DESIGN NO. 51

IVANKO RUBBER DUMBBELL

Since we introduced the industry's first rubber dumbbell in 1983, we have uncompromisingly refined and fine-tuned the design 51 times, in passionate pursuit of an ideal: a rubber dumbbell that is gentlest on equipment, safest for people, indestructible, with super tight fastening;* neutralized odor, a classic look, an awesome feel. We're never satisfied, never finished. Perfection is an elusive goal. But this rubber dumbbell is 51 steps closer to it.

*Ivanko's PermaLock™ fastening system employs proprietary machining tolerances and surface preparation to achieve a metal-to-metal bond that withstands xx,xxx foot pounds of torque. (The correct measure of rotational resistance is "torque", not "psi" which was used incorrectly in a recent ad by a competitor).

IVANKO

Engineered Passion