

PRIMAL[®]

2023

COMMERCIAL
CATALOGUE

STRENGTH. IT'S IN US ALL.





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ABOUT US

We are PRIMAL, a strength company on a mission to equip every body to discover their true potential.

Drawing upon decades of industry expertise, we craft top-tier, British-designed strength and fitness equipment that embodies the forefront of biomechanics and performance.

We provide a comprehensive range of services, from commercial and home gym design and installations to an extensive array of equipment such as flooring, platforms, custom rigs, personalised dumbbells, and bench wraps.

From the first-timers to the fit-for-lifers, from the every day lifters to the every day athlete, we are on a mission to help everyone improve their health and wellbeing and unlock their strength.

Strength. It's in us all.



STEVEN RINALDI FOUNDER

Steven is our CEO, founder and visionary for PRIMAL. PRIMAL is built upon the fundamental belief that strength is in us all. With over 15 years of experience in the strength and fitness sector and a deep understanding of all aspects of the industry, Steven brings this force at the heart of everything we do at PRIMAL.

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GIANNA RINALDI SALES DIRECTOR

As our Sales Director Gianna leads our sales team to ensure we are raising the bar on the service we provide. With a career spanning over 10 years in the strength and fitness industry she was the first to join the PRIMAL team and ensures we continually over deliver on every project.

EMAIL GIANNA@PRIMALSTRENGTH.COM



EUAN MILLAR HEAD OF SALES

Euan has a dynamic background across multiple areas of strength and fitness. Extremely detail orientated and knowledgeable, he is an expert in every nut and bolt of our products and can guide all our customers towards creating their best commercial spaces.

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ROBBIE INNES CHIEF OPERATIONS OFFICER

With a wealth of experience in finance and commercial operations, Robbie ensures that everything at PRIMAL runs smoothly and with maximum efficiency. He leads the day-to-day operational and commercial functions of the company, as well as the implementation of the PRIMAL mission.

EMAIL ROBBIE@PRIMALSTRENGTH.COM



JENNIFER DALGLEISH HEAD OF PERFORMANCE MARKETING

Jen is our Head of Performance Marketing and, has an extremely vast background in all aspects of marketing across multiple mediums. Giving voice to our values, Jen articulates exactly what makes us and our customers tick. We aim to lift, empower, and inspire every body to reach their full potential.

EMAIL JENNIFER@PRIMALSTRENGTH.COM



CHRIS MAULE ACCOUNT MANAGER

Chris Maule is our Business Development Manager and leads the way in forging key partnerships through the UK & Europe. As every project is unique, and every detail matters, Chris's customer first approach and depth of industry knowledge enables him to provide expert guidance to our clients throughout Europe.

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An Intro into our Series

PRIMAL[®]
— PERFORMANCE SERIES —

Ready for the next level. PRIMAL[®] Performance Series offers the ultimate in precision crafted commercial equipment. Biomechanically engineered and overbuilt to withstand the rigours of any gym environment. Leading the way on innovation and design, this series sets a new industry standard.

