

Body-Solid® Times

BodySolid.com

2018

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

THE HALF RACK IS BACK

THE SPR500 HALF RACK IS VERSATILE, DURABLE, STABLE, AND ECONOMICAL

NEW

Body-Solid
ProClub Line
SPR500
HALF RACK



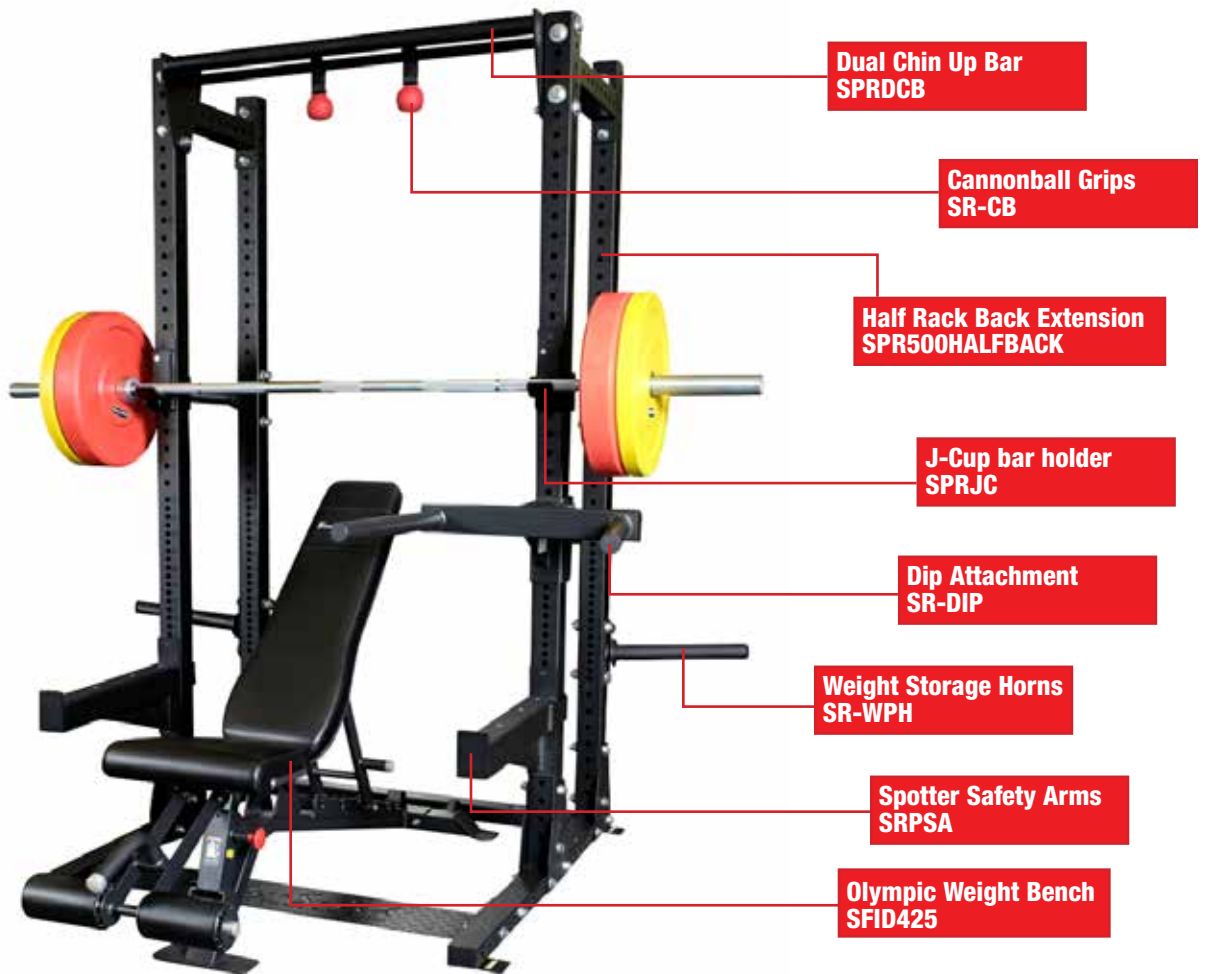
There is a new member in Body-Solid's well established family of heavy duty training racks: the SPR500 Commercial Half Rack.

Built from the same 3" x 3", 11-gauge steel framing as the SPR1000 Power Rack, the SPR500 offers another great option for heavy-use dynamic training facilities.

