

BodySolid.com

2019

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

CONSOLIDATING ORDERS WITH BODY-SOLID AS YOUR ONE STOP SHOP!

Are you paying too many freight bills from your vendors? Are you tired of coordinating multiple shipments to arrive at the same time?

Body-Solid has the solution with easy consolidation in our centrally located warehouse outside of Chicago, IL as well as for our international customers from our warehouse in Nantong, China.

With a product line in excess of 500 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, only Body-Solid can offer a complete solution to your customer's needs. Most Body-Solid products are in-stock and ready to ship with a majority of orders shipping within 24 to 72 hours.

Over the last few years, Body-Solid has aggressively expanded its product lines for the commercial buyer. Commercially, turnkey transactions are a competitive benefit. Having the ability to go to one partner with all your needs is the key to closing the deal. Best of all, installation can be done at one time rather than over



several visits meaning fewer delays, less downtime and more business overall.

For online sales, one constant complaint is the price shopping that occurs by consumers. With an unmatched variety of product choices, Body-Solid has the ability to offer exclusive packages that cannot be found elsewhere and cannot be price shopped as easily. Our competitive pallet rates (under \$160 to 80% of the lower 48 states) incentivize consumers to do all their shopping on one site with one manufacturer: Body-Solid.

A huge selling point commercially is the ability to sell a complete room/gym, fully-loaded racking, equipment combinations etc. from a single source. Whether the customer is a hotel/motel, police/fire department or a fully-functioning gym, Body-Solid has all the right equipment from one source to service their needs.

To learn more about Body-Solid's one-stop shop capabilities, visit us at bodysolid.com and stop by our "Markets Served" section for case studies and examples of facilities we've helped launch.

WHATS TRENDING IN FITNESS?

Functional fitness and group training have never been more popular and both are currently among the fitness industry's hottest trends.

Born from the popularity of CrossFit-style boxes (gyms), functional fitness and group training has spread to every corner of the commercial and vertical fitness markets. Once found mostly in specialty studios, personal training facilities, and the aforementioned CrossFit boxes, increasingly the two are found in larger traditional gyms, schools, police and fire, military and other facilities.

Functional fitness rooms are typically large open spaces with primitive equipment and a back-to-thebasics approach to training. Rather than packing the floor with bulky cardio and strength equipment, these facilities are devoting increased space to a functional area. Power Racks and Half Racks have seen increased demand thanks to the functional fitness and group training trend. These items are typically placed on the walls or along edges of the functional area, leaving the middle of the area open while not sacrificing workout versatility. They also give users safety and peace-of-mind with barbell-based exercises and feature chin-up bars and other attachments for a variety of uses. These racks and cages can also be used for body weight exercises, suspension training, grip training, heavy bags and more.

Understanding the need to increase presence in this area, Body-Solid recently released the SPR1000 Commercial Power Rack and SPR500 Half Rack. These two popular items fit perfectly into functional training facilities and feature several popular attachments as well as the ability to connect multiple racks together. While traditional cardio machines like treadmills or ellipticals are typically not a major focus in a functional training facility, unique and engaging cardio items like indoor rowers and fan bikes are often included. Body-Solid has also developed products to fit in this niche including the Endurance by Body-Solid R300 Indoor Rower. The R300 is a great fit for training facilities as it provides an intense total body workout for both beginners and experts alike. Similar to the R300 Indoor Rower, the Endurance by Body-Solid FB300 Fan Bike also is very easy to use and great for users of any fitness level.

Our commitment to these trends and the growing industry around them, Body-Solid is able to fill these functional training facilities with quality, durable and affordable equipment. Make sure your sales team is properly armed and educated to attack this exploding market.

The functional fitness trend requires less large-scale weight-stack, selectorized machines and more open areas allowing users, coaches, and trainers to have increased freedom of movement and exercise in larger groups. Weights and accessories like Olympic barbells, bumper plates, kettlebells, dumbbells, medicine balls, bands, tubes, plyo boxes, and landmines are the some of the most common staples for these rooms.

Body-Solid's focus on functional fitness and group training has been progressively increasing in product lineups including the Body-Solid Tools line of accessories, revamped and redesigned Body-Solid storage and free weight products such as the OBPX and OBPXC Chicago Extreme Bumper Plates.





