

IRON GYM®

GET STRONG... GET RIPPED... QUICK!



GLOBAL TRADE CATALOGUE

2017 v1

WELCOME!

Welcome to the IRON GYM® global trade catalogue for 2017. Inside, you will find our range of strength and fitness products that are available from our Hangzhou warehouse. We also offer products from our EU warehouse in Weert, Netherland. Once you have read this catalogue, you will have a broader understanding as to what the IRON GYM® brand is about, and how we are evolving, including our services, retail toolkits, digital assets, new product development and complete brand concept offer, which improves our consumer brand experience.

Facts and Previous Success

Iron Gym Europe / Provio OY is the official global distributor, supplier and licensee for IRON GYM® [2017 now including north America]. IRON GYM® is known for our multifunctional and easy-to-use home training equipment, with industry leading marketing material and eye-catching retail packaging. The Original IRON GYM™ Total Upper Body Workout Bar was launched in the U.S. autumn 2008. It quickly became the most sold fitness product and a category leader, selling over 20 million units to date. IRON GYM® provides our partners with an excellent, fast growing brand with market leading and innovative products, top quality marketing support and marketing material.

Partner with IRON GYM for Future Success

IRON GYM is looking to partner up with professional distributors and retailers to join us in making the IRON GYM brand a big success. You will have access to world class marketing material and will be supported by our retail support program. We provide you with easy-to-sell products, tested and approved by thousands of retailers and millions of consumers worldwide.

For Better Strength,

Mr. Antti Kohvakka,

Sales Director – Iron Gym Worldwide



Industry Leading TV Commercials Available



IRON GYM® +
CURRENT BEST SELLER

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Advanced Training Equipment

- Dumbbells
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- Plate Sets
- Kettlebells

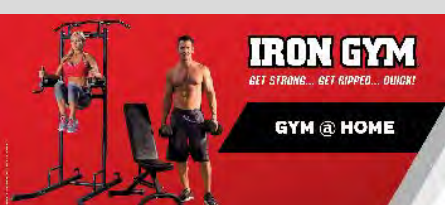
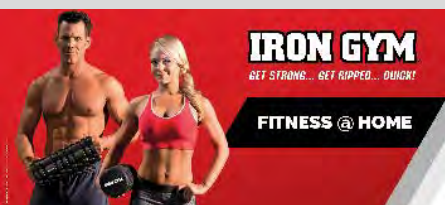
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GYM @ HOME

Advanced Training Equipment

- Power Towers
- Benches

44-45





We have mapped out a simple 3-point IRON GYM consumer journey and brand experience.

- Pre-Purchase Experience
- Purchase Experience
- Post-Purchase Experience

We have created 5 simple steps to focus our consumer communications.

- Step 1: Brand Awareness
- Step 2: Connect & Attract
- Step 3: Communicate Benefits
- Step 4: Convince
- Step 5: Engage

STEP 1 IRON GYM 360° Step 1 Brand Awareness, Pre-Purchase Experience

IRON GYM has developed key brand associations / sponsorships with world class events to increase and build brand awareness. When you partner with IRON GYM you will have access to fast growing brand awareness and the consumer pull we are creating.

IRON GYM has developed a multimedia strategy across Online, PR / Print / Social and In-Store POP. Our PR/Social/Media Partner Brand National in London will focus on communicating with our target audiences and creates consumer pull. We are happy to discuss any joint initiatives with you.

Events

A Weekly 30-minute TV-Show in over 60 countries. Broadcasted weekly during Prime-Time, attracting 9.4 million viewers per show. Eurosport can reach over 290 million homes. Skysport can reach over 20 million homes in the UK alone.



Social Media / On-Line

The IRON GYM brand has good online search volumes, established through years of brand marketing. We now offer affiliate programs with our European website. In 2017 we are looking to launch the USA Irongym.com site. The USA online search volume remains high due to over 30 million USD media advertising investments over the years.



IRON GYM TV Commercials Available!

Print

IRON GYM has traditional advertising campaigns in industry publications. IRON GYM has advertising campaigns to support larger retailer partners. IRON GYM featured in GQ Magazine, Zoo, The Telegraph, Guardian, Independent, and many more...



IRON GYM RETAIL SUPPORT PROGRAM

For 2017 IRON GYM has re-designed our In-store POP to develop the brand and create brand clarity.

- Connect & Inspire with the shopper
- Educate, inform and communicate benefits
- Convince and re-assure
- Capitalize on our strong emotive image and digital assets
- Maintain competitive advantage
- Drive consistency & drive sales



In-Store Retail Toolkit is available for all our partners / retailers. We can customize creative pieces based on your individual needs. Please contact us so we can develop the consumer journeys in your stores and maximize sales.

In-store retail is changing and shoppers are looking for an experience. We can help you to create the theater / buzz in your fitness / training department. Our experience shows that you will sell more products including own label and other brands. We have options if you want to use your existing mods / bays / shelves to enhance the shopper experience or we can start with space only to create the concept offer. In Spring 2017 we will launch the "Iron Wall" modular units to present the product in store. Iron Wall will be launched at FIBO trade show 6th to 9th of April.

ZONE PRINCIPLES

Emotional

Rational

ZONE 1

Outside of the store
and Store Entrance

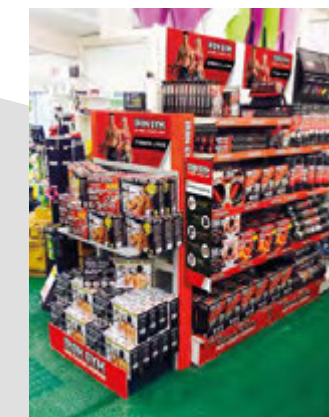


Connect & Inspire

- Build brand awareness
- Connect shopper with brand and proposition
- Inspire, guide shopper to area

ZONE 2

At the Area



Educate, Inform, Communicate Benefits

- Communicate brand and categories
- Differentiate between product groups
- Communicate benefits of ranges

ZONE 3

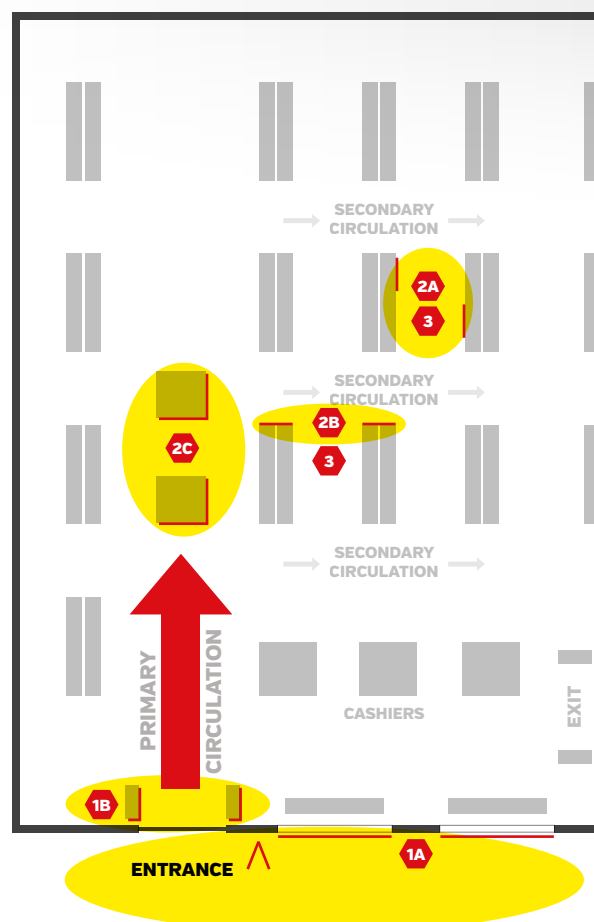
By the product



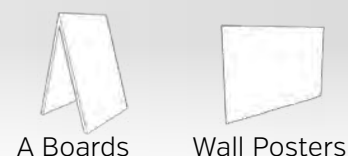
Convince & Re-assure

- Encourage touch and engage
- Visually highlight key benefits and exercises
- Added value: Training Academy

IN-STORE ZONES



Zone 1A
Outside the Store



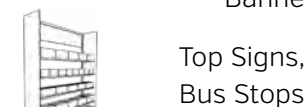
Zone 1B
Entrance Displays



Zone 2A
In-Line Shelf Area



Zone 2B
Endcap Area



Zone 2C
Centre Floor Area



Zone 3
By the Product

SALES INCREASE % EXPECTATIONS

In-line, Standard Shelf		End Cap, Center Floor Area		Dedicated Fitness Area, IRON GYM Concept Area
IRON GYM industry-leading and eye-catching color carton.	Wobbler, shelf fill, bus stop to communicate benefits.	Quarter / half pallet with information panels will increase visibility and presentation.	Full pallet / full end cap will have bigger impact, visibility and engagement. (And stock availability)	Product display and videos to communicate benefits and convince shoppers. Sales square to encourage touch and convince on benefits.
+100%*	+150%	+200%	+400%	+800%
SECONDARY CIRCULATION				
PRIMARY CIRCULATION				
+150%	+200%	+300%	+500%	+1000%

* Compared to industry standard packaging.