The smaller footprint on the SPR500 also makes it an ideal choice for personal home gym or garage gym use.

The SPR500 Half Rack features an 89" height, premium j-cup liftoffs, safety spotter arms and an integrated chinning bar for pull-ups, chin-ups and upper body development. The spotter arms on the SPR500 can be adjusted at 1" increments, allowing users to lock into the perfect range of motion without fear of compromising safety.

The SPR500 rear frame extension creates a perfect spot for a spotter, storage and additional exercises.



The extension includes four Olympic weight horns for plate storage, with enough space to add more if needed. Add one, or a few SPRST storage trays for universal storage of kettlebells, medicine balls, bands and other accessories. The optional SPRPS pin and pipe safeties create a great station for rack pulls and dead-lifts.

The SPRBCB raised bench clearance back bar can be added to replace the stock rear cross member to maintain the same rack stability while allowing almost any bench to slide back further, increasing function and biomechanics on exercises like shoulder, incline, and decline presses.

ADDITIONAL OPTIONS FOR THE SPR500 HALF RACK:



POWER RACK ADD ONS

Body-Solid's existing power rack options expanded this year as we launched several new customizations and add-ons.



BFLA100

The Best Fitness Power Rack BFPR100 now features an optional lat/low row **BFLA100**. The plate-loaded BFLA100 lat/low row option allows users to perform lat pulldowns, rows, biceps curls, shrugs and more in the comfort and stability of a power rack.



DR100

Also designed for the BFPR100, the dip attachment **DR100**, can transform the power rack into a powerful dip station. The easy-to-install dip station attaches easily to both the BFPR100 and PPR200 power racks and lets users perform dips, reverse dips, push-ups, leg lifts and more.

The popular grip training cannonball grips **SR-CB** have a new upgraded version **BSTCB**. This new version features a carabiner attachment mechanism making them more secure as well as easier to add or remove to any bar or weight plate.

In addition to the updated cannonball grip, Body-Solid is introducing two new grip training products: the dog bone grip **BSTDB** and nunchuck grip **BSTNG**.



BSTDB

BSTNG

Lastly, the SPR1000 power rack has a couple new options.

The Safety Straps **SPRSS**: can be used in place of the standard safeties and are great for protecting Olympic bars during heavy drops. They can be adjusted at off set angles for safety during more specific lifts.



SPRSS

The provides a 90" W x 72" L platform **SPRPLATFORM** in the front of the SPR1000 Power Rack. Made of 3/4" rubber with a beveled edge and waffle bottom to absorb the impact of heavy drops.

STORAGE COMES EASY WITH NEW ADAPTABLE BODY-SOLID RACKS

Body-Solid is proud to introduce the brand-new GDR80 vertical dumbbell rack. This new rack features vertical storage for ten pairs of dumbbells, helping keep workout spaces clean, organized and safe. The GDR80 is an ideal fit for any home, studio or commercial setting and is conveniently designed to hold a 5-50 lb hex dumbbell set.

In addition, Body-Solid has updated one of our most popular dumbbell racks: The Body-Solid GDR60. In an effort to make one of our established and well-received racks more popular, we've created two new optional third tiers to add even more versatility to the GDR60.

The optional GKRT6 kettlebell tray measures 11.25"x56" and is designed to hold a 5-50 lb. kettlebell set (in singles). Body-Solid has also added the GMRT6 medicine ball tier. This rack addition is 56" long and will hold a run of any combination of five medicine balls, slam balls or dual-grip medicine balls.



GDR80



GDR60



GDR60 WITH GMRT6



GDR60 WITH GKRT6

DUMBBELLS, CAST, RUBBER, ROUND, VINYL AND NEOPRENE

GDR363
GDR60
PDR282X
GDR80
GDR44
GDR10
GDR24
GDR500
SDKR500DB
SDKR500SD
SDKR1000DB
SDKR1000SD

OLYMPIC AND STANDARD PLATES AND BARS

GOWT
WT46
GSWT
OWT24
SWT14
SWT1000

STABILITY BALLS

GSR10

MEDICINE BALLS

GMR5
GMR10
SDKR500MB
SDKR1000MB

FOAM ROLLERS AND YOGA MATS

GYR500

KETTLEBELLS

GDKR50
GDKR100
SDKR500KB
SDKR1000KB

ACCESSORY BARS

VDRA30

BUMPER PLATES

GBPR10
SWT1000



TRADE SHOW LINE UP FOR 2018



January 28-31, 2018
Munich Germany
Hall A6, Booth 423

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 8-10, 2018
Taipei, Taiwan

The Taipei International Sporting Goods Show is a 4 day event being held from March 8-10, 2018 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.