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NEW PRODUCTS AND DEALER RESOURCES, PAGE 6-8

NEW POWERLINE POWER RACKS DEBUT

Powerline by Body-Solid's latest product innovations are designed for those looking at space concious, more economical Power Racks, Half Racks and accessories. The all-new Powerline racks offer similar features to the Body-Solid SPR1000 and SPR500 Commercial Power and Half Rack lineup but in a more home or garage-friendly price and size.

Each Powerline Power and Half Rack features a 2"x2" 14-gauge steel mainframe, 2" hole spacing and the ability to extend, attach and accessorize for your client's exact needs.

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The lineup features our base Powerline Power Rack (PPR1000), the PPR1000EXT Power Rack Extension, the Powerline Half Rack (PPR500) as

well as the PPR500EXT Half Rack Extension. Additionally, lat attachments for both racks are available (PLA1000 & PLA500), as well as optional attachments and accessories including band pegs, j-cups, multi-chin up bars, t-bar rows, u-links and weight horns.





POWERLINE POWER RACK ACCESSORIES

Add the optional PPRTB T-Bar Row to a PPR1000 Power Rack or PPR500 Half Rack for a new world of workout possibilities. The PPRTB attaches easily via pull-pin to an existing Power or Half Rack and allows users to add new and challenging Olympic bar movements

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The PPRMCU Multi-Chin Up can help transform a PPR1000 Power Rack into a one-of-a-kind total training tool. This highquality cross member attaches across the top of the PPR1000 Power Rack and helps add a multitude of workout options to the power rack including chin-up and pull-up

This year, Body-Solid introduced three new weight storage options for home and commercial markets: GWT56, GWT66 and GWT76. These three new options offer unique designs, customer-focused features and top-of-the-line construction and represent the very best in weight storage innovation.

metal foot and end caps.

GWT56

display.



to their Power Rack including the t-bar row, shoulder press, squat & press, lunge, trunk twist and more.

PPRTB



movements from new and unique grip positions. Each bar of the PPRMCU features a textured non-slip grip for safe, comfortable and effective workouts.

Accessorize vour PPR1000 Power Rack or PPR500 Half Rack complete with additional PPRJC J-Cups. These premium Powerline by Body-Solid j-cup lift offs make it easy and safe for users to perform several Olympic barbell movements on their

rack. PPRJC J-Cups can mount onto the front or rear uprights of a Powerline Power or Half Rack and are tested for a 1,000 weight capacity. (Note: each rack comes with1 pair of J-Cups)

PPRJC

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Powerline by Body-Solid's PPRPS Pipe & Pin Safeties are designed for the Powerline PPR500 Half Rack with extensions installed and features a 1,000 lb. weight capacity. Pipe & Pin safeties are a favorite of both past and present weightlifters and offer extreme durability



as well as quick and easy set-up. Engineered to take the brunt of the force from bar drops, PPRPS Pipe & Pin Safeties maintain barbell integrity while providing a safe and reliable weightlifting experience.

Add resistance to workouts with the PPRBP Band Pegs add-on for the Powerline series of Power Racks and Half Racks. Compatible with Body-Solid Tool's line of Lifting Bands (BSTB), these band pegs allow users to achieve peak effectiveness out of



several workouts including squats, bench presses and more.

Add Body-Solid Training Ropes and high-level cross training and MMA-style conditioning workouts to a PPR1000 or PPR500 with the optional PPRUL U-Link add-on. The PPRUL attaches easily to a Power or Half Rack and can be used with Body-



Solid Training Ropes for high-intensity workouts targeting multiple muscle groups.

Weight Horn attachments allow customers to keep their gym clean and organized. The PPRWH Weight Horns attachment allows users to store Olympic weight plates safety and securely on the side of their rack.



NEW WEIGHT TREES

The Body-Solid GWT56 Weight Tree is ideal for home, garage, commercial and high-intensity group exercise facilities and features a 2"x3" and 2"x4" heavy-gauge steel frame with a robust 1,000 lb. weight capacity.

Six 9" chrome-plated weight horns can fit any size bumper or Olympic plates while two Olympic bar holders offer an aesthetically pleasing equipment

GWT66

The X-factor for your customer's gym, the Body-Solid GWT66 Weight Tree is a durable, strong weight tree designed for home, commercial and group training facilities. The GWT66's unique X design allows storage of any size bumper or Olympic plate on the eight chrome-plated weight horns.

