

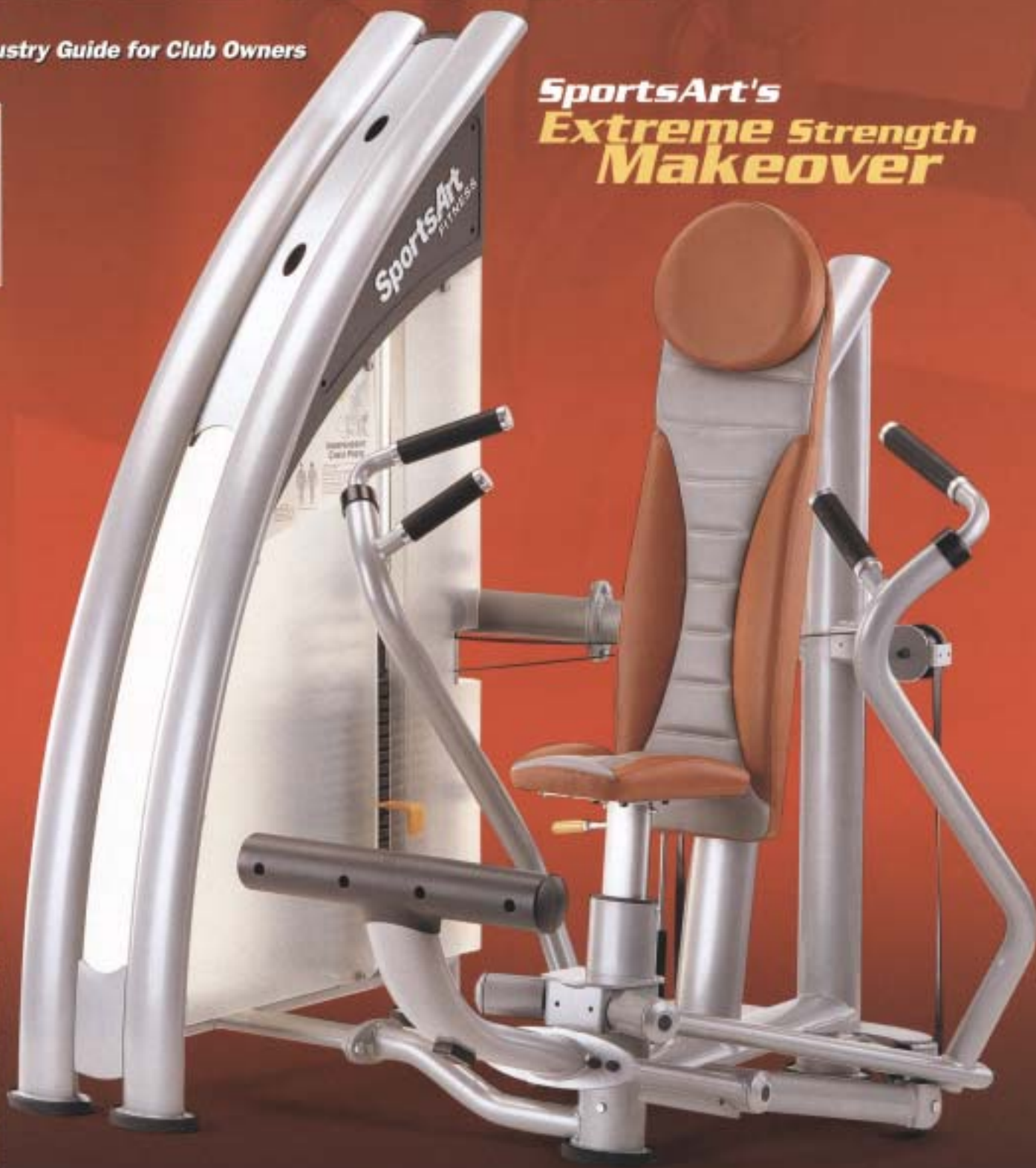
NATIONAL FITNESS TRADE JOURNAL

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The Industry Guide for Club Owners

**SportsArt's
Extreme Strength
Makeover**

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Extreme Strength Makeover

How SportsArt Fitness Reinvented An Entire Category



**independent
chest press**



leg extension



leg curl

A quick review of the commercial fitness market of the last several years would seem to indicate that the quickest, not to mention easiest, way for a premier cardio company to get into strength equipment is via acquisition. While this approach has its merits, SportsArt Fitness has chosen to take the road less traveled – developing a complete line from the ground up. Of course this approach incurs greater development time and tooling costs but, as a company noted worldwide for its innovation, this method is the only way to ensure complete control over design and manufacturing.

Even a casual observer will notice the dramatic aesthetics of the line. Many have commented on its "European look". It should come as no surprise then that SportsArt Fitness partnered with a leading European industrial design firm to



lat pulldown



biceps curl



independent shoulder press



All adjustments, (range-limiters, ROM's, and seat adjustments), are accessible from the seated position.

develop a visually arresting style. Or that the two-tone upholstery with key bolsters and support looks like it would be at home in the cockpit of a fine Italian automobile.

All these elements, and more, contribute to what one leading club buyer called an "extreme cool factor". This same buyer also commented that "strength products are such commodity items that I could put in a complete new line from brand X, Y, or Z and my members and prospective



low row

members wouldn't even notice. Your line gives me the visual "pop" I've been looking for and separates me from my competition".

Of course, great looks don't mean much if they aren't matched by great function. Close scrutiny reveals that these products excel in any comparative test. Kevlar belts and bearing based pulleys contribute to extremely smooth function. Many of the push/pull stations feature converging axis design for a more natural motion and great peak contraction. All seat adjustments are gas assisted. All ROM's are color coded and accessible from the seated position. Incremental weight adjustments are integrated into the stack and a unique, magnetized selector pin never misses the mark. Any user - beginner to advanced, will appreciate these many thoughtful features.

The SportsArt Fitness factory was the first in the industry to receive ISO 9001/9002 certification. This certification is an internationally recognized symbol of quality assurance and manufacturing excellence.

A key component of the ISO process is testing and facility owners and directors alike will appreciate that prior to production, every SportsArt Fitness strength machine goes through a 1,000,000 rep test cycle (at full load) to ensure the quality and consistency of all components.

Through creativity and intelligent engineering SportsArt Fitness has shown once again that a new approach to age old challenges can indeed result in breakthrough solutions.

For more information please call 1-800-709-1400 or visit their website at www.sportsartfitness.com.



assisted chin dip



lateral raise



mid row



triceps extension



independent lat pull