March 22-23, 2018
San Diego, CA
Booth 535

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.



April 12-15, 2018
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.

FLOORING - ALWAYS START WITH A GOOD FOUNDATION

No exercise room or facility is complete without a good foundation of flooring beneath it. Rubber flooring is useful to your customers in a number of ways: it protects floors and equipment from nicks and other damage while also deadening sound and vibration from equipment drops and cardio equipment. Perhaps the best feature of rubber flooring is the durability as rubber flooring outlasts and outperforms vinyl, plastic and carpeting options while being perhaps the easiest to clean as well.

Body-Solid currently sells different three types of rubber flooring.

PUZZLE MATS

Body-Solid Tools puzzle mats feature convenient snapping edges for easy installation. The puzzle mats are made from high-quality and durable Malaysian rubber. Each Body-Solid puzzle mat box contains four 19.75" pieces of flooring with 7/16" thickness. When snapped together, Body-Solid puzzle mats create 39.5" squares, perfect for outfitting both large and small facilities. Last but certainly not least, Body-Solid puzzle mats come in a retail-ready box ensuring they won't take up unnecessary space in a retail setting.



PROTECTIVE RUBBER

Body-Solid Tools' other flooring options include our RF46 and RF546 protective rubber mats. Both the RF46 and RF546 are 48"x72" with the key difference being 3/8" thickness for the RF46 and 1/2" for the RF546. These flooring options are thicker than puzzle mats and can be combined to cover larger areas. Both the RF46 and RF546 feature a non-slip diamond cut texture surface for added stability as well as squared-off edges and corners for a seamless layout when combined. These mats are specifically designed with super heavy-duty solid rubber that can easily absorb the impact of free weights, home gyms and treadmills.



CARDIO MATS

Our final rubber flooring option are cardio mats, specifically the Bike Mat RF34B and the Treadmill Mat RF36T. These flooring options are specifically engineered to fit under individual pieces of equipment like bikes and treadmills and should be used in conjunction with other flooring. They offer vinyl protection for cardio equipment and can help lengthen the life of your machines by preventing floor and carpet dust from entering mechanical parts. These mats will also dampen vibrations from cardio machines reducing wear and tear as well as noise. Aesthetically pleasing, these cardio mat options fit perfectly in any home or commercial cardio setting and come in a convenient full-colored displayable box for retail settings.



TRADE ASSOCIATIONS

Providing your staff and customers with knowledge of the recent developments and technology in our industry is necessary for establishing a strong sense of expertise and respect with the market.

With so many resources and so much research provided by associations within our industry, it's not simple to know where to start. Here are a few key organizations you should know and follow. Their websites, blogs, social media feeds and newsletters will keep you in the know.

FITNESS

IHRSA: International Health, Racquet & Sportsclub Association -- is the trade association serving the global health club and fitness industry. The mission of IHRSA is to grow, protect and promote the health and fitness industry, and to provide its members with benefits that will help them be more successful.
www.ihrsa.org

FISA: Fitness Industry Suppliers Association of North America is a non-profit organization. FISA provides market intelligence and unique events that enable their members to better understand the commercial sector and meet the needs of commercial facilities and their customers.
www.fisana.org

SFIA: Sports & Fitness Industry Association, formerly the SGMA, is the trade association of leading industry sports and fitness brands, suppliers, retailers and partners. They target the consumer marketplace. SFIA enhances industry vitality and fosters sports, fitness and active lifestyle participation.
www.sfia.org

AFS: Association of Fitness Studios, trade association dedicated to providing the education, tools, and resources for fitness studios from 500-10,000 square feet. Their mission is to enhance profitability, while providing the platform for entrepreneurial fitness professionals to start their own businesses. member.
www.afsfitness.com

Club Industry: This media source aims to inform fitness business professionals – CEOs, owners, and management personnel from nonprofit and for-profit fitness facilities. Building a strong community between buyers and sellers in the fitness industry is part of Club Industry's mission statement.
www.clubindustryshow.com

YOUTH/PARK AND REC

NAYS: National Alliance for Youth Sports, Provides programs, services and a variety of resources for volunteer coaches, administrators, officials and parents of young athletes. They provide programs through partnerships with community-based organizations which includes parks and recreation departments, Boys and Girls Clubs, Police Athletic Leagues, YMCAs/YWCAs, and other independent youth service groups throughout the country.
www.nays.org

