitbit but there are numerous copycat devices as well as smartphone based apps that allow people to count their steps, monitor their sleep habits, what they eat and so on. A more recent innovation is the addition of heart rate monitoring to this equation. Heart rate monitoring provides a much better metric than just steps or distance and is a key component for advanced fitness measuring. The combination of a heart rate measure combined with the distance measure into the equation is still in its infancy as a standard single measure of this has yet to be determined, but look for that to be a big part of wearable technology in the near future.

From an exercise basis, we still see the focus on and growth of basic exercises using only body-weight or limited equipment-based resistance. The argument that nothing beats a good set of push-ups, crunches and so on is hard to oppose. However we do see that

some of these classic exercises are creating a new set of potential injuries to deal with causing many modified or alternative routines to be put forward. Sit-ups are losing favor because of the extreme pressure they can put on the lower back and other parts of the body, in particular if done incorrectly. In favor are planks and other exercises that provide the same core benefit with less potential for injury.

As part of the “Back to Basics” program we continue to see a small group of common principles prevail including intensity, variation and rivalry. Interval routines made up of short bursts of high-intensity exercise followed by rest periods are clinically proven to develop better overall fitness and many trainers are utilizing this in their programs. Variation also continues to be important to combat muscle memory while rivalry creates competition and hopefully added incentive to exercise and exercise harder than you might otherwise. CrossFit is a poster child for this approach to fitness and continues to grow at a rapid pace.

However, other trends do run counter in some ways to the above. There is a concern of injury from high-intensity exercise and rivalry does not work for all people. Arising now are hybrid programs that look at a mind/body approach combining concepts

of yoga or other low impact exercises with traditional fitness workouts. And rather than compete at the trainers, get a buddy to join you and to encourage the both of you to make a date to exercise. Your Fitbit will not scold you for taking a day off while your workout buddy will. Besides the more mental rewards of this kind of approach, there is the very real physical benefit that, for example, yoga movements bring in combination with a fitness routine.

Speaking of yoga, it may be the fastest growing discipline within the fitness category according to the ACSM. There seems to be a new spin on yoga every day. Have you heard of Salt Yoga or Aerial Yoga or Fat Yoga? Google them and you will be amazed. The same survey found some interesting declines in some very traditional programs though too. Falling off their list this last year were Zumba, Pilates, and indoor cycling. Time will tell if they stay off or are just suffering a short term loss of popularity.

Overall, in the home fitness segment, we continue to see strength training growing and becoming a larger and larger part of the fitness market. Within that trend, circuit and selectorized weight products continue to fall off while traditional weight equipment (power racks, benches) and single-use equipment (sleds, glute-ham machines, VKRs) are gaining. Products and programs focused towards less conditioned individuals such as the elderly and children also continue to represent some of the best growth potential for the fitness industry. Finally, functional fitness also continues to have a strong following and to be important as a real way to impact your everyday life and activities.

Many of these new programs and trends will not survive beyond a few months or years. However for the most part, they do still rely on good solid principles of fitness building and measurement. Familiarize yourself with all of them, embrace them while they are popular and look for ways to leverage your knowledge and expertise to sell items into those markets in the best way you can.

BODY-SOLID INTERNATIONAL CONTINUES TO EVOLVE AND GROW

Body-Solid products are now sold in almost 100 countries worldwide and represent an increasing portion of our sales. While operating in other countries can sometimes be difficult our extensive experience in this arena allows us to provide access to Body-Solid products in even the most remote corners of the world.

Body-Solid Warehouse Opens in Nantong China

As part of our efforts to service our international clientele we recently opened a warehouse in Nantong, China – roughly two

hours from Shanghai. With ever increasing global competition for fitness products, demand for “at once” factory direct inventory is becoming more critical in today’s marketplace. Dealers and distributors worldwide now have the ability to reduce their lead times and gain access to more products in LCL or full container loads from our 33,000 sq./ft. (3000 sq./m) warehouse. With over 600 SKU’s from 11 factories, the product mix includes weights, bars and accessories in (kgs.), ProClub Line Series 2, Leverage Line and Body-Solid

strength. We now can outfit an entire gym and ship to almost every country in the world. Take advantage of this shipping point and expand your sales across the world!