The GWT66 features a 2"x3" and 2"x4" heavy-gauge

steel frame, a 1200 lb. weight capacity and welded

GWT76

The Body-Solid GWT76 Weight Tree is a modular weight storage option allowing users to configure it for spacing of Olympic rubber bumper plates or traditional Olympic plates, depending upon how you space the weight horns.

Configured as a bumper plate rack, the GWT76 has 8 x 8-1/4" weight horns. Configured as a traditional Olympic plate tree the GWT76 has 10 x 8-1/4" weight horns. Each weight horn offers 8-1/4" capacity and features all-welded caps for superior durability.



GWT56







BSTGT – GRIP TRAINERS

and 200 lbs.



BFMC10

POWERLINE EXPANDS LINEUP OF OFFERINGS

POWERLINE FUNCTIONAL TRAINER

The Powerline by Body-Solid PFT100 Functional Trainer is a multi-use functional trainer that can fit comfortably in any home. Features include two 160 lb. weight stacks upgradable to two 210 lb . Stacks—as well as vertically adjustable pulleys that swivel through a 180-degree range of motion.

The PFT100 Functional Trainer features over 20 starting positions every 3.2" on both columns. This functional trainer also includes a knurled chinning bar for chin-ups, pull-ups, leg raises and more as well as an integrated accessory storage bar.

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POWERLINE MULTI-PRESS RACK

PMP150

Powerline by Body-Solid's PMP150 Multi-Press Rack is built with heavy-duty 2"x2" steel and can handle up to 1,000 lbs. The PMP150 includes oversized safeties, 2 adjustable j-hook liftoffs, as well as 4 Olympic weight storage horns for quick and easy access to your weights and added stability. Users can perform squats, shoulder presses, bench presses and more in the comfort of a stable and sturdy press rack.

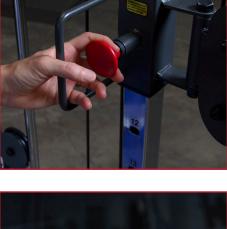


















NEW PRODUCTS

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.

Body-Solid Tools Grip Trainers are handy, portable tools to add to a gym bag, a work desk or car to help build grip strength and forearm definition on the go or release stress. Each Body-Solid Tools Grip Trainer is constructed with alloy steel coil springs for peak performance and durability and feature high-quality billet aluminum anodized handles with comfortable grip knurling. Ideal for stress relief, rehab and more. Available in three resistance levels: 100 lbs, 150 lbs



BSTMBP – MEDICINE BALLS

Body-Solid Tools new and improved Medicine Balls feature a textured grip surface for superior grip and handling during intense workouts. Built with durable rubber, Body-Solid Tools Medicine Balls will retain their shape and integrity even in heavy-use. Thick, reinforced rubber construction and inner windings prevent BSTMBP Medicine Balls from splitting or cracking. Each ball features large, easy-to-identify weight identifiers while color-coding for each weight offers simple and quick recognition. Available in eight sizes: 2 lbs, 4 lbs, 6 lbs, 8 lbs, 10 lbs, 12 lbs, 14 lbs and 16 lbs. 20, 25, and 30lb. Medicine Balls are available in black.



BSTTT – TIRE TREAD SLAM BALLS

Body-Solid Tools newest Slam Balls feature a textured, grooved surface to provide an extra controlled, non-slip grip throughout workouts. Body-Solid Tools Tire-Tread Slam Balls are engineered to survive even the toughest workouts thanks to a thick and durable rubber shell designed to absorb impact on bounces, slams and tosses. Ideal for various throwing and slamming routines, these slamballs are available in three sizes: 10 lbs., 15 lbs. and 20 lbs.

The Best Fitness Mountain Climber delivers a platform for High intensity workouts, to burn fat, build muscle and reach your target heart rate in as little as 20 minutes. A total body exercise that engages upper and lower muscle groups as well as your core for optimum workouts in a minimum amount of time and space. The BFMC10 is easy to assemble, is also light weight for portability, yet built sturdy to handle rigorous workouts. The Best Fitness Mountain Climber can be folded for storage either in a flat or upright position. Convenient, economical and an excellent high intensity workout all in one, a must have for anyone serious about conditioning.





BSTBM-PACK

Body-Solid Tools Mini Bands are easy-to-use bands designed to fit around ankles, knees, calves, hips and glutes for lower-bodystrength and conditioning. These mini bands can be used for conditioning, resistance training and stabilization work.