STEP 2 **IRON GYM 360° Step 2**
Connect & Inspire,
Pre-Purchase Experience

ZONE 1
Outside the Store, Store Entrance

Objectives

Outside of the store and the store entrance we are building brand awareness. We want the shopper to connect with the brand and brand proposition. We want to inspire, deliver the key message and guide the shopper to the fitness and training area in store.

We can customize your marketing material based on your individual store layout needs: executions can go on the walls, windows, A-boards, security wraps and hang from the ceiling. Call to action messages can be customized with different languages.

Lead-times for marketing materials is 4 weeks after the artwork is signed off [Euro area]. For other continents, we can provide all print ready material and advise on the planning process.

We have prepared 3 visuals / posters.

Posters



Jeremy & Lindsey Speed Abs Poster



Jeremy & Lindsey Roller Poster



Jeremy & Lindsey @ Gym Poster

Window / Wall Posters



A Boards



Security Wraps



Hanging Banners



STEP 3

IRON GYM 360° Step 3

Educate, Inform, Communicate Benefits
Purchase Experience

ZONE 2

At the Product Area

Objectives

At the training and fitness area, we communicate the brand and the categories. We differentiate between product groups and communicate benefits of the different ranges.

The top signs frame the training and fitness area in store, draw attention and contemplate ownership of the area. We have prepared 5 options in line with our current product offer. General top signs can be used if product selection is focusing on essential offers from IRON GYM®. Category top signs, Strength, Fitness, Weights and Gym can be used if the product selection is in line with IRON GYM® brand advanced offer. Top signs communicate brand and the categories.

The bus stops allow shoppers to understand very quickly what is on offer. They will let the shopper to understand benefits of different product groups. Shoppers will know the products better and can find the correct equipment faster. We have prepared 3 options in line with our categories and products groups. Gym @ Home offer is still quite limited and equipment is presented in a dedicated sales square that will allow shoppers to quickly understand what is on offer. The bus stops will differentiate between product groups and communicate benefits of the different ranges.

Top Signs / Header Graphics



General Top Sign



Strength @ Home Top Sign



Fitness @ Home Top Sign



Weights @ Home Top Sign



Gym @ Home Top Sign

Bus Stops / Communications Panels



Fitness @ Home Bus Stop



Strength @ Home Bus Stop



Weights @ Home Bus Stop

New Iron Wall, available spring 2017



In-Store Shelves with Top Signs and Bus Stops



STEP 3 **IRON GYM 360° Step 3**
Educate, Inform, Communicate Benefits,
Purchase Experience

ZONE 2
At the Product Area

Objectives
At the training and fitness area, we communicate brand and the categories. We differentiate between product groups and communicate benefits of the different ranges.

Product Merchandising Displays
We have several options of floor product displays available that will help product presentation in store. Floor displays are where the real promotions take place.
POP displays are your golden opportunity to dominate and drive sales!



extra shelves available

Red door floor display has an opening to attach IRON GYM® Total Upper Body Workout Bar on it. This encourages touch and it is clear to the shopper how the product works. We can add TV screen on the top to emphasize the strong emotive image- and digital assets of the IRON GYM®. Extra shelves can be added to maximize usage of retail space and customize your product selection. Top signs can be customized based on your product selections.



Speed Abs Half Pallet Display [48pcs] Speed Abs Quarter Pallet Display [24pcs]

Tactical carton displays stand out from the aisle and disrupt the shopper's automatic shopping behavior. Disruption is the key. We have many tactical carton displays available which will help communicate key benefits; exercises that can be performed and muscle maps of muscles that can be targeted.

Pre-packed pallet displays are big, bold, attention grabbing and compels shoppers to purchase. They are in the walking path of the shoppers.



IRON GYM Express IRON GYM Xtreme & Xtreme Plus IRON GYM Original & Original Plus



23kg Adjustable Curl Bar Set Pallet Display



20kg Adjustable Barbell Set Pallet Display



15kg Adjustable Dumbbell Set Pallet Display



Red Door Floor Display



Tactical Carton Display



Tactical Carton Display



Pre-Packed Pallet Display

STEP 4 **IRON GYM 360° Step 4**
Convince & Re-Assure
The Purchase Experience

ZONE 3
At the Product

Objectives

By the product, we encourage touch and engage with the shoppers. We want to visually highlight key benefits and exercises, to point out the products that work well together (add-ons). We add value with our free consumer training academy.

IRON GYM® has industry leading eye-catching retail packaging. Product pages will highlight all the details how we aim to achieve these objectives. We have prepared some additional marketing material to convince the shopper.

Shelf talkers and shelf displays draw attention of the shopper and enhance IRON GYM® brand in-store. These are ideal if you are using your existing mods / bays / shelves. We offer shelf cover, shelf talker strips, shelf talker wobblers and tent-cards.



Shelf cover 90 x 30 cm or 60 x 30 cm for fixing to shelving to frame product in a bay and enhance branding.



Shelf talker wobbler for displaying / hanging off shelves alongside IRON GYM® products. Wobblers can communicate what muscles will be used. They can promote linking / additional products and add value promoting free consumer training academy.



Shelf talker strip 90 x 5 cm to sit behind retailer's bar code / price label and enhance the brand in-store.



Tent-card for displaying on retail counters or on shelves alongside IRON GYM® products. We can customize all wobblers and tent-cards based on your individual needs.



Shelf Covers



Wobbler



Shelf Covers



Shelf Talker Strips



Wobblers

STEP

4

IRON GYM 360° Step 4

Convince & Re-Assure

The Purchase Experience

ZONE 3

At the Product

Objectives

By the product, we are looking to encourage touch and engage with the shoppers. We want to visually highlight key benefits and exercises.

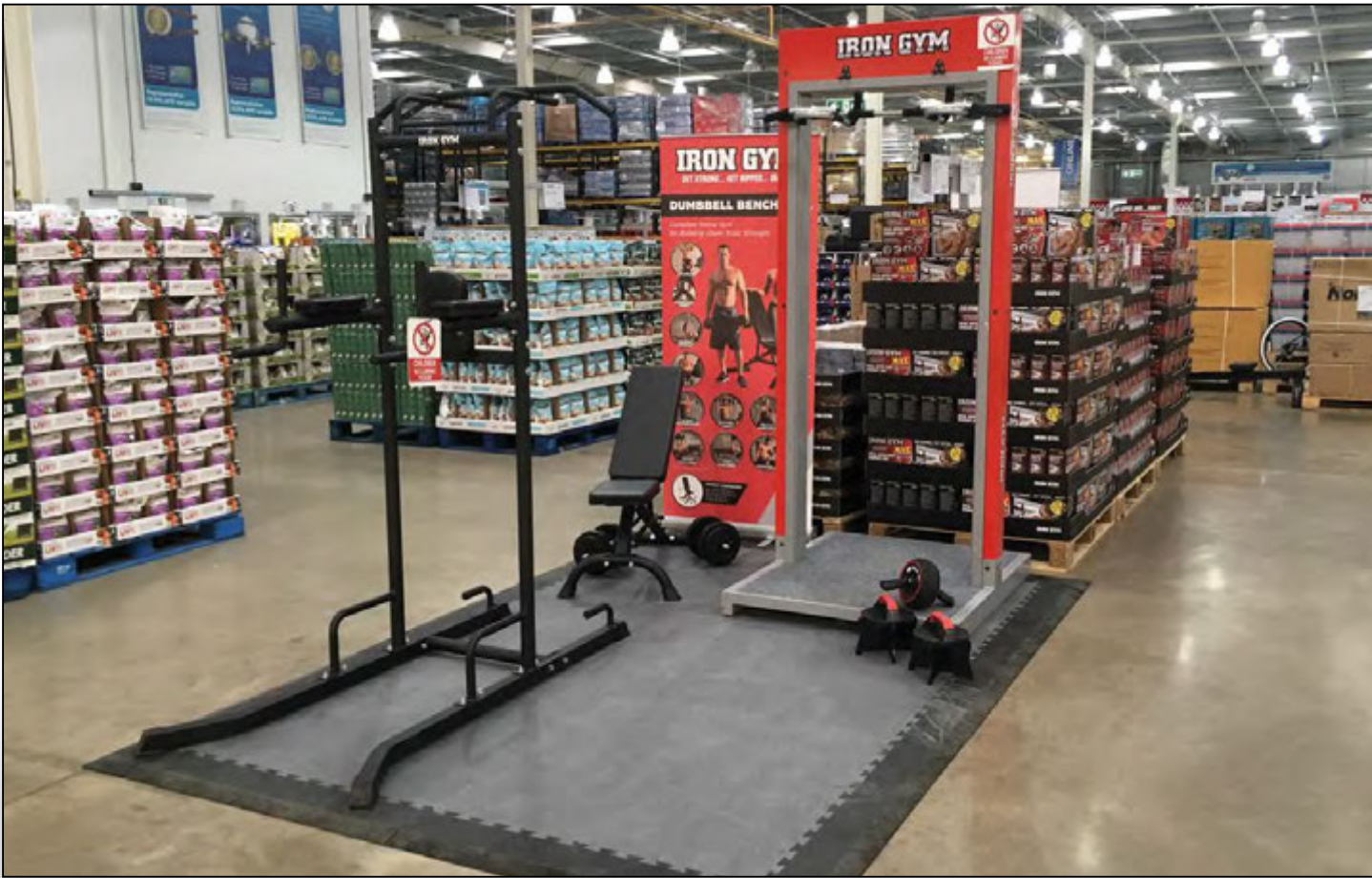
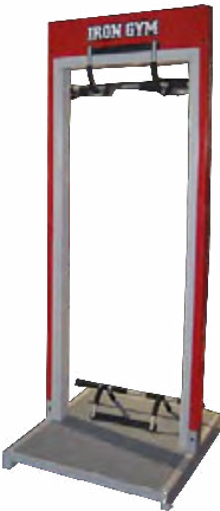
Gym @ Home advanced training equipment is best presented in a sales square. In-store demonstration on your sales square will engage with the shoppers. Shoppers have opportunity to try the products and it will encourage touch in the best possible way. You can demonstrate smaller items as well on your sales square. We can customize your marketing material based on your product selection: Executions can go on the roll ups, carton pop ups, hanging banners or A4 free standing lectern stands.