Body-Solid now EN-957 Compliant

For many people, fitness has long been a way of life. However, the development of safety standards for the Fitness Industry did not begin until the late 1980’s. The European Committee for Standardization Technical Committee (CEN) has

since ratified the EN-957, standards that have become the benchmark for fitness equipment safety in the EU and the rest of the world. Body-Solid strength and cardio products have recently undergone extensive testing over the past 24 months to adhere to these strict standards. Our certificates indicate that the purchasing of Body-Solid products meet all safety standards in the best interest of any facility. For access to these certificates, please contact your Body-Solid sales representative.

MAKE 2016 YOUR STRONGEST YEAR WITH Body-Solid!

Strength training continues to grow in popularity and Body-Solid continues to offer the most complete line of strength equipment in the fitness industry. The key word for new strength in 2016 is variety.

Beginning with the GLGS100 Corner Leverage Gym, perfect for homes and light commercial facilities. This compact total body gym features an all-new, high-tech/high-gloss anodized red finish. The press arm station has a large radius to greater simulate the natural arc of a bench press movement. The press arm bar can also be raised and locked in its highest position allowing the GLGS100 to be used as a pull-up/chin-up station. An adjustable knee lock-down makes lat pulldowns easier than ever while the low pulley station is perfect for curls and multiple row exercises. The GLGS100 can be used with any bench, but the new GFID100, Flat Incline and Decline Bench uses the same red paint finish making this package, the GLGS100P4, a perfect fit. The GFID100, along with being a perfect fit with the GLGS100, is another great new item for 2016. On the adjustment end, the GFID100 has independent back and seat pad adjustments, transport wheels for easy mobility and the housing to accept a preacher curl attachment, GPCA1 or a leg developer attachment, GLDA3.



Corner Leverage Gym (GLGS100)

- High Gloss Red Paint Finish
- Fully adjustable, self-spotting press arm
- High and Low Pulley Stations
- Integrated leg hold down and plate storage
- Includes lat bar and revolving low row bar
- 67" w x 57" l x 82" h, 220lbs
- Light Commercial Rated
- In Home Lifetime Warranty

Flat Incline Decline Bench (GFID100)

- High Gloss Red Paint Finish
- Six adjustment positions
- Transport wheels for mobility
- 3" round steel mainframe
- Leg lock-down rollers
- 28" w x 66" l x 19" h, 58lbs (49" H when back pad is inclined)
- Optional GPCA1 Preacher Curl Attachment and GLDA3 Leg Developer Attachment
- Light Commercial Rated
- In Home Lifetime Warranty



Next, the GAB100 Horizontal Ab Crunch Bench features a synchronized linkage bar allowing for usage of lower and upper abdominal muscles in one movement. The GAB100 also includes weight horns for additional weight assistance or resistance accommodating users of any fitness level.



Abdominal Bench (GAB100)

- Isolates movement to cover entire abdominal region
- Synchronized to work upper and lower abdominals with one motion
- Variable resistance, increase or decrease resistance with weight plates
- Unique design offers exceptional support throughout the entire crunch
- 38" H x 60" L x 32" W, 72lbs
- Light Commercial Rated
- In Home Lifetime Warranty

Another great core product premiering in 2016 is the Body-Solid GINV50, Commercial Inversion Table. The GINV50 inversion table features a heavier steel frame, a thick comfortable pad and a patented foot adjustment mechanism making it a great option for physicians, chiropractors and rehab facilities.

Inversion Table (GINV50)

- Stable, extra heavy gauge steel frame
- Thick durable padding
- Proprietary ankle adjustment
- 63.6" h x 28" w x 54.7" l, 55lbs
- Light Commercial Rated
- In Home Lifetime Warranty



Continuing with functional training options for 2016 is the Body-Solid GBR10 Ball Rebounder. Throwing and catching medicine balls is a great way to improve your reflexes, agility and strength. The GBR10 allows exercises to be performed independently, no need for a partner or trainer to play catch. The GBR10 has four weight posts for added stability and the adjustable angle (30-60 degrees) varies the exercises performed. Lastly, the GBR10 has a fabric spring cover and includes storage for medicine balls right in the frame.



