

Ivanko - A History of Strength, a Future Built on Quality

I. In With The Old; On With The New

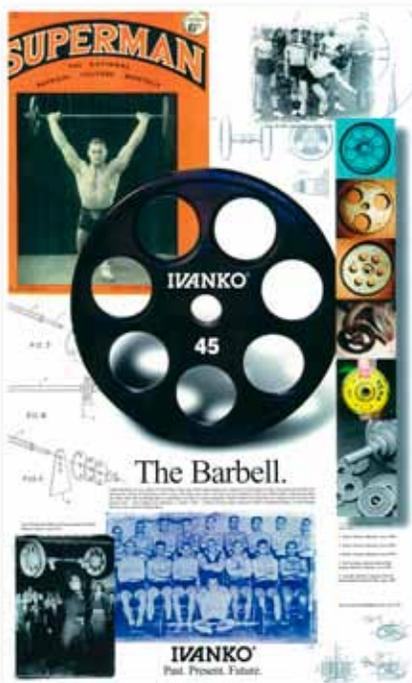
Who says you have to forget the past to move forward? At Ivanko, those who come before us make great company. In a previous issue (Winter 2001), we documented the storied history of the grip plate and its manufacture since the nineteenth century.



Ivanko Keeps Good Company with its current line of EZ Lift plates amid Jackson's deep plate (c. 1940) and the grip plates of Scientific Barbell (c.1948) and Pullum (1978).



You might recall the famous Pullum Grip Plate, invented in 1978 by Wally Pullum, nephew of the internationally acclaimed English strongman of the 1900's, W. A. Pullum.



We've printed a run of quality prints, suitable for framing, featuring a summary "history" of the grip plate from the early 20th century to present. They make a nice addition to the wall of your gym or athletic facility. A copy is yours for the asking. Please e-mail your information to online@ivankobarbell.com for a copy, gratis.

In these pages, too, we previously mentioned the establishment of the Ivanko Historical Society which seeks to preserve Iron Game History. We have, in earnest, begun to gather, photograph, and catalog our extensive collection of antique and vintage barbell equipment, machines, illustrations, and memorabilia from Milo, Sig. Klein, McFadden, among others. Recent acquisitions include a post-Renaissance text in German on weightlifting, and a series of illustrations of British gym equipment from the 1800's. Examining these materials, it's interesting to see

how often what is nowadays touted as a "new invention" has been employed by those who came before us in gymnasiums throughout the world.

Further details on the Ivanko Historical Society will be forthcoming in these pages and on our soon to be revamped website.

II. Green = Cost Savings

There's a lot of talk about the environment and "going green." Every reasonable person is against blatant pollution like dumping oil into our drains or oceans. I'm sure that you may have your own commitment to going green in your gym. Recent events in the news have led me to consider how, over the years, Ivanko has been committed to being "green".



When we moved into our new building in 1985, we installed 48 skylights in the warehouse and offices and painted the rafters white. We insulated the roof with urethane. We put extra windows inside walls so the light from outside rooms would shine through hallways and other rooms. We opened up areas of the shop and painted it light colors to get the most light we could. This is not only good for the environment and for machine operator safety, but we cut our light bill by 66% and ditched one of the two air conditioners we had.

Most recently, we've been experimenting with our Ivanko Glassless Mirrors, in custom shapes and sizes, to determine how to best use them to reflect light to areas that need it. We are happy to provide you with our



Glassless Mirrors of any shape or size as well. Once we finish our More Light Through Mirrors Project, we'll report the findings here.

III. Quality Equipment Is a Prudent Investment

But there's one very important area of this "going green" thing that I think we may most often neglect. And it makes sense for our environment in general, and for your gym's budget particular: that is high quality equipment.

You only want to buy your free weight equipment once. But this doesn't happen if you buy junk. You've probably experienced or seen fixed (aka "pro-style") dumbbells that fall apart with varying levels of use and abuse. You've probably seen Olympic bars that break or bend or have sleeves that either fall off or no longer rotate.

In addition to being an eye-sore to you and your members, cheap equipment costs you money. Not only do you have to buy a product twice, but if you buy the same old junk you're stuck with the same junk. And it's just destined for the scrap yard or the landfill anyway.

Ivanko Introduces a heavy-duty American-made high quality 4-1/2 foot EZ Curl Bar.

For gyms and clubs who want Ivanko quality in an EZ-Curl bar. Forty years of experience in both using and designing equipment have led us to make what we believe is the finest EZ Curl bar ever offered. A perfect complement to those who appreciate the quality and integrity of design and manufacture in the Ivanko OB-20KG Olympic bar. Our EZ-Curl bar has deep bends, which allow the user to relieve stress on his wrists. You will notice the difference between this bar and all others, at once. Item #OBZ-55



I won't even address the subject of the liability of poor quality equipment as I believe we've covered that in recent issues.

"Better to buy quality once and buy right than to buy junk and buy several times."

That's why professional auto and industrial mechanics buy Snap-On, Stahlwille, Armstrong and other quality tools. That's why machinists buy Starrett tools. Shouldn't the tools you buy be the best you can get?

Anyone who has turned a bolt with a Snap-On ratchet and a Stahlwille socket knows what I'm talking about. There's a certain feeling of pride and satisfaction knowing that your work is being aided by the best tools available. It makes the experience all the more pleasurable.



The same can be said of an OB-20KG Olympic bar. Using high quality equipment feels better. It's an incremental advantage that you give your members and your long-term budget.

A lot of work goes into making an Ivanko OB-20KG. The quality is uncompromising and the tolerances are absolute. As a former machinist, I don't expect you to sit through a dissertation

on metal working, but I want you to know that there's a few dozen details that go into every bar I make that may not be noted on a balance sheet, but contribute to making what I believe is the finest Olympic bar made today. Give your members that experience as well.

Future articles will include:

How to Navigate the Competing Claims of Olympic Bar Manufacturers.

Urethane Myths, Part II: What are the Distinguishing Characteristics of a Good Urethane Dumbbell.

Where Have All The Weirdoes Gone: A Look Back at The Eccentric Men and Women Who Have Graced Our Industry.

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Ivanko Barbell Company was founded by Tom Lincir in 1967 and is the most respected provider of professional and commercial grade barbell and dumbbell products worldwide. Your comments or questions are welcome. Contact Tom at tom@ivankobarbell.com or write to P.O. Box 1470, San Pedro, CA 90733 U.S.A. For product information and pricing, see our website ivankobarbell.com or call (310) 514-1155.