NRPA: National Recreation and Park Association, is the leading non-profit organization dedicated to the advancement of public parks, recreation and conservation. NRPA produces research, education and policy initiatives for our members.
www.physicalfitness.org

NIRSA: National Intramural-Recreational Sports Association supports leaders in collegiate recreation. NIRSA is a leader in higher education and the advocate for the advancement of recreation, sport and wellness by providing educational and developmental opportunities, sharing knowledge, and promoting networking and growth for our members.
www.nirsa.net

HOSPITALITY

AHLA: American Hotel & Lodging Association, is the singular voice that brings together and represents the lodging industry's multitude of constituents. Their membership spans global brands to independent boutique hotels and even smaller beds and breakfasts. They provide industry news and resources, networking events and create opportunities to engage with Congress and industry leaders.
www.ahla.com

ARDA: American Resort Development Association, is the Washington, DC based trade association representing the vacation ownership and resort development industries (timeshares). Through advocacy, networking events, B2B partnerships and industry resources, ARDA supports the growth and development of the timeshare industry.
www.arda.org

HOA/MULTI FAMILY

NMHC: National Multifamily Housing Council, is the place where the leaders of the apartment industry come together to guide their future success. NMHC provides a forum for insight, advocacy and action that enable both members and the communities they build to thrive. Often described as a valuable early warning system and a behind-the-scenes insurance policy, the Council is actively involved in forming national housing policy and shaping the legislation and regulations that affect the industry.
www.nmhc.org

CROSS FIT AND ITS INFLUENCE ON EXERCISE

CrossFit has been one of the fastest growing entities in the fitness industry. Today, there are over 13,000 CrossFit specific gyms and facilities, up from just a dozen 12 years ago.

CrossFit preaches constantly changing workouts that concentrate on functional movements. The exercises focus on traditional weightlifting, cardio, calisthenics, body weight exercises and high-intensity interval training.

While the opening of new CrossFit locations or boxes has slowed considerably in the last few years, the impact that they have had on the fitness industry has not.

The exercises used in CrossFit are more popular than ever and home fitness enthusiasts are enhancing and freshening their workouts by adding and blending CrossFit-specific items with the more traditional home exercise equipment.

Traditional dues paying gyms, fitness facilities, team athletics, schools and other commercial and vertical facilities are looking to incorporate more group and functional fitness into their offering to keep up with the current exercise trends. A common mistake made by retail and commercial fitness companies is to ignore the products in the CrossFit category because they are not actually selling to CrossFit locations. In reality, the products in the category are part of a larger fitness trend that continues to permeate the entire industry.



As mentioned, many home fitness enthusiasts are beginning to bring CrossFit equipment into their home or garages. This continues the evolution home fitness has gone under in the last 15 to 20 years. In the past, home gyms and cardio products dominated home fitness sales and demand. Today, fitness enthusiasts are looking for the same items you would find in a CrossFit gym for their home. Power racks, squat stands, bumper plates, olympic bars and kettlebells have never been more popular in the home setting.

Similar to the shift in demand for home exercise, commercial and vertical market facilities are also evolving purchases and assortment to keep current with today's exercise trends. Commercial facilities are looking to add group functional exercise to their programs to attract new clients and broaden appeal with existing clients. While they may not be branded CrossFit locations, the principle of the functional group training is a renewed focus for the entire industry. These facilities may not be looking at 5-10 new treadmills as they have in the past, but they are looking to add a functional rig system, or dedicate an

entire room or area to group functional exercise. Body-Solid continues to develop new products for CrossFit purposes including:



ENDURANCE ROWER (R300)

- Provides effective low-impact cardio and total body workout
- Movement works quadriceps, hamstrings, abdominals, obliques, lats, biceps, triceps, hip flexors and more
- Self-generating machine for peak energy efficiency, no electricity required
- Flywheel design minimizes noise
- Convenient cell phone holder for entertainment and workout tracking
- Nickel plated chain offers unmatched durability
- Ideal for home, commercial and group workout settings



RAISED HANDLE SHRUG BAR (OTB50RH)

- 600 lb. Capacity
- 25.50 mm Bar Diameter
- Welded Collar Mount
- 56" L, 24" Handles, 9.75" Collar Length
- Made in the USA



PREMIUM CHICAGO PLATES (OBPX)

- Diameter 450mm (17.72"), IWF Standard
- Collar Opening 50.7mm (2")
- Smooth Black Finish
- 1 Year Commercial Warranty



BODY-SOLID TOOLS OLY2

LOCK JAW COLLARS (BSTLJO2)

- Protects bar finish
- 50% more effective than the classic LockJaw Collars
- Larger lever ensures easy adjustments during workouts
- Designed for use with all 50mm (2") bars
- Ideal for home, commercial facilities, group and functional fitness & high schools/universities.