Ball Rebounder (GBR10)

- Adjustable angle, 30-60 degrees
- 4 weight posts for stability
- Included medicine ball storage
- 38" h x 47.4" w x 54.9" l, 43.4lbs

- Removable Posts
- Heavy Gauge Steel Frame
- Center weight horn
- Multiple handles to push and pull
- Attachment Anchors
- H40" x W 31" x L 42", 68lbs

Make 2016 the strongest year yet with brand new Body-Solid strength items.



WORTH THE WEIGHT

OBPH

A SELECTION WORTH ITS "WEIGHT" IN GOLD

Free weights have always been a staple for the fitness industry, and the demand for these products has never been stronger. Body-Solid's commitment to this category leads to several exciting new products for 2016, including plates, dumbbells and kettlebells.

Durable solid rubber Olympic bumper plates are extremely popular with current exercise trends. Body-Solid offers four styles of solid rubber bumper plates: 10lb., 15lb., 25lb., 35lb. and 45lb. The styles are the [OBPB Standard Olympic Black Bumper Plate](#), the [OBPC Standard Color Bumper Plate](#), the [OBPH USA Premium Bumper Plate](#) and the [OBPP Body-Solid Premier Bumper](#)

[plate](#). The newest, the OBPP commercial bumper plates are competitively priced and extremely durable. They meet and exceed the quality of the popular domestic plates. Made of solid rubber with a steel collar, they carry a one year commercial warranty.

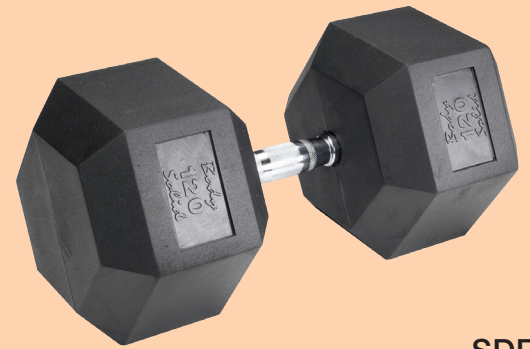


KBL

Another hot new item is Body-Solid's patented, vinyl dipped [KBL Kettleballs](#). They come in sizes 5lb. to 60lb. in 5lb. increments. Kettleballs are a modified version of kettlebells with a proprietary angled handle to reduce stress and strain on the wrist, elbow and shoulder primarily during overhead lifts that would normally be felt using standard kettlebells.

The traditionalist can still find a variety of Kettlebells. Body-Solid offers three styles beside the new Kettleballs. They are the [KB Standard Black Cast Iron Kettlebell](#) and the [KBC Premium Chrome Handle Kettlebell](#) both available in 5lb. to 80lb. in 5lb. increments and a 100lb. The most recent addition is the [KBV Vinyl Dipped Kettlebell](#) in 5lb., 8lb., 10lb., 12lb., 15lb., 20lb., 25lb. and 30lb sizes.

Body-Solid has also added a new style to the dumbbell offering for 2016. The [SDP Round Rubber Dumbbell](#) is available from 5lb. to 100lb. in 5lb. increments and are perfect for residential, commercial and vertical market applications. We have added size to our [SDR Rubber Hexagon Dumbbells](#). They are now available in 105lb., 110lb., 115lb., and 120lb.



SDR



KBV



SDP



NEW CARDIO ITEMS FOR ENDURANCE BY BODY-SOLID

Brand new in cardio for 2016 are two exercise bikes from Endurance by Body-Solid: the Endurance B4R recumbent bike and the Endurance ESB150 indoor exercise bike. Both bikes include a light commercial warranty and offer a great blend of quality and value.

The B4R recumbent bike incorporates the modern style of the B5R bike but with a more cost-effective compact frame. The B4R features a comfortable adjustable mesh back seat, easy walk-through design, contact heart rate monitor and an LED console with pre-set as well as customizable workouts.