Roll ups are ideal if you are presenting temporary sales squares and are planning to move from store to store. Roll ups will give visual height to the area and visually highlight key benefits and exercises.

Carton pop ups are ideal for more permanent sales square / demo area. Pop ups will work as the “silent sales person” when store staff are absent. Pop ups will also reassure store staff of new products, create confidence and drive sales. They will convince the shopper to buy.

IRON GYM® demo door allows you to demonstrate the whole range of IRON GYM® Total Upper Body Workout Bars and all add-on products: Ab Straps, Pull Up Boost, etc.



In-store Sales Square



Bench with Roll Up



Power Tower with Roll Up



Sales Square with Weights

STEP 5
IRON GYM 360° Step 5
Brand Engagement
The Post-Purchase Experience

We are focusing on our consumer after the purchase and increase engagement. We aim to achieve this by developing the website. We are looking to provide richer content, make the brand social at home and improve the brand experience. Our new website will have similar focused consumer communications to those that we have in-store.

IRON GYM Training Academy

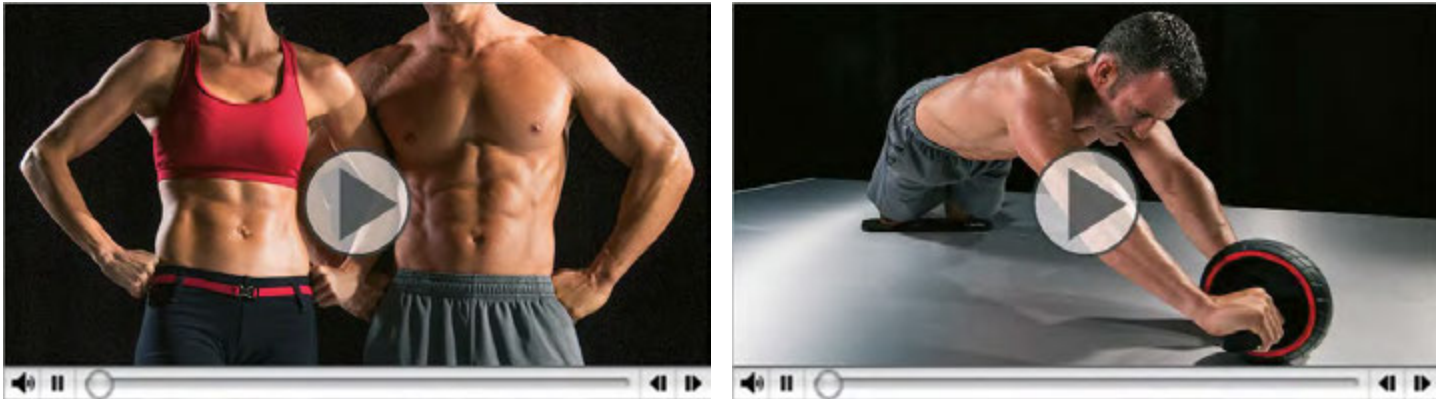
We have launched our **IRON GYM Training Academy** to engage the consumer now and going forward. The objective for our Training Academy is to assist our consumer with achieving their fitness goals. We have there useful fitness articles, training and nutrition guides, also instructional videos, training videos and product assembly videos.

There will be many more opportunities for our trade partners. We would like to link up with websites that offer strong content.



IRON GYM Digital Assets & Training Videos

IRON GYM is known for its TV Commercial quality videos. We are looking to continue the investment and aim to increase our digital assets library. In the 2nd stage of our website development we will have a trade partner extranet for easier access for all downloadable content. Until then, please use sales@irongym-europe.com. Remember to talk to us about your personal needs in terms of language and customizing.



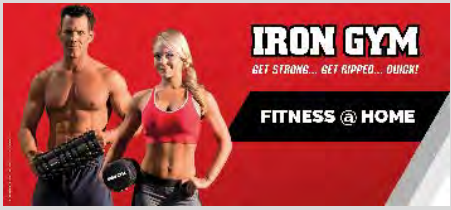
Industry Leading TV Commercials Available



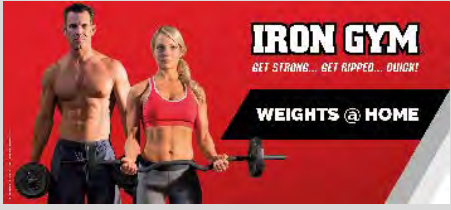
ESSENTIAL RANGE
General Essential Training Equipment. **18-21**



STRENGTH @ HOME
Advanced Training Equipment **22-31**
Suspension Trainers
Grip Strengtheners
Total Upperbody Workout Bars
Push Up Handles
Workout Bar Add-Ons
Wearable Training Aid



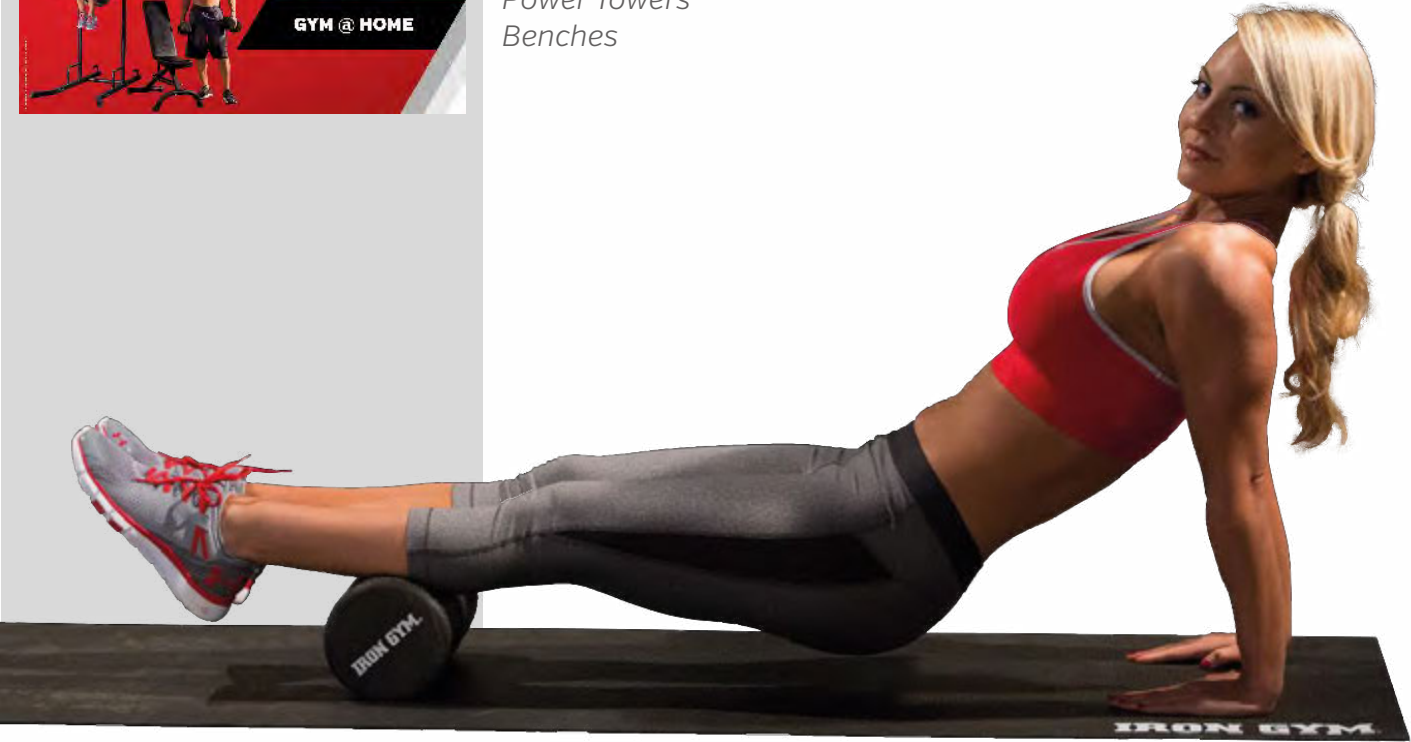
FITNESS @ HOME
Advanced Training Equipment **32-37**
Abdominal Trainers
Exercise Mats
Speed Ropes
Rollers
Exercise Balls
Resistance Trainers