Body-Solid Tools Mini Bands are available in five color-coded resistance levels from very light resistance (yellow) to extra-heavy (black). They can be purchased individually or as a convienent 5-pack. Each band measures 10"L x 2" W.

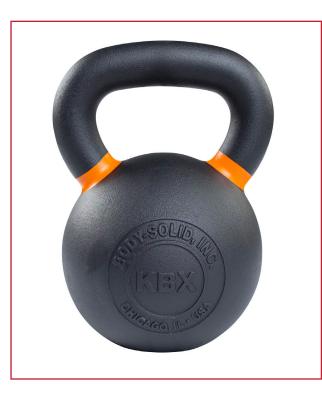
BSTRTDA

The BSTRTDA Resistance Tube Door Attachment combines with Body-Solid Tools Resistance Tubes (BSTRT) to turn any room with a door into a multifunctional strength and conditioning station. Simply connect this attachment to any door and open a whole new world of exercise possibilities with functional movements such as chest press, shoulder press, back fly, back extension, lat pulldowns, ab crunch and much more.

The BSTRTDA Resistance Tube Door Attachment is a versatile, easy-to-use attachment. Small and portable, the BSTRTDA allows users to easily take workouts on the road.

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MORE NEW PRODUCTS



KBX

Body-Solid Tools KBX Powder-Coated Training Kettlebells take kettlebell workouts to the next level with a matte black powder-coated finish providing superior grip during strenuous workouts. Each KBX Kettlebell features a stylish embossed logo and weight distinction. Body-Solid Tools KBX Training Kettlebells are available in 10 different weights (4kg, 6kg, 8kg, 12kg, 16kg, 20kg, 24kg, 28kg, 32kg and 36kg) with each weight featuring a distinct and easy-to-distinguish color code.



OBPXC

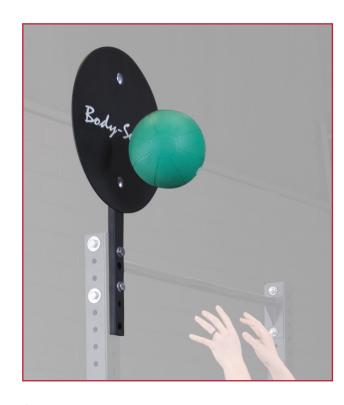
Body-Solid Tools Chicago Extreme Colored Bumper Plates feature superior durability with quality, smooth finishes and vibrant colors (green, black, yellow, blue and red). Constructed with the highest standards in mind, Body-Solid Tools Chicago Extreme Colored Bumper Plates are factory tested to withstand drops and heavy use.

Each plate is made to the IWF standard diameter of 450mm (17.72") and offers a thinner width allowing users to maximize the plate load onto their bar. Body-Solid Chicago Extreme Colored Bumper Plates also come with a one-year commercial warranty.



BSTCH44

Body-Solid Tools Weight Lifting Chains are 5' long chains designed to increase weight and resistance on bench presses and other lifting exercises. As users lift, the weight from the chain lifts from the ground adding resistance and weight to the exercise. Combine chains for even more power and resistance. Each Body-Solid Tools Weight Lifting Chain comes with a slide-on Olympic collar and carabiner to adjust length and weight. Each chain weights 22 lbs. (Prototype is shown).



SPRBT

of all sizes.



SPRACB

mainframe and 2" hole spacing.

IMAGE GALLERY POP DOWNLOADS POP ORDER FORM BODY-SOLID BLOG CONTAINER TEMPLATE PARTS ORDER



OB86EXT

Body-Solid Tools OB86EXT Extreme Olympic Power Bar is designed to work perfectly with our **OBPX** Chicago Extreme Bumper Plates and OBPXC Extreme Color Bumper Plates. This bar features four needle bearings, hardened chrome sleeves and a black zinc shaft. The OB86EXT is built with a 28mm grip diameter, a hardy 1,500 lb. weight capacity and a tensile strength of 205,000 PSI. Aesthetically, the bar features a sleek embossed logo cap displaying weight information and more.

OB79EXT

The OB79EXT Extreme Olympic Women's Bar is comparable to the Body-Solid OB86EXT but is both lighter and smaller. The OB79EXT features features a 25mm grip diameter, a robust 1,000 lb. weight capacity and tensile strength of 205,000 PSI. The OB79EXT is constructed with four needle bearings, hardened chrome sleeves, black zinc chaft and precise knurling for consistent, effective lifts.