The ESB150 indoor exercise bike joins the ESB250 as an economical light commercial alternative. The ESB150 features a quiet belt drive, sealed bearing pivot points and a dual felt pad braking system. Also featured on the ESB150 are high-quality seat and handlebars adjustments letting you alter them vertically and horizontally allowing a perfect fit for most any size user. Last but not least, the ESB150 is perfect for light commercial and residential settings.



[Indoor Exercise Bike ESB150](#)

- 40lb flywheel
- Quiet and smooth belt drive
- Seat and handlebars adjust vertically and horizontally
- Micro adjustable handlebars and seat pad
- Sealed bearing pivot points
- Transport wheels
- 42.5"L x 20"W x 43"H, 116.6lbs
- Light Commercial Rated
- In Home Lifetime Warranty

[Recumbent Bike B4R](#)

- Walk-through design
- Compact and stable
- Transport wheels for easy mobility
- 26.25"W x 69"L x 48.5"H
- Light Commercial Rated
- In Home Lifetime Warranty



ACCESSORIES EXPANDED!

New this year in the Body-Solid Tools line are several exciting new products, storage pieces and two user ready fitness kits: the BSTFIT-BAG and the BSTPACK. Both kits contain detailed instructions and a selection of accessories to create multiple heart pounding workouts.



The **Body-Solid Tools FIT BAG (BSTFITBAG)** includes our premium yoga mat, 18" foam roller, five resistant tubes from very light to heavy resistance, a quick reference exercise card and all are contained in a handy breathable canvas tote for convenient storage and transport. Also included is access to detailed online instructional videos. Perfect for individuals who take their workouts with them or commercially for hotels and hospitality to allow guests to exercise in the privacy of their room.

The **Body-Solid Tools Core Essentials (BSTPACK)**, takes things up a notch. It includes a pair of vinyl dumbbells, a stability ball, two resistance tubes, a speed rope, an ab wheel, a yoga mat, push-up bars, a workout manual and an advanced instructional DVD. The BSTPACK gives you the core essentials for cardio, strength, flexibility and balance exercises in one box.

Other notable accessories hitting the market this year include the following:



The **Body-Solid Tools Interlocking Rubber Flooring (RFB-ST4PB)**. Rubber flooring is a key component to any workout room or facility. Proper rubber flooring helps protect your floors and equipment. They are easy to clean and help dampen impact and sound. Body-Solid Tools RFBST-4PB Puzzle Mats are made from high quality rubber. Each attractive retail package contains 4pcs. - 19 3/4 inch square by 7/16 inch thick puzzle tile. Snapped together they become a single 39 1/2 inch square mat that can be infinitely added on to or trimmed to fit your unique space.



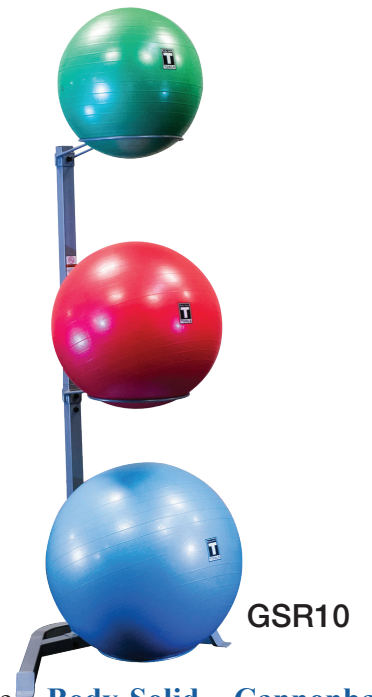
The **Body-Solid Tools 3 in 1 Soft Plyometric Box (BSTSPBOX)**. The new BSTSPBOX offers three plyo boxes in one unit, with heights of 20in, 24in. and 30in. Comfortable and easy on the shins, the BSTSPBOX is stable and safe. The extra dense, reinforced foam interior resists compression. The double stitched durable vinyl up-

holstery resists tears and is easy to clean. Simply turn the box to adjust to different heights. Space efficient and safe, the BSTSPBOX is perfect for any home or commercial use.