WEIGHTS @ HOME
Advanced Training Equipment **38-43**
Dumbbells
Barbells and Curlbars
Plate Sets
Kettlebells



GYM @ HOME
Advanced Training Equipment **44-45**
Power Towers
Benches





For 2017 we are launching a new category: Essential Range, with 16 new products. These new lines are ready to order now on our China trade pricelist. Essential offer is ideal for general retailers who are looking to offer fitness / training category. Range is comprehensive and it has all the best sellers to create credible fitness offer. Essential products are aimed towards both male and female consumers.



ESSENTIAL
FOR HOME TRAINING

IRON GYM X-TRAINER

FULL-BODY CORE WORKOUT

Item code: IG-XT



IRON GYM TUBE TRAINER

WORKOUT ANYWHERE, ANYTIME

Item code: IG-TUTR



IRON GYM EXERCISE BAND SET

**STRENGTHEN AND TONE
YOUR WHOLE BODY!**

Item code: IG-EBS



IRON GYM EXPRESS

Item code: IGEXP



**SAFETY BRACKETS
INCLUDED**



IRON GYM ROTATING PUSH UP EXPRESS

**SUPERCHARGE YOUR
PUSH UP WORKOUT!**

Item code: IGPU-NPRO



ESSENTIAL RANGE

IRON GYM

FIXED HEX DUMBBELLS

BUILD STRENGTH AND MUSCLE FAST!



Item codes:
PAIR, 2 x 6KG IG-DBX-V6P
PAIR, 2 x 4KG IG-DBX-V4P
PAIR, 2 x 2KG IG-DBX-V2P

IRON GYM

HAND GRIP

STRENGTHEN YOUR GRIP

Item code: IG-EHGP



IRON GYM

ADJUSTABLE SPEED ROPE

MAXIMIZE YOUR SPEED AND AGILITY

Item code: IG-EASR



IRON GYM

DUAL AB WHEEL

CLAIM YOUR SIX PACK NOW!

Item code: IG-EDAW



IRON GYM

TRIGGER POINT ROLLER

SPEED UP YOUR RECOVERY & PREVENT INJURIES

Item code: IG-ETPR



IRON GYM

MASSAGE ROLLER

SPEED UP YOUR RECOVERY & PREVENT INJURIES

Item code: IG-EFMR



IRON GYM

YOGA / EXERCISE MAT

EXERCISE WITH COMFORT AND ADDED STABILITY

Item code: IG-EEXRMP
Material: PVC



IRON GYM

YOGA / EXERCISE MAT

EXERCISE WITH COMFORT AND ADDED STABILITY

Item code: IG-EEXRME
Material: EVA



IRON GYM

EXERCISE BALL

MAXIMIZE YOUR CORE STRENGTH

Item code: IG-EEXRB



STRENGTH @ HOME

For 2017 we are introducing 2 new products X-Trainer Pro and Parallels. These new lines are ready to order now on our China trade pricelist.



Product name **IRON GYM® X-TRAINER PRO™**
FULL BODY CORE WORKOUT!

IRON GYM® X-Trainer is a versatile and very effective tool to strengthen and tone your whole body. X-Trainer attaches to your door with Door Anchor and allows you to adjust the challenge with adjustable straps. Padded handles provide comfort and stable grip even with sweaty hands. Perfect for all fitness levels!

- Strengthen and tone your core, legs, arms, back, wrists, hips, shoulders and more!
- Achieve toned and balanced physique with multiple exercises.

Item code IG-XT
Type of packing Color Box
Retail box measurements 17.5 x 25 x 6 cm



IRON GYM PUSH UP MAX

Product name **IRON GYM® PUSH UP MAX™**
THE ULTIMATE PUSH UP WORKOUT!

PUSH UP-MAX™ includes revolutionary 3 in 1 functionality that both varies the push-up routine as well as ensuring you keep challenging your muscles to perform and improve. The design is based around a pair of specially developed rotating push up grips – a smooth rotation ensures muscles are targeted more effectively while reducing strain on wrists and joints as you work through the push up motion. Arms and shoulders move naturally whilst more muscles are targeted more effectively.

Benefits Strengthens & tones: chest, arms, shoulders, back, abs & more!

- Features
- Set of 2 rotating push up grips, instability discs and elevation racks.
 - Elevation racks: intensify your workout with a deeper range of motion.
 - Instability discs: challenge your core and stabilizer muscles for rock hard abs.

Item code IGPU-MAX / IGPU-NMAX
Type of packing Color Box
Retail box measurements 30.5 x 16 x 20 cm, 1.70 kg, 0.009 m³
Units in master carton 6 Units
Master carton measurements 49.5 x 41.5 x 32.5 cm, 11.45 kg, 0.066 m³

IRON GYM PARALLELS INTENSE UPPER BODY WORKOUT

Product name **IRON GYM® PARALLELS**
PERFECT FOR PUSH UPS AND ENHANCED UPPER BODY TRAINING

Using IRON GYM® Push Up Parallels is a simple and very effective way to strengthen and tone your upper body. Push Up Parallels provide a solid, non-slip base and allow greater range of motion than regular push up. Push Up Parallels are angled to reduce strain on wrists and joints. IRON GYM® Push Up Parallels are compact and easy to store. Lightweight and compact enough you can carry them in your suitcase while traveling.

Perfect for all fitness levels!

- Ergonomically Angled Handles
- Lightweight and Compact, Easy to Carry With When Traveling
- Stable and Robust Construction with Non-Slip Feet

Item code IG-PARA
Type of packing Color Box
Retail box measurements 15.2 x 22.5 x 8.3 cm



PUSH UP HANDLES

STRENGTH @ HOME



- ▶ **TV-COMMERCIAL AVAILABLE**
- ▶ **INSTRUCTIONAL VIDEO AVAILABLE**



IRON ARMS

ROTATING FOREARM GRIPS

Product name **IRON GYM® IRON ARMS**
THE ULTIMATE FOREARM WORKOUT!

If you want strong, powerful forearms fast you need IRON ARMS™ by IRON GYM® – this amazingly effective yet lightweight and highly portable piece of equipment uses steel spring resistance to provide an extensive workout for both inner and outer forearms.

Simply grab and turn the twin resistance wheels for a total forearm work-out – regular use delivers explosive results for a number of sports including tennis, fight sports, golf, rugby and hockey.

- Benefits
- Works flexor, extensor and rotational forearm muscles
 - Develop & strengthen lower arm muscles

- Features
- Rotating forearm grips
 - Steel spring resistance builds strong, ripped forearms... Fast!
 - Durable, lightweight, compact and portable

Item code	IARMS
Type of packing	Color Box
Retail box measurements	40 x 4.0 x 25.5 cm, 0.75 kg, 0.004 m³
Units in master carton	6 units (in display)
Master carton measurements	26.7 x 25.5 x 41.9 cm, 5.2 kg, 0.0285 m³



IRON GYM

ADJUSTABLE HAND GRIP

Product name **IRON GYM® ADJUSTABLE HAND GRIP**
STRENGTHEN YOUR GRIP!

Training with the IRON GYM® Hand Grip increases strength of your arms, hands & wrist muscles. IRON GYM® Hand Grip has durable handle and adjustable resistance spring 10-40 kg. Increase the power especially on the forearm muscles and the for the hand grip.

Enhance performance in sports such as weight lifting, fight sports, rock climbing, golf, tennis. Perfect for all fitness levels!

- Benefits
- Increase finger, hand, wrist and forearm strength fast!
 - Perfect for MMA, rock climbing, bodybuilding, golf, tennis, rehabilitation and many more.

- Features
- Rubberized handles for comfortable, non-slip grip are designed to fit hands of all sizes. Perfect for all fitness levels!
 - Fully adjustable strength: 10-40 kg.

