Body-Solid Times

BodySolid.com Spring 2024 Call for Dealer Specials: +32 11 761270 E-mail: info@bodysolid-europe.com

APPROACHING COMMERCIAL MARKETS

When the pandemic hit, not surprisingly, the commercial fitness business all but dried up while the consumer end of fitness boomed. Post pandemic, we saw a bit of a hangover on the consumer side with lower demand but the commercial business came roaring back and continues strong today.

The key to approaching these markets is to remember that not all buyers are the same. They can range from a personal trainer to an apartment manager to a school athletic director. Each has their own concerns that need to be addressed. The budgets, space available, quality, function and durability of the equipment needed can vary greatly within these segments. There are a few things we have learned over the years as our products have been sold into these channels.

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BACK IN BLACK

Due to increased demand and feedback, several of Body-Solid's previously released SKUs and items are now available in a durable, striking, and attractive scratch-resistant powder coat matte black finish. This transition will help Body-Solid's best-selling items more seamlessly integrate with modern gyms, facilities, and home gyms.





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Climb to the top with Endurnace on p. 7

APPROACHING COMMERCIAL MARKETS (Continued from p1)



PERSONAL TRAINING STUDIOS

Generally, the most knowledgeable fitness professionals you will deal with personal trainers-know what they want. Unfortunately, they also are frequently strapped when it comes to start-up capital to buy the crucial equipment they need. Also important is equipment that can provide multi-functionality for their clients, allowing the trainer to adapt the equipment to their client's specific needs. Body-Solid's SPR series of Power Racks provides a great option with multiple attachments and configurations that can be built up over time at very competitive pricing while also providing great flexibility for users.

These are just three of the many commercial segments that exist. Still, the lessons learned from these sales can generally be applied to all segments in some way. If you have any questions, contact your sales representative, who can walk you through how best to approach your next commercial opportunity.

SCHOOLS

Getting to the right decision maker here can be a challenge, however it is as important to consider timing. Most schools want major fitness installations to happen over the summer or on some other break, if possible. You need to be prepared to provide the full package they need on a timely basis and with a minimum of delivery and installation fuss. Body-Solid's one-stop shop is a great tool to rely on, with over 600 SKUs shipping from the same location at the same time on the same pallets to your customer.

APARTMENTS, MULTI-HOUSING

Unless you are looking at a new construction situation, many existing buildings only have a little space for a fitness room but increasingly want to provide it as an amenity for residents. One of the keys here can be the footprint of your recommended products. Multistation gyms like our S1000 are a great solution providing four full stations in a compact footprint compared to individual stations providing the same functionality.



MARKETS SERVED

- Multi-Family Housing
- · Hotels and Resorts
- · Health Clubs and Gyms
- Athletics and Sports Performance
- School Solutions
- Municipal Recreation

- Corporate Wellness
- Active Aging Fitness
- Medical and Physical Therapy
- First Responders (Police and Fire)
- · Military and Federal Agencies
- · Golf and Country Clubs



MEET THE SMITHS

Smith machines have been gym staples since the 1950's. Smith machine exercises eliminate the need to keep your barbell balanced making it easier to concentrate on the targeted muscle groups with heavier weights. Smith machines are also designed with safety in mind, allowing users to workout safely without the need of a spotter. Body-Solid offers several options for Smith machines with a variety of quality and price points.



SCB1000B

The Body-Solid Pro Clubline SCB1000B is the premium full commercial Smith machine option. The SCB1000B utilizes a 7-degree pitch for natural biomechanically correct lifting paths. The SCB1000B uses case-hardened chrome guide rods and premium linear bearings for frictionless movements. The Smith bar on the SCB1000B is counter-balanced down to a user-friendly 6 lb. starting weight but features an impressive 1000 lb. weight capacity. A quick twist of your wrists will quickly and safely lock your bar. Each unit has six integrated weight horns for easy plate storage. The 2"x3" oval 11-gauge steel tubing provides a rock-solid platform and looks impressive in any gym. The SCB1000B has a full commercial warranty making it a perfect fit for hightraffic facilities with heavy lifters.

Body-Solid's most popular Smith machine is the Body Solid GS348B Series 7 Smith machine. Similar to the



GS348B

SCB1000B, the GS348B features a linear bearing carriage for smooth fluid Smith bar movements with a 7-degree pitch for biomechanically correct lifting paths.