The **Body-Solid Tools Soft Medicine Balls (BSTSMB)** are made with soft-shell construction that absorbs impact while maintaining shape and weight balance even after repeated use. The easy to catch, impact absorbing design makes Body-Solid Tools Soft Medicine Balls perfect for a number of integrated strength and endurance exercises such as throws, squats, cleans, chops, sit-ups, push-ups and more. Both moisture and scuff resistant, these soft medicine balls are built for heavy usage. Body-Solid Tools Soft Medicine Balls are available in 6lb., 8lb, 10lb., 12lb., 14lb., 16lb., 18lb., 20lb., 25lb. and 30lb.. Each medicine ball measures 14 inches in diameter regardless of weight.

The **Body-Solid Stability Ball Rack (GSR10)**. The GSR10 is designed to hold three of any size stability ball: 45cm, 55cm, 65cm or 75cm. The compact design fits nicely into any corner saving space in workout rooms. Unlike most stability ball holders the GSR10 allows easy access for all three stability balls, even the one on the bottom. Made from heavy gauge steel, the GSR10 will last a lifetime and is perfect for small to medium size fitness areas. Dimensions: W 36" x L 31" x H 74"



The **Body-Solid Cannonball Grips (SR-CB)**. Grip strength is often overlooked in strength training, but it is a critical aspect to increase performance of athletes and fitness enthusiasts. Body-Solid's new SR-CB Cannonball Grips provide several ways to increase grip strength. Attach them to a pull up bar and you can perform pull ups and chin ups focusing on grip strength. Attach them to dumbbells or barbells and perform lifts and other exercises again focusing on grip strength. The SR-CB feature a non-slip matte red paint finish and a strong adjustable nylon strap to fit any chin bar, Olympic bar, or dumbbell. Body-Solid's SR-CB is all you need to get grips of steel.

The **Body-Solid Tools Rings (BSTRINGS)**. Fitness enthusiasts are gravitating to ring exercises to improve strength, balance and body control that you cannot get from other exercise routines. Unlike the competition, BSTRINGS are made from solid tubular steel providing superior durability and strength. The rings are 9" outer diameter with a 1" grip. The included adjustable nylon straps ensure a proper starting height for any user for any ring exercise program.



Trends for Social Media in 2016 & How You Can Capitalize

A few years ago, we used this space to detail the growing importance of social media both on our business at Body-Solid as well as our dealers. Whether it's simply having a Facebook page or a Twitter account, social media is something you need to embrace to stay competitive.

Since we already covered many of the basics of social media (or if you forgot, you can find that and all our back issues of the Body-Solid Times on our website), we'll use this article to discuss and detail trends emerging from social media in the past year and what to expect in 2016. This includes newer social media networks that have grown in popularity over the last year and helpful additions to previously strong networks like Instagram, YouTube and Facebook.

Facebook has seen a number of new innovations over the last year and expect those to continue in 2016. The most exciting addition is that of "Facebook Shop". Facebook began rolling out a Shop feature to brands starting in October and as of January 2016, a few of our dealers have already begun selling on Facebook Shop. Built into your existing Facebook page, Facebook Shop is a single place for people to more easily discover, share and purchase your products. With a little bit of time and setup, you can mirror your website's product pages on Facebook complete with photos, product descriptions, categories and, of course, your pricing. When a user makes a purchase the money is deposited directly into a Stripe (service similar to PayPal) account for removal at your leisure.

The goal is to drive sales directly from your Facebook page and target those who may not want to go through a bunch of steps to buy something on your website. This works hand-in-hand with your Facebook page as you can promote the Shop for one-click purchases.

Facebook is also helping drive the growing trend to allow inbound customer service messages via the service. Sprout Social reports that across industries, brands and companies have received 32% more inbound messages in 2015 than in 2014. These messages are accessed by going to the "Messages" tab on your Facebook page and are commonly questions from customers relating to products, customer service issues and more.

Don't forget to develop a plan to answer these questions quickly and efficiently though. Facebook has begun penalizing brands that don't respond in a timely manner by eliminating the message button from certain pages. Have a plan set in place to check your social media messages on Facebook, Twitter, Yelp and other sites regularly and ensure that you can get them an answer quickly.