Item code	IG-HGA40
Type of packing	Color Head Card
Retail box measurements	10.3 x 2.3 x 19.5 cm, 0.15 kg, 0.0004 m³
Units in master carton	12 Units
Master carton measurements	32.2 x 12.9 x 16.4 cm, 2.3 kg, 0.008 m³



IRON GYM

POWER SPRING

Product name **IRON GYM® POWER SPRING**
INTENSIFY ROUTINE WITH ISOMETRIC HOLDS!

- Benefits
- Effective for targeted upper body training
 - Strengthen and tone chest, shoulders, back and arms
 - Intensify routine with isometric holds
 - Activate the core while increasing muscle definition

- Features
- Spring-loaded resistance bar with comfort grip handles
 - High grade metal construction
 - Wrist straps help prevent spring back
 - Lightweight and compact

Item code	IG-PWRS
Type of packing	Color Box
Retail box measurements	65 x 4.8 x 4.8 cm, 1.20 kg, 0.0014 m³
Units in master carton	10 Units
Master carton measurements	66 x 26 x 11 cm, 13 kg, 0.019 m³



IRON GYM

HAND GRIP

Product name **IRON GYM® HAND GRIP**
STRENGTHEN YOUR GRIP!

Training with the IRON GYM® Hand Grip increases strength of your arms, hands & wrist muscles. IRON GYM® Hand Grip exerciser has durable handles and resistance springs to increase the power especially on the forearm muscles and the hand grip.

Enhance performance in sports such as weight lifting, fight sports, rock climbing, golf, tennis. Perfect for all fitness levels!

- Benefits
- Increase finger, hand, wrist and forearm strength fast!
 - Perfect for MMA, rock climbing, bodybuilding, golf, tennis, rehabilitation and many more..

- Features
- Pair of hand grips
 - Rubberized handles for comfortable, non-slip grip are designed to fit hands of all sizes. Perfect for all fitness levels!

Item code	IG-HGP
Type of packing	Color Box
Retail box measurements	14.5 x 6.5 x 13.5 cm, 0.34 kg, 0.0013 m³
Units in master carton	12 Units
Master carton measurements	42.5 x 30 x 16.5 cm, 4.7 kg, 0.021 m³

IRON GYM® Total Upper Body Workout Bars



Suitable for door frames:	60-80 cm wide 12-16 cm deep	60-80 cm wide 12-16 cm deep	60-90 cm wide 10-20 cm deep	60-90 cm wide 10-20 cm deep
Door Frame Protectors	FOAM	FOAM	FOAM	FOAM
Safety Brackets Included	✓	✓	✓	✓
Instructions Manual	22 languages	22 languages	24 languages	24 languages
Downloadable Training Video			✓	✓
Exercise Map [Poster] Size A3				
AB Straps Included				
Item Color	Silver	Silver	Silver	Silver

IRON GYM® Total Workout Bar ADD-ONS



IRON GYM® Total Workout Bar
Safety Brackets (Set of 2)
Item code: IG-SABR



IRON GYM® Xtreme
Extension Bar
Item code: IRONGX-EXTEN

IRON GYM® Original
Extension Bar
Item code: IRONG-EXTEN

IRON GYM® CHIN-UP BAR



Product name **IRON GYM® CHIN-UP BAR**

Benefits

- Adjustable: Fits 63 - 90 cm wide door frames
- Mounting Brackets Included

Features

- Premium Quality Full Length Rubber Grip
- Heavy Duty Steel Construction

Item code IG-PUBA
Type of packing Color Box
Retail box measurements 64 x 5.2 x 5.2 cm, 1.4 kg, 0.0017 m³
Units in master carton 10 Units
Master carton measurements 65 x 28 x 12 cm, 16 kg 0.022 m³

MOUNTING BRACKETS
INCLUDED



INSTRUCTIONAL
VIDEO AVAILABLE



IRON GYM® PULL-UP BOOST

Product name **IRON GYM® PULL UP BOOST**

Pull Up Boost by IRON GYM® turns any pull-up bar into a high-powered, full-body workout machine! Pull Up Boost helps build strength as you work your way up to unassisted pull ups, chin ups and push ups.

Pull Up Boost by IRON GYM® will take you from any starting fitness level to above and beyond the bar. Improve arm, shoulders and chest strength with assisted pull ups, chin ups & push ups. Build stabilizer muscles in abs and back with planks, pushups and knee ups!

The IRON GYM® Pull Up Boost features a revolutionary design that helps offset up to 45 kg [100 lbs] of bodyweight for pull ups, chin ups and push ups, allowing anyone to gradually work their way up to completing the most difficult of exercises unassisted.

- Benefits
- Gain assistance for pull ups, chin up & push ups
 - Perform full-body workouts
 - Maximize effectiveness of every repetition
- Features
- Easily adjustable assistance
 - Design allows you to customize your level of support
 - Works great with IRON GYM® pull up bars

Item code IGPL
Type of packing Color Box
Retail box measurements 25.4 x 8.9 x 22.9 cm, 0.68 kg, 0.005 m³
Units in master carton 3 Units
Master carton measurements 27.3 x 27.3 x 25.4 cm, 2.3 kg , 0.019 m³

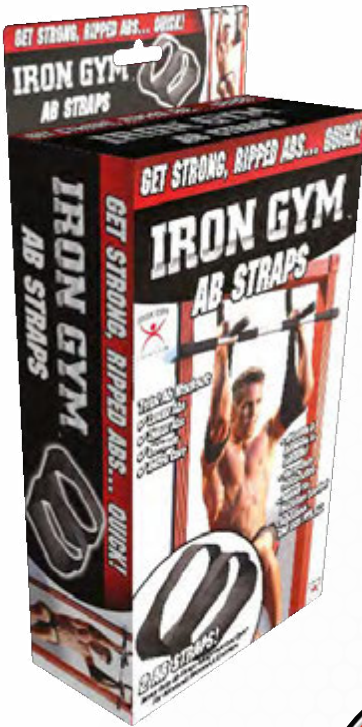
IRON GYM® AB STRAPS

Product name **IRON GYM® AB STRAPS**

IRON GYM® AB STRAPS™ are designed to work in conjunction with any of the versions of the IRON GYM® total upper body workout bar. These fully adjustable, padded, heavy-duty straps are easy to fit and once attached to your IRON GYM® allow you to complete more advanced abdominal exercises.

- Benefits
- Develop & strengthen abdominal muscles
 - Target your lower abs, upper abs, oblique's and entire core - get strong and ripped... Quick!
- Features
- Heavy duty canvas design with velcro adjustment.

Item code IRONAB
Type of packing Color Box
Retail box measurements 15 x 7 x 29.2 cm, 0.3 kg, 0.003 m³
Units in master carton 6 Units
Master carton measurements 16 x 44.5 x 31 cm, 2.1 kg, 0.022 m³



INSTRUCTIONAL
VIDEO AVAILABLE



WORKOUT BAR ADD-ONS

STRENGTH @ HOME



IRON GYM Xtreme+

Product name **IRON GYM® XTREME+**
ADJUSTABLE FITTING FOR PERFECT SETUP!

IRON GYM® XTREME+ is an adjustable version of the advanced IRON GYM® XTREME workout bar. Adjustable construction enables the workout bar to be fitted into any standard door frame, wall thickness is no more a barrier for your home training!

- Benefits Strengthening and toning your biceps, triceps, chest, arms, shoulders and abs.
- Features
- Adjustable structure to adapt different thicknesses of door frames.
 - Suitable for frame thicknesses between 10 - 20 cm, width 60 - 90 cm.
 - Free IRON GYM® personal trainer video.

Item number IRONGX+ / IRONGX+N
Type of packing Color Box
Retail box measurements 8.5 x 51.5 x 23 cm, 4.2 kg, 0.0095 m³
Units in master carton 4 Units
Master carton measurements 17.8 x 52.5 x 48.5 cm, 17.2 kg, 0.045 m³



IRON GYM Xtreme

Product name **IRON GYM® XTREME**

IRON GYM® Xtreme™ provides the user with a range of 15 different upper body exercises including pull ups, chin ups, push ups, sit ups and dips – targeting muscle groups including the arms, chest, back and shoulders. This is a complete upper body performance workout in one neat, easy to use, portable training equipment.

Use IRON GYM® Xtreme™ to build higher performance in any sports and get a ripped, lean, steel-like upper body – quickly, easily and in the comfort and privacy of your own home.

- Benefits Strengthening and toning your biceps, triceps, chest, arms, shoulders and abs.

Item code IRONGX / IRONGX-N
Type of packing Color Box
Retail box measurements 8.5 x 51.5 x 23 cm, 4.2 kg, 0.0095 m³
Units in master carton 4 Units
Master carton measurements 17.8 x 52.5 x 48.5 cm, 17.2 kg, 0.045 m³



IRON GYM+

Product name **IRON GYM®+**
ADJUSTABLE FITTING FOR PERFECT SETUP!