The 25 lb. Smith bar features a 600 lb. weight capacity. More than just a Smith, the GS348B also includes full-length gun-rack style liftoffs with adjustable 13" spotter bars for freeweight barbell exercises, making it a "best of both worlds" powerhouse. The optional lat pulldown and pec attachment allow you to build an entire gym in the space of a Smith machine. The light commercial rating and in-home lifetime warranty make the GS348B perfect for home gym enthusiasts and lighter-duty commercial spaces.

The newest Smith machine of the bunch is the Powerline PSM200 Smith machine. Similar to the GS348B, the PSM200 features a 7-degree pitch for biomechanically correct lifting paths. The PSM200 also includes a pair of j-cups and safeties for freeweight barbell exercises. The Smith carriage utilizes nylon bushings gliding on chrome-plated guide rods for a smooth feel and an impressive 400 lb. weight capacity. Also available is an optional lat attachment, the PLT200.

The PSM200 is perfect for a garage or home gym and includes a 10-year frame and 1-year part warranty.



NEW PSM200 + PLT200

(SHOWN WITH OPTIONAL PLT200 LAT ATTACHMENT)

For beginners and budget-minded customers, the Best Fitness BFSM250 Smith machine is a perfect blend of quality and affordability. The BFSM250 Smith carriage utilizes nylon bushings gliding on chrome-plated guide rods allowing a 300 lb. weight capacity. The optional lat attachment, BFLA250, can transform your Smith machine into a complete home gym. The BFSM250 is perfect for anyone building a home gym on a budget.



Body-Solid provides four amazing options for Smith machines of all qualities and budgets.

NEW PRODUCTS



GPRFT FUNCTIONAL TRAINER ATTACHMENT FOR THE GPR400

- Front pulleys swivel 180 degrees and adjust ver tically
- Functional pulleys feature up to 40 adjustments per side
- Dual lat pulldown and dual low pulleys for unlimited workout variety



GPRFTS FUNCTIONAL TRAINER ATTACHMENT FOR THE GPR400

- Two 210 lb. weight stacks
- Functional pulleys feature up to 40 adjustments per side
- Dual lat pulldown and dual low pulleys for unlimited workout variety



GLEG ADJUSTABLE BENCH WITH CABLED LEG DEVELOPER

- Unique cabled leg developer station adds leg curls and leg extensions using your existing cable machine's weight stack.
- Flat to Incline Bench, Use with Racks, Cages, Functional Trainers and more



GLM85B LAT MACHINE

- High and low pulley no cable change design • Plate loaded or 210lb. Selectorized Stack
- Light Commercial Rated
- Includes Lat Bar and Low Row Bar



SGLP500 COMMERCIAL LEG PRESS • Linear Bearings for Smooth Fluid Movements

- Linear Bearings for Smooth Fluid Movements at Heavy Weights
- 1500 lb. Weight Capacity
- Oversized Foot Plate
- Full Commercial Rated



OTB50 OPEN TRAP BAR

- Makes deadlifts, shrugs, lunges & more easier and more effective
- Dual high & low ergonomic handles
- Compatible with 2" diameter Olympic plates
- Weight Capacity: 500 kg.







GAR50 COMPACT ACCESSORY TOWER

- Perfect storage solution for those prioritizing organization, durability, and reliability in their workout space.
- Built for storage of balls, bands, tubes & accessories
- Body-Solid Commercial-Rated Warranty

GAR75 CORNER STORAGE RACK

- Corner Multi Weight and Accessory Storage Rack
- Perfect for Kettlebells, Bands, Tubes and more
- 4 Tiers of Vertical Storage with 4 Hooks on the sides

GMR20 10 MEDICINE BALL STORAGE RACK

- Store and Organize up to 10 medicine balls, wall balls, slam balls or dual grip balls
- Round Tubing Protects your Medicine Balls
- Body-Solid Commercial-Rated Warranty



OB86FG FAT GRIP 7FT BAR

- Target forearms, grip strength and hand muscles
- Bar Length: 86"
- Sleeve Length: 15-3/4"
- Sleeve/Grip Diameter: 2"



TR30 NATURAL FIBER TRICEP ROPE

- Made from Eco-Friendly, Sustainable Jute
 Better Grip and Flexibility than Traditional Tricep Ropes
- 27" Long, 1" Diameter



pull-up bars, beams & more

• Loading pin that can hold up to 600 lbs.

EVEN MORE NEW PRODUCTS





- SAFETY SQUAT BAR
 Safer and more effective squats, lunges, presses
- 13" Olympic weight sleeves
- Product Weight: 47 lbs.