Video continues to be an integral part of social media and this should be included on those channels such as Facebook, Twitter, Instagram, YouTube and the newly-emerging Periscope (a live video app) that support videos. Body-Solid has had tremendous success with video on social media channels — things as simple as a preview for a new product, exercise tips and even peeks at our behind-the-scenes operations including warehouse and

the office. It is statistically proven that videos create more engagement than photos meaning people are more likely to like your post, click your link, go to your website, etc. when you've published a video as opposed to a photo.

Instagram has become even more important in the past year with an engagement rate much higher than either Facebook or Twitter. Body-Solid has had tremendous success on Instagram using it as a platform to show off new products and behind-the-scene photos but also to interact with our customer base.

Using the hashtag #BodySolid, we've discovered a growing number of customers sharing photos from their workouts, sharing photos of a new purchase of Body-Solid equipment or asking questions about equipment. This has given us a great opportunity to speak with them about their needs, offer assistance in setting up or purchase new products and give Body-Solid a warm, thoughtful presence on the platform. Something as simple as "Have a great workout, thanks for using Body-Solid!" has been met with positive reviews.

The need to purchase ads for social media has gained steam in 2015 and will continue to be vital for companies and stores in 2016. For many years, social media was seen as a form of "free" advertising. Unfortunately as these networks have grown, they have taken on traditional advertising traits including the increased proliferation of ads. We've talked with dealers who have seen success with as little as \$10/day. The key to Face-

book, Twitter, Instagram, Pinterest and YouTube advertising is the ability to target certain individuals in your ads. Unlike a purchase of a newspaper advertisement or radio/TV commercial — social media ads can be targeted towards specific groups of people in specific regions of the country.

One dealer ran a tent sale in September and to help drive foot traffic, they purchased \$500 in Facebook ads. When setting up the ads they were able to be specific about the region in which they wanted to advertise (25 mile radius of the store), target individuals of a certain age (in this case 25-55 year olds) as well as individuals who owned homes and finally those who were interested in fitness or had been to the store before. While it takes some work to find the right recipe for your ads, the results can be terrific.

Follow and interact with Body-Solid on Social Media!

- Facebook: [facebook.com/BodySolidInc](https://www.facebook.com/BodySolidInc)
- Twitter: [@BodySolidFit](https://twitter.com/BodySolidFit)
- Instagram: [@BodySolidFit / #BodySolid](https://www.instagram.com/BodySolidFit/)
- Pinterest: [pinterest.com/bodysolidfit](https://www.pinterest.com/bodysolidfit)
- YouTube: [youtube.com/user/bodysoliddotcom](https://www.youtube.com/user/bodysoliddotcom)
- LinkedIn: [linkedin.com/company/body-solid-inc-](https://www.linkedin.com/company/body-solid-inc-)

If you have any questions about setting up social media accounts, have something you'd like for us to feature or just want to talk strategy, don't hesitate to contact your sales person with your questions.



Body-Solid

Sales and Support
800-833-1227

Midwest Sales Manager
Steve Szafarczyk
szafarczyk@bodysolid.com
Ext. 3571

Western Sales Manager
Duane Abbott
dabbott@bodysolid.com
Ext. 3569

International Sales
Eddie Garcia
eddieg@bodysolid.com
Ext. 3583

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

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

Dealer Support
Donna Knight
dknight@bodysolid.com
Ext. 3572

Dealer Resources

Body-Solid is always working to give our dealers the best possible tools to assist them in their businesses. A fairly recent addition is our dealer FTP site which allows ready access to all of our videos, images and other marketing materials that are frequently too large to email. We also have a variety of tools on our web-

site listed below to support the dealer.

These tools include an image gallery where you can download high-resolution images for your advertising and marketing needs, POP order forms to receive Body-Solid POP materials for your store, the dealer corner which details new product information and

articles and much more.

This full list is also available on the private dealer section of the website at www.bodysolid.com with link to each area for more information on how to use them. Contact your sales person if you have any questions.

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 schematic 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