IRON GYM®+ is an adjustable version of the original IRON GYM® workout bar. Adjustable construction enables the workout bar to be fitted into any standard door frame, wall thickness is no more a barrier for your home training!

- Benefits Strengthening and toning your biceps, triceps, chest, arms, shoulders and abs.
- Features
- Adjustable structure to adapt different thicknesses of door frames.
 - Suitable for frame thicknesses between 10 - 20 cm, width 60 - 90 cm.
 - Free IRON GYM® personal trainer video.

Item code IRONG+ / IRONG+N
Type of packing Color Box
Retail box measurements 8.5 x 51 x 20 cm, 2.6 kg, 0.0086 m³
Units in master carton 4 Units
Master carton measurements 17.8 x 52 x 41.5 cm, 10.7 kg, 0.038 m³



IRON GYM

Product name **IRON GYM® ORIGINAL**

IRON GYM® enjoys legendary status amongst sports and fitness enthusiasts and professionals the world over. It's the ultimate, high quality, high performance, highly versatile and highly portable gym-in-a-box – delivering in just one piece of equipment every exercise you need to build a super-powerful upper body, super fast.

Item code IRONG / IRONG-N
Type of packing Color Box
Retail box measurements 8.5 x 51 x 20 cm, 2.4 kg, 0.0086 m³
Units in master carton 4 Units
Master carton measurements 17.8 x 52 x 41.5 cm, 9.9 kg, 0.038 m³

ORIGINAL IRON GYM® - ALL TIME BEST SELLER



TOTAL UPPER BODY WORKOUT BARS

STRENGTH @ HOME

IRON GYM® WEIGHT VEST 10 KG ADJUSTABLE

Product name **IRON GYM® WEIGHT VEST - 10 KG, ADJUSTABLE**

*INCREASE THE CHALLENGE AND
AMPLIFY YOUR RESULTS!*

Increase the challenge of your workout and amplify your results! Weight vest by IRON GYM® comes with a full set of weights that can be adjusted from 1 to 10 kg.

38 easily removable 255g sand bags are evenly distributed, providing comfortable & tight stay close to your body even under the most intense workouts. Shoulder straps have extra padding to ease the burden on your shoulders & openings for neck and arms are spacious, giving you full range of motion in every exercise.

Wearing and removing the Weight Vest is fast and simple. Just put the vest on and fasten it tightly and securely with two velcro strips. Thanks to lengthy velcro straps Weight Vest can fit almost any waist with.

IRON GYM® Weight Vest is the best way to intensify your workout and amplify your results for bodyweight exercises! Perfect for all fitness levels!

- Features
- Weight 10 kg
 - Even distribution of weight
 - Weight is easily adjustable
 - 38 easily removable sand bags, 255 g each
 - Compact and comfortable design.

Item code	IG-WV10
Type of packing	Color Box
Retail box measurements	30 x 9 x 40 cm, 10.5 kg, 0.011 m³
Units in master carton	2 Units
Master carton measurements	41.5 x 31.5 x 20 cm, 22.00 kg, 0.027 m³



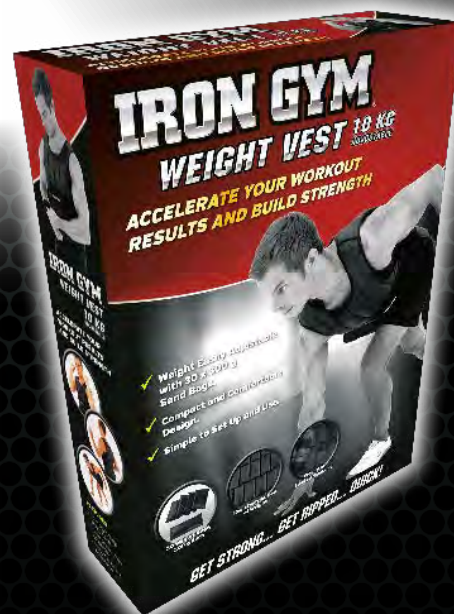
**38 Weight Bags,
255 g Each**



**Even Distribution
of Weight**



**Weight is
Easily Adjustable**



IRON GYM® IRON GRIP

Product name **IRON GYM® IRON GRIP**

MAX PULLING POWER!

Iron Grip allows you to work beyond your grip strength! Iron Grip takes the burden of your fingers and forearms and transfers it to your back, shoulders, arms and traps. Iron Grip is perfect tool to enhance your grip for deadlifts, pull ups, cable row exercises, any exercise that grip fatigue becomes an issue.

Comfort, safety and practicality combined with quality materials!

- Benefits
- Takes the burden of your fingers and forearms and transfers it to your back, shoulders, arms and traps.
 - Work beyond your grip strength!
 - Increase your reps over night!

- Features
- Solid steel hooks coated with non-slip material
 - Heavy duty quality webbing
 - High quality velcro fastening
 - Moisture-free slip-proof grip

Item code	IGIG
Type of packing	Color Box
Retail box measurements	11.5 x 5.30 x 27 cm, 0.62 kg, 0.0016 m³
Units in master carton	19 Units
Master carton measurements	20 x 60 x 40 cm, 12.8 kg, 0.048 m³

IRON GYM® LIFTING STRAPS

Product name **IRON GYM® LIFTING STRAPS**

MAXIMIZE YOUR GRIP & LIFT MORE WEIGHT!

IRON GYM® Lifting Straps give you a secure and comfortable grip on the bar during any lifting or pulling exercise. Simply slide one strap onto each wrist, adjust for a comfortable fit and you'll be ready to maximize your grip and repetitions! Xtreme results for any lifting or pulling exercise!

- Benefits
- Maximize repetitions by eliminating grip strength fatigue.
 - Lift more weight!
 - Designed for maximum grip & comfort.

- Features
- Length 58 cm
 - Width 4 cm
 - Neoprene padding for comfort

Item code	IG-CE6318
Type of packing	Color Box
Retail box measurements	11.5 x 2.5 x 28.5 cm, 0.1 kg, 0.0008 m³
Units in master carton	44 Units
Master carton measurements	20 x 60 x 40 cm, 5.40 kg, 0.048 m³



WEARABLE TRAINING AID

STRENGTH @ HOME

FITNESS @ HOME



For 2017 we are launching a 3 new products:

- **10mm Exercise Mat,**
- **Adjustable Tube Trainer,**
- **Power Band.**

These new lines are ready to order now on our China trade pricelist.

Take advantage of our IRON GYM 360° in-store retail toolkit! We have prepared unisex emotive imagery to connect with both female and male consumers, which will be positioned outside of the store and at the store entrance. We have product display units with interchangeable top sign graphics. We can create unisex 'silent sales person' totems to support consumer communications. Product sales videos will be available from summer 2016 so please order your product display units with TVs to maximize sales and the consumer experience.

IRON GYM SPEED ABS™

Product name **IRON GYM® SPEED ABS™**
THE ULTIMATE ABDOMINAL TRAINER!

Speed Abs™ by IRON GYM® is the fast way to transform your floor into the ultimate workout platform for strong, ripped abs! Speed Abs™ lets you do all of the exercises you need to get a ripped six-pack, powerful core, chiseled shoulders, bulging biceps, carved triceps, increased endurance and a supercharged metabolism!

Internal Assist System provides superior resistance [as you roll out] and assistance [as you roll in], for longer sets and full range of motion with every rep.

Features: The durable, ultra wide non-skid wheel with Internal Assist System provides enhanced resistance as you extend and roll out to take your abdominal exercises to the extreme, then helps guide and assist you back in a fluid, controlled manner so you really feel the burn! Pro-grip handles' are a special high performance ergonomic, rubberized design that helps minimize hand fatigue by keeping you in your natural position and prevent slippage while maximizing stability, control and comfort so you can optimize your workout and go for longer!

▶ **TV-COMMERCIAL AVAILABLE**

▶ **INSTRUCTIONAL VIDEO AVAILABLE**

Item code	IGSA
Type of packing	Color box
Retail box measurements	25 x 12 x 21.6 cm, 1.45 kg, 0.0065 m³
Units in master carton	4
Master carton measurements	50 x 23.5 x 27.5 cm, 6.25 kg, 0.032 m³



ABDOMINAL TRAINERS

FITNESS @ HOME



**INSTRUCTIONAL
VIDEO AVAILABLE**



IRON GYM[®] TRIGGER POINT ROLLER

Product name **IRON GYM[®] TRIGGER POINT ROLLER**
SPEED UP YOUR RECOVERY & PREVENT INJURIES!

Trigger Point Roller by IRON GYM[®] is the best way to speed up your recovery and prevent injuries. Using Trigger Point Roller after intense training improves recovery time and flexibility by releasing muscle tightness. Perfect for all fitness levels!

- Features
- Size 14 x 33 cm
 - Weight 850 g
 - Max user weight 90 kg
- Benefits
- Improve recovery time & flexibility.
 - Reduce muscle & joint pain.
 - Release muscle tightness & prevent injuries.

