

# Variety and Choice:

## The Lifeblood of Club Popularity



by Chet Groskreutz, Vice-President of Sales and Marketing, Ivanko barbell Company

Everyone knows that boredom is one of the biggest problems people have in staying on a fitness regimen. Clubs understand this, and know that in order to attract and hold onto members, they have to keep the atmosphere fresh and exciting. That's why clubs are constantly updating their decor, bringing in new and different equipment, and offering new exercise programs. In the process, clubs also have to differentiate their facility and equipment from the club down the street and across town.

The look and feel of the weight room is no exception to these realities, especially since weight training has become one of the most popular fitness activities. The weight room manager needs a broad palate of options to equip and showcase the weight room, to give it a signature look and feel.

Meeting these needs is why Ivanko offers the industry's broadest assortment of original, patented designs and vibrant visual looks. No one should have to compromise their vision of the ideal weight room for lack of variety and choices. Variety and choice are the lifeblood of club popularity.

One illustration of this principle is in the world of weight plates where the industry's traditional approach to choice might be characterized as, "You

can have any color you want, as long as it's black". Ivanko's approach has evolved over time and is now, "You can have any color you want, as long as it's black, gray, chrome, red, yellow, or blue." With Ivanko's introduction of Colored E-Z Lift Plates, members at a growing number of health clubs can be seen waiting their turn to use these red, yellow, and blue plates while the gray and black iron sits idle. Members appreciate aesthetics, and Ivanko helps clubs offer variety and choice in response.

The same is true in dumbbells. Ivanko offers over 25 different styles of its pro fixed dumbbells in black oxide, chrome, stainless steel, and rubber encased varieties. And the vibrant visual display of Ivanko aerobic dumbbells speaks for itself.

Aesthetics isn't the only dimension however. Performance choices are also important to the user. In Olympic bars, Ivanko's top of the line Stainless Steel Olympic Bar has been tested and rated as one of the top two or three Olympic bars in the world, and one of the few approved for international competition by the IPF, International Powerlifting Association. This is the bar of choice for clubs with clientele who want to load 1,000 pounds on the bar, and not have it bend or snap in two. Stainless steel will never chip, peel, or rust, so the investment will look new long after other bars have become an eye sore in the weight room. Ivanko recently introduced a shorter 66 inch Ivanko offers Olympic Bars rated at the highest tensile strength in the industry - 195,000 PSI - 218,000 PSI, and IPF approved.



Ivanko's solid steel cable attachments are super durable and super safe.



TM



TM





O2B45



O45



OM45



OMEZS45



OMEZH45



ROEZH45BL



ROEZH25Y



ROEZH35B



ROEZH45R



OU45

version of its stainless steel bar for clubs who have requested that choice in their equipment mix.

Club owners and members tell us they appreciate the breadth of eye appeal and performance characteristics. What they see and feel in Ivanko products comes from 36 years of recognizing that variety and choice are the lifeblood of club popularity. See and feel the difference 36 years of experience makes. Call (800) 247-9044.



Ivanko offers the widest assortment of specialty bars in the industry, including its popular aerobic bar.

Ivanko is always adding new service innovations to complement its product offering. The newest addition is the Ivanko Planogram which aids the club owner in determining

the correct quantity of plates, dumbbells, and bars to match the equipment in the weight room.

Most major equipment manufacturers are included in the Planogram.



See your rep for IVANKO'S PLANOGRAM to help you determine the proper amount and ratio of Ivanko plates to your equipment

Ivanko Barbell Company was founded by Tom Lincir in 1967, and it is the leading provider of professional and commercial grade barbell and dumbbell products worldwide. Your comments or questions are welcome. Write Tom Lincir at Ivanko Barbell Company, P.O. Box 1470, San Pedro, CA U.S.A. 90733.



Ivanko offers over 25 different designs and styles of its pro fixed dumbbells in black oxide, chrome, stainless steel, and rubber encased varieties. The company also pioneered over sized dumbbell handles in 30mm and 35mm diameters in both chrome and black oxide finishes.



Ivanko's Aerobic Dumbbells bring splashes of vibrant color to any exercise room.