BODY-SOLID TOOLS HEX

LOCK JAW COLLAR (BSTLJHX)

- Protects bar finish
- Features a patented quick-locking latch combined with maximum gripping surface area
- Dual compound construction makes the BSTLJHX slim, light and durable
- Designed for use with all 50mm (2") bars
- Ideal for home, commercial facilities, group and functional fitness & high schools/universities.



WOODEN PLYOBOX (BSTWPBOX)

- Three distinct box heights 30" x 24" x 20"
- On-product exercise instruction
- Ideal for box jumps, dips, step-ups, negative jumps box push-ups
- Constructed from durable, high-quality wood
- Easy assembly
- Sanded edges for increased safety
- Dimensions: 30" x 24" x 20"



LATEST FITNESS TRENDS

When it comes to tracking the trends in fitness, the preeminent poll is the American College of Sports Medicine (ACSM) annual survey that polls fitness professionals from organizations such as the American Council on Exercise (ACE), the National Council on Strength and Fitness (NCSF), and the Coalition for the Registration of Exercise Professionals (CREP) to gauge what fitness professionals think are the top trends in fitness today. In the latest edition, there were very few changes in the trends from last year with most of the same trends populating the top 10 (see box).

What is interesting is to explore what is happening behind these trends that is new and exciting. For example, fitness trackers continue to be very popular but the simple step and pulse trackers of the past are morphing into full feature devices with more and better feedback and now include smart clothing, eye

wear and even footwear. This combined with exciting interactive apps of all types are making some very impressive debuts. Consider a new start-up company that incorporates the wisdom and knowledge of some of the top coaches in various sports with sensors built into the athlete's clothing to sense how the athlete is executing the movements unique to their sport and then getting virtual and specific input from the app based on the integration of the movement sensors and the top coach's knowledge built into the app. In addition everything is saved digitally and is available for intensive analysis and review afterwards as well as for comparison to the next time you do the exercise.

Many of the top 10 trends overlap with each other and that in itself is a trend as we see fitness more and more becoming a full mind and body experience. Yoga and Meditation are not just pursuits for granola heads, but are a key component of many exercise regimens combining these disciplines with active group and individual exercise as well as extensive recovery protocols. This is not just about building up the muscles but also about making sure the mental and long term health and injury minimization of the individual come along for the ride.

Finally we continue to see a movement towards greater access to high quality exercise instruction, training and equipment as programs become portable, virtual, and easy to access. This started years ago as the annual health club contract was replaced by monthly and shorter term relationships. Now daily use passes, or even single class passes can be had through various on line matching of providers and users. In addition the quantity and quality of the virtual workout experience has greatly improved to a point where many equipment providers such as Peloton are looking to programming as a potential revenue generator that could match or even exceed the potential of the underlying equipment.

For our dealers, you will see many of these trends abundantly represented in our product lines as well as in the products highlighted in this publication whether it is a rack for a Crossfit box, a yoga mat, or a foam roller for recovery. Make sure you are up to date on the trends.

A full copy of the report is available at: http://journals.lww.com/acsm-healthfitness/Fulltext/2016/11000/WORLDWIDE_SURVEY_OF_FITNESS_TRENDS_FOR_2017.6.aspx



TOP 10 FITNESS TRENDS

1. **HIGH INTENSITY INTERVAL TRAINING (3RD LAST YEAR)**
2. **GROUP TRAINING (6)**
3. **WEARABLE TECHNOLOGY (1)**
4. **BODY WEIGHT TRAINING (2)**
5. **STRENGTH TRAINING (5)**
6. **EDUCATED, CERTIFIED, & EXPERIENCED FITNESS PROFESSIONALS (4)**
7. **YOGA (8)**
8. **PERSONAL TRAINING (9)**
9. **FITNESS PROGRAMS FOR OLDER ADULTS (11)**
10. **FUNCTIONAL FITNESS (12)**

Source: ACSM Survey

BODY-SOLID'S CROSS FIT 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 CROSS FIT ITEMS:

AIR BIKE FB300	BALL REBOUNDER GBR10	RAISED HANDLE SHRUG BAR OTB50RH	POWER BANDS BSTB	SLAM BALLS BSTHB
ENDURANCE ROWER R300	STORAGE RACKS SDKR1000 SDKR500	BAR OB60B OB72B OB79WBB OB86 OB86B OB86P1000 OB86P1000SS OB86CHICAGO OB8625THYR OB864STAR OB86LPB OB86PB OB86PBS OB86PBG OTB50 WBB	LOCKJAW COLLARS BSTLJHX BSTLJ02	CANNONBALL GRIPS SR-CB
GLUTE HAM MACHINE SGH500	GDKR100 GDKR50 GDR60 GDR363 GMR10 GMR5 GBPR10 GSR10 GYR500 SWT1000 WT46		PREMIUM CHICAGO PLATES OBPX	LANDMINE ATTACHMENTS TBR10 TBR20 LBB28 LMCG LMSE LMPP LMMG
POWER RACKS BFPR100 PPR200X GPR378 SPR1000 SMR1000	GOWT GOBH5		KETTLEBELLS KB KBC KBL KBV	WEIGHT SLED GWS100
RIG SYSTEMS SR-HEXPRO SR-HEX	SQUAT STANDS PSS60X GPR370		MEDICINE BALLS BSTMB BSTDMB BSTSMB	PLYOBXES BSTWPBOX BSTSPBOX BSTPB



REHAB AND RECOVERY PRODUCTS FOR FITNESS SPECIALTY

The closely-related rehab, recovery and physical therapy fields use many of the same products to help the body heal and repair itself after an accident, surgery or a workout. Recovery products are an emerging trend in the fitness industry and Body-Solid continues to develop products and solutions to meet these needs.

After lifting weights or finishing a cardio workout, bodies need to repair torn muscle tissue. Our bodies require us to recover strength levels, eliminate inflammation and reduce the effects of delayed onset muscle soreness. Rehab and recovery is best done with a combination of products as well as ample rest and sleep, water and hydration, proper nutrition, stretching before and after a workout as well as ice, heat, compression and more.



Body-Solid offers a number of products that can help your customers in their recovery starting with Body-Solid resistance bands (**BSTB**) and resistance tubing (**BSTRT**). Both tools provide low-impact muscle training and can be used in stretching and other rehab and recovery methods.

Body-Solid's two foam-roller options will help users roll away any areas of inflammation. Body-Solid's foam rollers are exceptional for self-massage for all

major muscle groups and can help improve posture and alignment.

Depending on your level of mobility and capability, low impact exercises on pieces such as the Endurance Air Bike (**FB300**) and the Endurance Center Drive Elliptical (**E300**) bring oxygen rich blood into the recovering tissues. In some cases related to back issues, the Body-Solid Inversion Table (**GINV50**) can also be of use when properly used in conjunction with a professional's guidance.



For individuals with greater mobility or conditioning issues—as well as for seniors looking for a safe way to exercise indoors—the new and improved Endurance **T50** Rehab/Walking Treadmill is a safe and effective answer.



The T50 Rehab/Walking Treadmill features a 2" thick handrail that extends the full length of the treadmill for added safety. Other safety factors include an "easy access" belt-wide rear entry ramp to help access the treadmill along with an ultra-low starting speed of .1mph.



The thick 17.75" x 51" orthopedic walking belt on the T50 provides added comfort with an ergonomically positioned contact heart rate monitor. Ease of use is also enhanced with oversized interface buttons and an easy-to-read blue LED display and three jumbo 1 3/4" information windows devoted to time/distance, speed and heart rate/calories.

WHAT'S NEW IN SOCIAL MEDIA – TELL A STORY

Much of what we have written about in past years is still true. Facebook is still king. Instagram (owned by Facebook) continues to emerge as a potent platform, particularly for younger audiences. Across the board, the use of video has continued its growth including Facebook Live which has become a powerful platform for broadcasting. Facebook Live allows you with a few clicks to broadcast a message to all of your followers. Body-Solid has used it to show off a new product or make a quick announcement. Dealers are using it to announce a new sale, a new item that's reached stores or show off a workout or give advice in a soft-sell.

The social media world has also seen the growing relevance of Instagram Stories, dubbed the "Snapchat Killer", Instagram Stories were used by over 200 million people in 2017, 50 million more than used SnapChat, despite Instagram Stories only being a year old.