Item code IG-TPR
Type of packing Color Label, Shrink Wrap
Retail box measurements 13 x 33 cm, 0.87 kg, 0.0057 m³
Units in master carton 10 units
Master carton measurements 70.5 x 29 x 35 cm, 9.40 kg, 0.073 m³

IRON GYM[®] MASSAGE ROLLER

Product name **IRON GYM[®] MASSAGE ROLLER**
SPEED UP YOUR RECOVERY & PREVENT INJURIES!

Massage Roller by IRON GYM[®] is the best way to speed up your recovery and prevent injuries. Using IRON GYM[®] Massage Roller after intense training improves recovery time and flexibility by releasing muscle tightness. Perfect for all fitness levels!

- Features:
- Size 15 x 30 cm
 - Weight 180 g
 - Max user weight 90 kg
- Benefits:
- Improve recovery time & flexibility.
 - Reduce muscle & joint pain.
 - Release muscle tightness & prevent injuries.

Item code IG-FMR
Type of packing Color Label, Shrink Wrap
Retail box measurements 15 x 30 cm, 0.26 kg, 0.0067 m³
Units in master carton 10 units
Master carton measurements 77 x 32 x 32 cm, 3.50 kg, 0.078 m³



IRON GYM[®] YOGA / EXERCISE MAT

Product name **IRON GYM[®] YOGA / EXERCISE MAT 10MM
WITH CARRY STRAP (NBR)**
EXERCISE WITH COMFORT AND ADDED STABILITY!

- Features:
- Size: 152 x 58 cm
 - Thickness: 10 mm
 - Carrying strap included

Item code IG-EXRM-10



IRON GYM[®] EXERCISE MAT

Product name **IRON GYM[®] EXERCISE MAT**
EXERCISE WITH COMFORT AND ADDED STABILITY!

Great for yoga, variety of stretches and floor exercises. Insulates body from rough or cold surface. Essential for home training.

- Features
- Premium non-slip material for comfort and durability
 - Easy to keep clean
 - Includes carrying strap for easy storage and transport
 - Size: 183 x 61 cm
 - Thickness: 6 mm

Item code IG-EXRM-TPE
Type of packing Color Label, Film Pack
Retail box measurements 13 x 13 x 61 cm, 1.00 kg, 0.01 m³

Units in master carton 4 Units
Master carton measurements 26 x 63 x 26 cm, 5.00 kg, 0.046 m³



IRON GYM[®] EXERCISE / YOGA MAT

Product name **IRON GYM[®] EXERCISE / YOGA MAT**
EXERCISE WITH COMFORT AND ADDED STABILITY!

Great for yoga, variety of stretches and floor exercises. Insulates body from rough or cold surface. Essential for home training.

- Features
- Durable, non-slip material
 - Size: 183 x 61 cm
 - Thickness: 3 mm

Item code IG-EXRM-PVC-3
Type of packing Color Label, Film Pack
Retail box measurements 8.5 x 8.5 x 61 cm, 0.72 kg, 0.0044 m³
Units in master carton 4 Units
Master carton measurements 19 x 62 x 19 cm, 3.8 kg, 0.022 m³



IRON GYM ADJUSTABLE TUBE TRAINER

Product name **IRON GYM® ADJUSTABLE TUBE TRAINER**
WORKOUT ANYWHERE, ANYTIME!

Item code IG-ATUTR

IRON GYM EXERCISE BALL

Product name **IRON GYM® EXERCISE BALL 65 CM**
MAXIMIZE YOUR CORE STRENGTH!

Training with IRON GYM® Exercise Ball improves flexibility, posture, coordination and balance. Enhance spinal stability and muscle tone in all of the major muscle groups. IRON GYM® Exercise Ball is Ideal for total body toning and stretching. Perfect for all fitness levels!

- Benefits
- Perfect for abs, back & obliques
 - Improve balance & endurance
 - Ideal for stretching
- Features
- Burst resistant construction
 - Diametre 65 cm - ideal for users: 166 - 185 cm
 - Pump included

Item code IG-EXRB-65
Type of packing Color Box
Retail box measurements 19 x 10 x 24.5 cm, 1.20 kg, 0.0047 m³
Units in master carton 12 units
Master carton measurements 62.5 x 26 x 40.5 cm, 15.60 kg, 0.066 m³

Product name **IRON GYM® EXERCISE BALL 55 CM**
MAXIMIZE YOUR CORE STRENGTH!

Training with IRON GYM® Exercise Ball improves flexibility, posture, coordination and balance. Enhance spinal stability and muscle tone in all of the major muscle groups. IRON GYM® Exercise Ball is Ideal for total body toning and stretching. Perfect for all fitness levels!

- Benefits
- Perfect for abs, back & obliques
 - Improve balance & endurance
 - Ideal for stretching
- Features
- Burst resistant construction
 - Diametre 55 cm - ideal for Users: 146 - 165 cm
 - Pump included

Item code IG-EXRB-55
Type of packing Color Box
Retail box measurements 19 x 10 x 24.5 cm, 1.05 kg, 0.0047 m³
Units in master carton 12 units
Master carton measurements 62.5 x 26 x 40.5 cm, 13.80 kg, 0.066 m³



IRON GYM SPEED ROPE

Product name **IRON GYM® SPEED ROPE**
MAXIMIZE YOUR SPEED AND AGILITY!

Wire Speed Rope by IRON GYM® is the best way to improve footwork, speed, balance and agility. A smooth and fast rotation provides Xtreme workout for weigth loss, muscle toning and increased cardiovascular fitness. Workout anytime, anyplace! Perfect for all fitness levels!

- Benefits
- Quickly improve: coordination, balance, agility, footwork
 - Perfect for boxing, MMA and crossfit
 - Build cardio endurance, develop core strength and agility
- Features
- 3m fully adjustable PVC-coated wire
 - Rope diameter 2.4 mm
 - Fast, smooth motion

Item code IG-JR7001
Type of packing Color Box
Retail box measurements 13 x 3.5 x 23.2 cm, 0.15 kg, 0.0010 m³
Units in master carton 20 units
Master carton measurements 40 x 30 x 20 cm, 2.90 kg, 0.024 m³

Product name **IRON GYM® NYLON SPEED ROPE**
MAXIMIZE YOUR SPEED AND AGILITY!

Nylon Speed Rope by IRON GYM® is the best way to improve footwork, speed, balance and agility. A smooth and fast rotation provides Xtreme workout for weigth loss, muscle toning and increased cardiovascular fitness. Workout anytime, anyplace! Perfect for all fitness levels!

- Benefits
- Perfect for boxing, MMA and crossfit
 - Build cardio endurance, develop core strength and agility
 - Ball bearing ensures smooth and even rotation
- Features
- Anti-slip foam grips designed to reduce hand fatigue during longer workouts
 - Made with premium quality materials designed for long term, intense usage
 - Rope length 275 cm

Item code IG-NSR
Type of packing Color Box
Retail box measurements 10.4 x 4.2 x 15.8 cm, 0.18 kg, 0.0007 m³
Units in master carton 12 Units
Master carton measurements 26.7 x 23 x 18 cm, 2.90 kg, 0.010 m³



IRON GYM POWER BAND

Product name **IRON GYM® POWER BAND**
SUPERB PULL UP AND CHIN UP ASSISTANCE!

Item code IG-POBA

RESISTANCE TRAINERS

FITNESS @ HOME

WEIGHTS @ HOME

For 2017 we offer 9 new products:

- **Dumbbell Set**
- **Barbell Set**
- **Curl bar Set**
- **2 Add-On Plate Sets**

We also offer range of kettlebells - 4kg, 8kg, 12kg and 16kg. These new lines are ready to order now on our China trade pricelist.



IRON GYM 15KG ADJUSTABLE DUMBBELL SET

Product name **15KG ADJUSTABLE DUMBBELL SET**

2pcs Hollow Dumbbell bars (25 mm x 450 mm with Spin Locks)
Weights included 4 x 1.25 kg, 4 x 2.5 kg.

Item code	IG-DBSET-V15
Type of packing	Color Box
Retail box measurements	43.5 x 22.5 x 16.5 cm, 17.85 kg, 0.016 m ³



15 kg Adjustable Dumbbell Set is the most popular piece in any home gym. Single dumbbell starting weight allows you to train with 3 different weight combinations: 2.5 kg, 5 kg, 7.5 kg. As you get stronger you can purchase additional 20 kg plate sets. We offer 5 kg x 4 plates so you can add 10 kg [5 kg x 2] for each dumbbell at a time. 15 kg Adjustable Dumbbell Set is designed so that the maximum you can load onto single dumbbell is 25 kg. IRON GYM Adjustable Dumbbell Set allows you to train with 12 different weight combinations from 2.5 kg up to 25 kg with 2.5 kg increments. Total maximum for dumbbell pair is 50 kg!