BSTTT25 & 30 TIRE TREAD SLAM BALLS

- No-bounce design
- Ideal for various throwing and slamming routines
- Available in: 10 lbs., 15 lbs., 20 lbs., 25 lbs., 30 lbs.



GROW

- ROWER ATTACHMENT

 Add an indoor rower to most home gyms with a low pulley or cable machines
- Installs on low pulley station
- Cardio workouts with weight machines



MB501A **ALUMINUM STIRRUP HANDLE**

- High-strength, rust-proof and lightweight
- Attach to any pulley or cable weight machine
- Knurled handle swivels for fluid movements
- Grip Diameter: 28mm



MB502A ALUMINUM SEATED **ROW CHIN BAR**

- High-strength, rust-proof and lightweight
- Attach to any pulley or cable weight machine
- Grip Diameter: 28mm



MB504A ALUMINUM TRICEP/CURL **BAR**

- High-strength, rust-proof and lightweight
- Attach to any pulley or cable weight machine
- Grip Diameter: 32mm

HOT STORAGE



GAR75

Quality storage is an often overlooked but key component for any facility or home gym. Well-organized storage promotes safety and efficiency. Proper storage will keep your accessories and weights clean and organized, and also maximize their durability.

Body-Solid has some exciting new items for this category, complementing the most comprehensive range of weight plate, dumbbell, kettlebell and accessory storage options in the fitness industry.

The new GAR50 Compact Accessory Tower and GAR75 Corner Storage Rack are born from the DNA of the popular GAR100 and GAR250. The GAR50 Compact Accessory Tower is the ultimate solution for storage needs in small fitness rooms and homes.

This tower features multiple levels, providing ample space for organizing medicine and stability balls, resistance bands and tubes, jump ropes, foam rollers, yoga mats, and more, all in a compact footprint.

The new GAR75 Corner Storage Rack is an elegant four-tier storage rack providing ample space for a variety of weights and accessories, making it ideal for facilities and home gyms alike.

The GAR75 makes a perfect kettlebell rack. The flat shelves provide plenty of space for several accessory and weight options. The hooks on the sides allow for storage for tubes, bands, jump ropes and more.

The new GMR20 Medicine Ball and Wall Ball Rack (pictured on page 5) is perfect for any facility looking to store a variety of weighted balls. This rack accommodates up to 10 medicine balls, wall balls, or slam balls with a diameter of up to 16".

The GMR20 is ideal for storing wall balls, soft medicine balls, regular medicine balls, slam balls, dual-grip medicine balls, and more keeping your facility neat and organized.

CLIMBING TO THE TOP

The Endurance by Body-Solid CL300 Climber is a low-impact cardio and total body workout machine perfect for commercial facilities and home gyms.

The CL300 offers a heart-pumping, calorie-burning cardio workout targeting muscles in your upper body, lower body, and core, improving your lung and heart function, endurance, and overall health.

The CL300 simulates your body's natural movements during mountain climbing or hiking, making it an intuitive and effective way to achieve your fitness goals.



- 16 levels of fully adjustable magnetic resistance
- 1-19" arm range
- 15 console programs to customize workouts
- Bright LED display tracks pulse, watts/ calories, time, speed, distance, and more
- Endurance by Body-Solid Light Commercial Warranty
- Product Weight: 151 lbs.
- Product Dimensions: 46"L x 44"W x 88"H



INSTALLATION CONTESTS

Share all your Body-Solid installs with us, get free publicity, and win! Sharing your installs allows prospective customers to see what you can offer, cultivates home and garage gym inspiration, and provides confidence in your commercial installations.

Whether large or small, residential or commercial, share them with us via email or tag us on your social media platform of choice.

Also, make sure you check our social media regularly for contests, prizes, and installation pictures you submitted.



Facebook: @BodySolidInc



Instagram:@BodySolidFit



YouTube: @BodySolidFit



TikTok: @BodySolidFit



Pinterest: @BodySolidFit





Scan this QR code, or use the link, to view the entire Body-Solid catalog: www.bodysolid.com/support/body_solid_catalog/

DEALER RESOURCES

ROOM

PLANNER BODY FOCUS GOOGLE

Help your customer plan out their workout space and the layout of Body-Solid equipment.

Suggested Body-Solid equipment and exercises based on specific muscle groups and goals.

DRIVE MANUALS download images, videos and all other product information at bodysolid.com/drive

Download manuals for all Body-Solid equipment, past and present

Body-Solide Built for Life

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