One of the biggest trends in social media has been the explosion in "messaging." All social networks have put added reliance on



messaging and the response time to messages. Increasingly customers are taking to social media to ask questions and find out information. We have seen a large increase in the amount of service requests coming through Facebook and Twitter's messaging platforms. Each of these network grades your response rate, how often you respond and how well you respond.

If you let messages linger for too long, Facebook makes it more difficult for people to contact you. If you respond right away, you're rewarded with a large button that makes it easier for customers to reach out. Facebook continues to improve on "auto-messaging"

technology which will allow their platform to engage customers in conversation until you're ready to take over. It starts with a small away message or auto-response but can be fleshed out to include specific automated directions to the customer. While these auto-responses are a useful tool, they can't replace the human interaction. It may be useful to set up an auto-response that tells someone to call or email you but be sure to follow up on said message with a human response.

The largest social media trend in 2017 has been the continued use of influencer marketing. Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market. Influencer marketing identifies individuals that have influence over potential buyers and utilizes these individuals (or influencers) to help sell their product or raise awareness. Top companies and major corporations with large pockets use influencer marketing very successfully. Nike, for example, is one of the top influencer marketing companies in the world. They identify people with a certain level of prestige in their particular market and provide them with monetary benefits and free product to help those people spread Nike's brand message. Influencers post videos and photos working out in Nike gear, talking about how great Nike's latest releases are and giving added publicity to the brand and their products.



Unfortunately, none of us have the marketing budget of a Nike. However, we can all still use influencer marketing to grow our social media. Body-Solid will find product users via Instagram, Facebook or Twitter — people sharing boxes of recently-purchased or showing off a workout they did on Body-Solid equipment. It is relatively easy then to reach out to the person who shared the photo, find out what equipment they currently have, what they use it for, etc. If they have a fair amount of our equipment

or seem like interesting people and are interested in helping out, more information is gathered (their history with fitness, when they opened their facility, what equipment they have, where it was bought and what do their customers think about the equipment). This is where the true stories come out.



Recently a brand-new gym with several Body-Solid pieces was featured on our social media. The owner of the gym went through cancer treatment a decade ago and fitness was her outlet to destress. When her cancer went away she became a personal trainer and worked up the ranks until she was able to open her own facility. It was a great story and one that resonated on social media and the views, shares, comments and likes we received on social media from this story were substantial. We had a similar experience when we sent an Endurance T50 Treadmill to a 7-year-old little girl with significant health and developmental issues. Again, the response was tremendous. Reaching out and finding these stories can go a long way in not only building customer loyalty with the subjects but helping get your business' name out to the community and the world.

Each customer that walks in, each facility that purchases multiple pieces of equipment from you could have a story to tell. So talk to them. Ask them a little bit about their history in fitness, how they found you, why they purchased what they did. You can then use that information in social media posts, tag the business or person and you'll often find it rewarding for all parties involved. You can show customers that human side of your business as well as people that have purchased and what they are doing with equipment while the customer is getting publicity from you. They are likely to share or retweet it among their audience getting more eyes on your business.

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 to the large. Every product we develop keeps both style and substance top of mind, combining the best aesthetics in the fitness industry with unmatched quality and durability.

VINYL COATED KETTLEBELLS 35-50LBS KBV35, 40, 45, 50

Body-Solid Vinyl Dipped Kettlebells are available in a number of weight increments and are color-coded for easy weight selection. Handles on the KBV kettlebell are steel-reinforced for durability and built to last with cast-iron dipped in durable vinyl.

- Cast iron dipped in durable vinyl.
- Color-coded for easy weight selection
- Handles are steel reinforced for durability.
- Now available in sizes: 5, 8, 10, 12, 15, 20, 25, 30, 35, 40, 45, 50 lbs



PRO CLUBLINE FLAT INCLINE AND DECLINE ADJUSTABLE BENCH SFID425

Body-Solid's SFID425 Commercial Adjustable Bench is a sturdy, full-commercial bench that features a robust 1,000 lb weight capacity. The SFID425's matte black paint finish is durable and scratch resistant and is sure to look great in any facility.

- Fully-commercial rated
- 1,000 lb. weight capacity
- Matte black paint is scratch resistant and offers design versatility
- Thick, durable padding
- Sealed bearing and independent back & seat adjustments
- Back pad adjusts flat, incline (15, 30, 45, 60 and 80 degrees) and decline (-18 degrees)
- Seat pad adjusts flat, 10, and 18 degrees
- Leg hold down to perform decline presses, sit-ups and more
- Oversized wheels for easy transportation
- 66.4L"x 25.1W" x 18H", 90 lbs



BODY-SOLID TOOLS HANGING EXERCISE MAT BSTFM20

The Body-Solid Tools Hanging Exercise Mat offers unmatched comfort and quality for yoga, stretching, low-impact and core-based exercises.