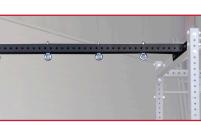
OMG86

The Body-Solid Tools OMG86 Olympic Multi-Grip Bar allows users to vary workouts while improving muscle recruitment. Designed to enhance bench press, curls, skull crushers, rows and other movements targeting the chest, triceps, back, shoulders and biceps.

The Body-Solid OMG86 Olympic Multi-Grip Bar features knurled handles for secure lifting and a black powder coat finish that fits aesthetically into any workout facility. The OMG86 Olympic Multi-Grip Bar is compatible with most power racks and Olympic plates with 16.5" in loadable sleeve length.

The Body-Solid Ball Target is a heavy-duty steel circular throwing target that attaches easily to several Body-Solid cross training pieces including the SPR1000 Power Rack, SPR500 Half Rack, SPRACB Power Rack Connecting Bar as well as the SR-HEX and SR-HEXPRO Hexagon Rig Systems. The SPRBT mounts on its arm at the top of the cage or can also be mounted at the lower loevels if the arm is removed.

Providing an easy-to-use target with an 18.5" diameter, the Body-Solid Ball Target is perfect for training with wall balls, slam balls and medicine balls



Body-Solid SPRACB Connecting Bar is designed to allow users to easily attach two or more Body-Solid SPR1000 Commercial Power Racks or two or more Body-Solid SPR500 Half Racks together.

The Power Rack Connecting Bar is ideal for group fitness and cross training facilities allowing multiple users to workout at the same time. The SPRACB features five heavy-duty eyelets for attaching heavy bags, suspension training ropes, grip trainers and more. Designed with a 3" x 3" 11-gauge steel

BSTLJ02

Body-Solid Lock Jaw Collars secure bumper plates in place with a large lever to ensure easy adjustments during workouts. BSTLJ02 Collars are constructed with soft elastomer pads and a premium resin frame to protect bars and plates from damage. Designed for use with all 50mm (2") bars. Ideal for home, commercial facilities, group and functional fitness as well as high schools and universities.



FB300B

The Endurance by Body-Solid FB300B Fan Bike is a favorite of cross-training, group and functional fitness facilities. The FB300B features a best-inclass 27" large steel-resistance fan, 12-gauge steel synchronized arms and sealed bearings for top-tier durability. Our new black powdercoat paint scheme matches perfectly with our R300 Indoor Rower for a cohesive look. Suitable for all fitness levels, the FB300B Fan Bike features convenient transport wheels for easy movement as well as an interactive LCD display featuring quick program buttons, heart rate, speed, RPM, time, watts and calories.



G6BR

Our new take on a classic. The redesigned G6BR Bi-Angular Home Gym is an updated version of Body-Solid's classic G6B Home Gym. The new G6BR features a striking new red and black color scheme reminiscent of our G6B25YR 25th Anniversary Gym. The G6BR features Body-Solid's patented bi-angular converging press station as well as a chest, incline, shoulder press and leg developer station incorporating our friction-free SmoothGlide Bearing System. The G6BR is designed with 2" x 3", 11-gauge steel and features high-density, top-grade DuraFirm back pads and comes standard with a 210 lb. selectorized weight stack that is upgradable to 260 lbs.



GPU348

The Body-Solid GPU348 Pull-Up Bar is a knurled pull-up bar allowing users to perform pull-up and chin-up exercises on the GS348Q Series 7 Smith Machine. The GPU348 Pull-Up is designed exclusively for Body-Solid's GS348Q Smith Machine and is not compatible with the Body-Solid GS348QP4 Smith Machine Package, or units with the GLA348OS Lat Attachment.

ONLINE RESOURCES

ROOM PLANNER Use this tool to help your customer plan out the space and layout for their equipment. Use this advanced tool to get suggested equipment and exercises based on the muscle groups you want to work on or your goals. **BODY FOCUS** 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. **MY STORE** Download high resolution images for your advertising and marketing needs. Download ready to use POP materials Order POP materials for your store MANUALS Download manuals for any of our equipment including older and discontinued pieces. Download overhead CAD drawings and schematics in multiple formats **SCHEMATICS** Read industry news, tips, and new product information and articles covering other aspects of fitness retailing. Place stocking orders online at any time of the day or night. ORDERS Download container order template forms. Place orders for parts. **EVENTS** Stay up to date in our tradeshows and other events

INSTALLATION PICTURES



Remember to take pictures of your commercial and home installs and send them to Body-Solid. As long as your customer allows us, we will post a photo of the install on our blog, social media and our website. This will help not only raise awareness of your company but also provide a value-added customer service touch point for your customers.