Weights are not designed to be dropped so take care when placing them on the rack or floor.



IRON GYM 20KG PLATE SET (4 X 5 KG)

Product name **20KG PLATE SET (5KG X 4)**

We have 4 plates part of this set so you can load up both dumbbells [4 end sleeves] at the same time. This plate set will also fit Barbell Set and Curl Bar Set however they come with 5 kg as a standard, so we have designed 10 kg x 2 for additional set for Barbell and Curl Bar. 20 kg Plate Set is designed as an add-on for the 15kg Adjustable Dumbbell Set as you get stronger.

Item code	IG-VWS-4X5
Type of packing	Color Box
Retail box measurements	28 x 28 x 21 cm, 21.0 kg, 0.017 m ³



DUMBBELLS

WEIGHTS @ HOME

Adjustable Weights Sets are ideal for starters, allowing progressive training as you get stronger. We offer 3 standard adjustable weight sets: Pair of Dumbbells, Curl Bar and Barbell. These will allow you to perform all strength exercises in the comfort of your own home.

We offer 2 additional 20 kg plate sets. 10 kg x 2 for barbell- and curl bar sets. 5 kg x 4 additional plate set is designed for 15 kg Adjustable Dumbbell Set. These are ideal for intense training as the consumer gets stronger and needs more weight.

IRON GYM

ADJUSTABLE CURL BAR SET

23 KG

Product name **23KG ADJUSTABLE CURL BAR SET**

23 kg Curl Bar Set allows you to train with up to 95 kg maximum weight, adjustable in 2.5 kg increments, with 37 weight combinations. You can add more weight as you get stronger. (See 10 kg x 2 Add-On Weight Set). Retail packaging is showing exercises that can be performed with the bar, more exercises are shown in the IRON GYM Training Academy website.

2 pc joint bar, assembled measurements 25mm x 1400mm with spring locks. Weights included 2 x 5 kg, 2 x 2.5 kg, 2 x 1.25 kg.

Item code	IG-EZBSET-V23
Type of packing	Color Box
Retail box measurements	77 x 28.5 x 8.2 cm, 24.5 kg, 0.017 m³

For reseller these are vital add on sales and you should always merchandise add on plate sets next to the correct adjustable weight set in retail.

Adjustable Weight Set range is designed so that it is easy for consumers to buy the correct product and it is easy for store staff to understand what they are selling.



IRON GYM

ADJUSTABLE BARBELL SET

20KG

Product name **20KG ADJUSTABLE BARBELL SET**

20 kg Barbell Set allows you to train with up to 75 kg maximum weight, adjustable in 2.5 kg increments, with 30 weight combinations. You can add more weight as you get stronger. (See 10 kg x 2 Add-On Weight Set). Retail packaging is showing exercises that can be performed with the bar, more exercises are shown in the IRON GYM Training Academy website.

2 pc joint bar, assembled measurements 25mm x 1460mm with spring locks. Weights included 2 x 5 kg, 2 x 2.5 kg, 2 x 1.25 kg.

Inner collar width	89 cm
Plate sleeve	28 cm for both ends

Item code	IG-BBSET-V20
Type of packing	Color Box
Retail box measurements	79.5 x 28.5 x 8.2 cm, 21.5 kg, 0.019 m³



IRON GYM

20KG PLATE SET

(2 X 10 KG)

Product name **20KG PLATE SET (10KG X 2)**

This set has 2 plates which you can load on to both ends of barbell or curl bar. 20 kg Plate Set will also fit 15 kg Dumbbell Set. However, 10 kg plates may feel oversized when performing exercises with dumbbells, so we have designed 5 kg x 4 Plate Set for the Dumbbell Set.

Item code	IG-VWS-2X10
Type of packing	Color Box
Retail box measurements	36 x 36 x 13 cm, 21 kg, 0.017 m³



IRON GYM Kettlebells range from 4 kg to 16 kg [4 kg increments]. These are the most popular sizes for kettlebell training and the range allows progressive training for our consumers.

Our Kettlebells design provides a flat surface so they will not roll on the floor once you place them down. Wide handle allows you to perform two-hand-ed exercises.

IRON GYM

KETTLEBELL

Product name	KETTLEBELL	
Item codes	16KG	IG-KBV16
	12KG	IG-KBV12
	8KG	IG-KBV8
	4KG	IG-KBV4
Type of packing in retail	Color Tag	
Retail unit measurements	16KG	24.5 x 24.5 x 32.5 cm
	12KG	21 x 21 x 29.5 cm
	8KG	17.8 x 17.8 x 27 cm
	4KG	16 x 16 x 23.5 cm



GYM @ HOME

For 2016 we are launching a new category Gym @ Home, with 2 new products. These new lines are ready to order from the start of April at the Fibo tradeshow. European warehouse stocked in date is August/September 2016.

New digital assets and sales videos are available from our trade extranet. To get access to IRON GYM extranet please contact sales@irongym-europe.com. IRON GYM Power Tower and IRON GYM Dumbbell Bench are the most popular equipment when setting up your first home gym.

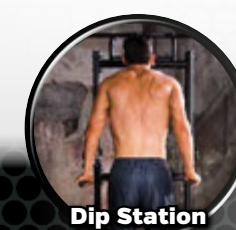


IRON GYM POWER TOWER

Product name **IRON GYM POWER TOWER**

Power Tower features: Push Up Station, VKR [Vertical Knee Raises] Station, Dipping Stations and IRON GYM 4G Pull Up Station. 4 Grip positions are: Mid Grip Neutral, Close Grip V, and Wide Grip Lat, Extra Wide Lat. Tower has oversize thickness on the arm pads and backrest pad for added comfort. Tower also features "Step Boost" to help you on VKR and Dip stations starting positions. With Power Tower you can achieve all your upper body exercise in the comfort of your own home.

Item code	IG-PWRTWR
Type of packing	Brown box with color label
Retail box measurements	BOX 1: 117 x 52 x 12 cm, 20 kg, 0.073 m ³ BOX 2: 111 x 49 x 18 cm, 18 kg, 0.098 m ³



IRON GYM DUMBBELL BENCH

Product name **IRON GYM DUMBBELL BENCH**

Our new Dumbbell Bench is extremely versatile. Bench features 6 positions: full upright, 3 different angle incline positions, flat and decline. Bench features raised front stabilizer, so it gives you an option for leg hold down when doing ab crunches. Bench has oversize thickness on the seat pad and back rest pad for added comfort. It has attractive authentic leather finished look with stylish red stitching. IRON GYM Dumbbell Bench will be your ideal starting equipment when setting up your home gym. With IRON GYM Dumbbell Bench you can achieve all your dumbbell exercises in the comfort of your own home.

Item code	IG-DBBENCH
Type of packing	Brown box with color label
Retail box measurements	109 x 40.5 x 21.5 cm, 15 kg, 0.095 m ³



BENCHES AND POWER TOWERS

GYM @ HOME

PRE-PACKED PALLET DISPLAYS



IRON GYM
ADJUSTABLE CURL BAR SET
23 KG

Product name **23KG ADJUSTABLE CURL BAR SET**

Type of packing	Color Box
Retail box measurements	77 x 28.5 x 8.2 cm

Full pallet measurements:

NW / GW	23 kg / 24.5 kg
Pallet with cargo size	120 x 78 x 116 cm, 48 sets



IRON GYM
ADJUSTABLE BARBELL SET
20KG

Product name **20KG ADJUSTABLE BARBELL SET**

Type of packing	Color Box
Retail box measurements	79.5 x 28.5 x 8.2 cm

Full pallet measurements:

NW / GW	20 kg / 21.5 kg
Pallet with cargo size	120 x 80 x 116 cm, 48 sets



IRON GYM
ADJUSTABLE DUMBBELL SET
15KG

Product name **15KG ADJUSTABLE DUMBBELL SET**

Type of packing	Color Box
Retail box measurements	43.5 x 22.5 x 16.5 cm

Full pallet measurements:

NW / GW	17.3 kg / 17.85 kg
Pallet with cargo size	116 x 90 x 118 cm, 60 sets



IRON GYM
20KG PLATE SET
(2 X 10 KG)

Product name **20KG PLATE SET (10KG X 2)**

Type of packing	Color Box
Retail box measurements	35.5 x 35.5 x 13 cm

Full pallet measurements:

NW / GW	20 kg / 21 kg
Pallet with cargo size	110 x 72 x 140 cm, 60 sets



IRON GYM
20KG PLATE SET
(4 X 5 KG)

Product name **20KG PLATE SET (5KG X 4)**

Type of packing	Color Box
Retail box measurements	28.5 x 28.5 x 21 cm

Full pallet measurements:

NW / GW	20 kg / 21 kg
Pallet with cargo size	120 x 89 x 118 cm, 60 sets

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IRON GYM®

Products you find in this 2017 catalogue are stocked in our European warehouse in the Netherlands.

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