- For use with yoga, stretching, low impact and core-based exercises
- Reinforced eyelets to hang mat on wall or door
- Quality foam construction offers durability and comfort
- Water-resistant & easy-to-clean non-slip surface
- 71"L x 23"W x 3/8" thick



BODY-SOLID TOOLS FOAM MAT HANGER BSTFMH

The Body-Solid Tools Foam Mat Hanger is designed for storage of the BSTFM20 Hanging Exercise Mat and can hold up to 10 mats.



BODY-SOLID TOOLS PREMIUM WEIGHTED VESTS BSTWVP40 AND BSTWVP20

Specially designed to withstand the toughest workouts, the BSTWVP40 and BSTWVP20 feature durable stitching to ensure long-lasting use. These weight vests are fully adjustable and allow users to customize weight and resistance.

- Premium, durable stitching
- BSTWVP40 includes 32x1.25lb adjustable weights
- BSTWVP20 includes 16x1.25lb adjustable weights
- Fast and easy weight customization
- Flexible sandbag weights conform to body
- Two Velcro straps ensure perfect fit



BODY-SOLID TOOLS PREMIUM SPEED ROPE BSTSR10

Body-Solid's BSTSR10 Premium Speed Rope improves upon previous speed rope design, offering one of the highest quality ropes on the market today.

The BSTSR10 features 3/16" PVC-coated speed cable meaning it will hold up under the most strenuous of workouts while contoured non-slip aluminum handles offer unparalleled comfort and stability.

- 10 ft. adjustable length
- 3/16" PVC-coated speed cable
- Contoured non-slip aluminum handles
- 1/2 lb. adjustable handle weights
- Sealed ball-bearing swivels
- Boost cardio, agility, coordination, endurance, quickness and agility



BODY-SOLID TOOLS PREMIUM BAR PAD BSTBPAD

The BSTBPAD's ergonomic, contoured design creates even weight distribution across shoulders and hips making squats, lunges and hip thrusts more comfortable. Added comfort in lifts will ensure more proper form while relieving pain and pressure on the shoulders, neck and hips.

- Ergonomic design for even weight distribution across shoulders
- Relieves neck pressure while squatting
- Ideal for squats, hip thrusts, lunges and more
- Fits Olympic and standard size bars
- 17.5" wide for full shoulder coverage
- 1.25" high-density, thick foam for increased durability and comfort.
- Dimensions: 3-7/8" OD x 17-3/4"



DEALER RESOURCES

Body-Solid is constantly looking to provide our extensive and loyal dealer network with the best resources to help their businesses. Here are a few new things we've added in the last year.

PRODUCT COMPARISON CHARTS

Body-Solid covers some categories of products in great depth. For example benches, power racks, home gyms and a handful of other categories have a sometimes bewildering array of products from which to choose.

To help clear up confusion Body-Solid now offers comparison charts for our major product lines. The comparison charts are embedded within the website on product pages. Presently, Body-Solid offers comparison charts for functional trainers, power racks, benches, Olympic bars, dumbbell racks, smith machines and VKR machines.



DEALER CORNER

Are you currently receiving our monthly Dealer Corner email? If not, let us know so we can make sure we add your email to our list. The Dealer Corner provides subscribers the latest Body-Solid product information as well as tips and trends to help increase sales.



MAP POLICY ENACTED

Body-Solid is happy to say that the roll out of our formal MAP policy has been very successful and dealers have embraced it. While Body-Solid has always had a MAP policy in place, we've recently acquired new software tools to help us track violators of the policy. These changes have worked extremely well and we are hopeful that enforcing the policy will provide a much more fair and organized market as well as better dealer margins in the future.

For full details on the MAP policy or if you have any questions, please reach out to your sales associate at any time.

BODY-SOLID BLOG

For those of you that are not on social media enough to keep abreast of what we post on Twitter, Facebook or Instagram, you can also follow us on the all-new Body-Solid blog. The blog, located at BLOG.BODYSOLID.COM, features new product information, features on installations across the world and much more.



FTP SITE

Do you know how to access Body-Solid FTP site to get the latest pictures, videos and other collateral for our products? If not, contact your sales associate today for detailed instructions to access this information.

ONLINE RESOURCES

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

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