PRODUCT DATA Sheets

Body-Solid's goal is to make product information available to you in as easy a fashion as possible. In just a few clicks, you can have access to all Body-Solid images, sell sheets, videos and catalogs thanks to our FTP site. All content from the FTP site is available for download allowing you to utilize the full breadth of our marketing materials and provide your customers with the information they need to make an informed purchasing decision. If you are having issues accessing our FTP site and would like another method of acquiring product information, please contact us as soon as possible and we can provide a USB thumb drive with these valuable resources included.

LOW COST Shipping Rates

Thanks to our centralized location just outside of Chicago, Illinois, a high volume of shipments leaving our facility every day, and a great selection of LTL truckers to choose from, Body-Solid has been able to negotiate excellent pallet load shipping rates throughout the continental United States. Body-Solid's consistent traffic also drives efficiencies as our carriers are moving full truckloads of product rather than picking up from many different customers.

Generally, the limit for a single pallet is based on size or 2,500 lbs. per pallet. Although rates differ from carrier to carrier and from point to point, these rates drastically lower your percentage of freight to the cost of goods. By shipping all your items from Body-Solid rather than multiple vendors you are also saving.

Just a few suggestions to dealers before ordering:

- Maximize your cost of freight to goods by filling every pallet. Think of your costs to ship one or a few accessories from a traditional accessory vendor. Then think of the minimal cost to put it on top of a pallet coming your way from Body-Solid.
- Create your own on-line packages of Body-Solid product and take advantage of our shipping rates.
- Don't forget there are potential accessorial charges that need to be factored in. The main example here are needs for a lift gate and/or inside delivery which are an additional charge
- Certain types of commercial or remote locations may also have additional fees such as prisons or government facilities, islands or certain rural areas. Similarly busy downtown zip codes like New York City also carry higher rates.
- In most cases, White Glove delivery is also available for LTL shipments.

RETAIL READY PACKAGING

You may have noticed that Body-Solid has been changing its packaging over the last year, converting to new red and black-themed packaging. In addition, we are also working at improving the style of packaging. Packaging includes product information, descriptions, SKUs and UPC codes. We hope you like the new looks we've given our packaging lineup and we are always interested in hearing your feedback on the changes.



BODY SOLID MAP POLICY

As we are all aware, the internet has changed the way companies buy, sell and advertise products. Having a quality website that reflects the quality of your company and employees is critical to business today. Websites are often the first contact with customers and are open for business 24 hours a day 365 days a year.

This ease of access makes it easy for customers to find products, get information and, of course, compare pricing. In this competitive environment, retailers will often resort to discounting the price in order to distinguish themselves from other sellers. Other sellers will then follow suit to maintain a competitive price. The result is online price erosion. This can happen quickly and often to the detriment of the product itself. Thus, minimum advertised pricing or MAP has become an increasingly popular tool for companies to prevent this.

Body Solid has a formal MAP program that includes over 250 MAP protected items. The Body Solid MAP enforcement team utilizes software that tracks these items several times a day, overnight and weekends - reacting quickly and effectively to violations. Our dealers can advertise and floor these products with confidence that proper margins will be maintained. We also have you covered if you want to run online promotions, in addition to the 250 MAP protected items, we have another 250 plus items that are not MAP protected. Contact your Body Solid sales rep to find out more about our MAP program.



Body-Solid SALES and SUPPORT 800-833-1227 Steve Szafarczvk Bill Ciszewski **Duane Abbott** Eddie Garcia Andy Huck **David Vargas Donna Knight** Midwest Sales Western Sales **International Sales** Eastern/ E-Commerce Commercial **Dealer Support** International Sales Manager Manager Manager Sales Manager <u>dknight@</u> <u>eddieg@</u> Sales Manager <u>dvargas@</u> bodysolid.com bodysolid.com x:3572 bodysolid.com x:3583 x:3571 x:3569 bodysolid.com x:3578 x:3556 x:3568