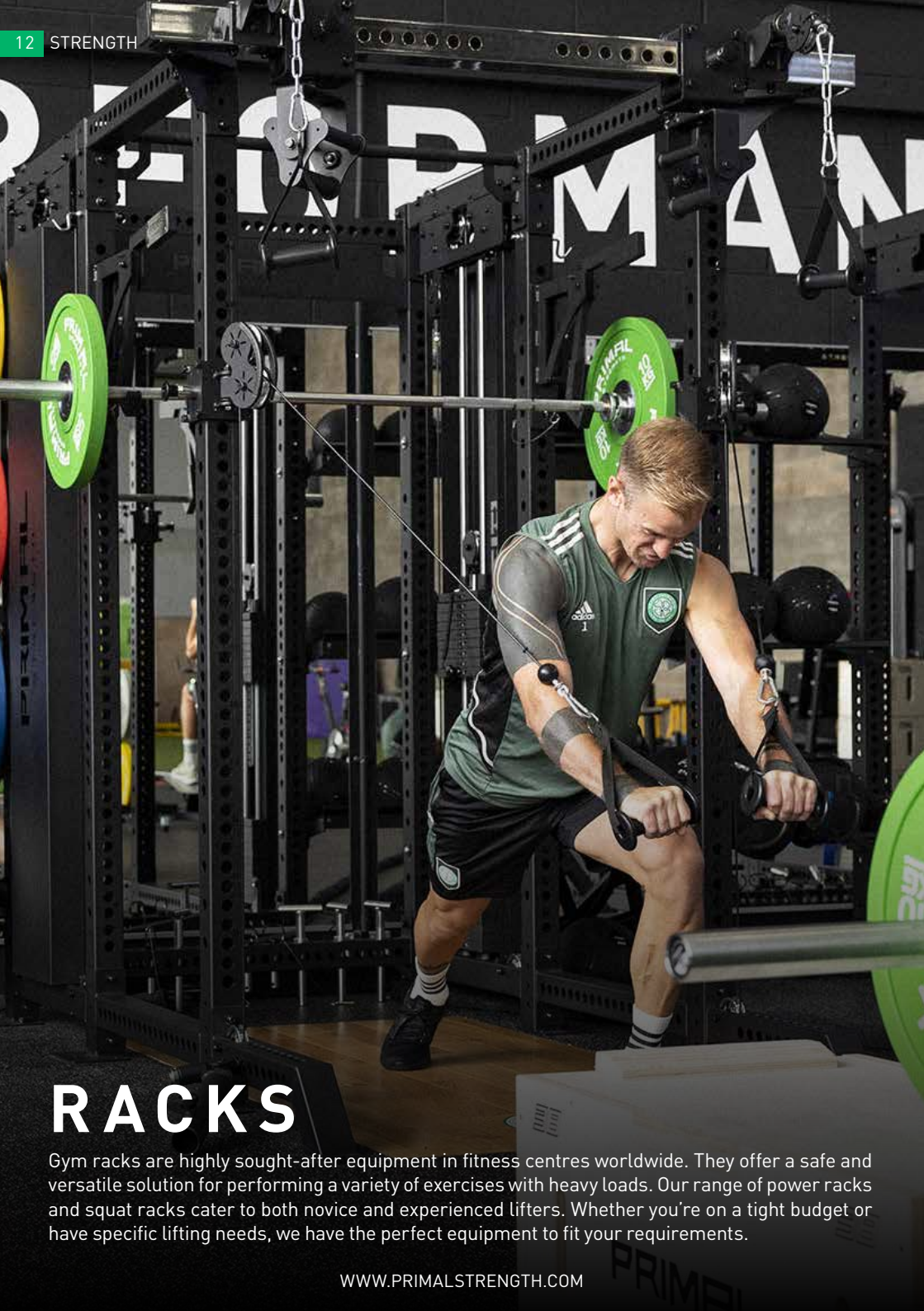
PRIMAL[®]
— PRO SERIES —

Go beyond boundaries. Created by industry experts to be both ergonomically and biomechanically superior, PRIMAL[®] Pro Series provides unrivalled equipment performance for light commercial use covering PT studios, the education sector, hotels & premium home gyms.

PRIMAL[®]
— PERFORMANCE SERIES —

PRIMAL[®]
— PRO SERIES —

For home use please see PRIMAL[®] Personal Series



RACKS

Gym racks are highly sought-after equipment in fitness centres worldwide. They offer a safe and versatile solution for performing a variety of exercises with heavy loads. Our range of power racks and squat racks cater to both novice and experienced lifters. Whether you're on a tight budget or have specific lifting needs, we have the perfect equipment to fit your requirements.

WWW.PRIMALSTRENGTH.COM



Performance Series

Full Rack with 2 x 100kg Stacks

The Primal Performance Series Full Rack is engineered to maximise performance training in even the toughest of environments. Laser cut 75mm box section tubes are fixed to 10mm thick steel plate sections using the latest welding technology, and a total of 8 foot plates including full length front extensions give unrivalled stability under load.

- 75x75mm Box Section with Overbuilt supports
- New Multi-Grip Swivel Handles with Bearings
- Climbing Dome Attachments & New Style landmine as Standard
- 100kg Stacks on 1:1 Ratio (top pulley), and 2:1 ratio (adjustable height pulley)
- Monolifts & Premium Sandwich J-Hooks as Standard, with pins for additional security
- Pin Safeties, Steel band Pegs, & Plate Storage horns as standard
- **Product size (cm)** 259 x 206 x 229cm

Full Rack with 2 x 100kg stacks

SKU: PSPA0101



Performance Series

Half Rack with 2 x 100kg Stacks

The Primal Performance Series Half Rack is engineered to maximise performance training in even the toughest of environments. Laser cut 75mm box section tubes are fixed to 10mm thick steel plate sections using the latest welding technology, and a total of 8 foot plates including full length front extensions give unrivalled stability under load.

- 75x75mm Box Section with Overbuilt supports
- New Multi-Grip Swivel Handles with Bearings
- Climbing Dome Attachments & New Style landmine as Standard
- 100kg Stacks on 1:1 Ratio (top pulley), and 2:1 ratio (adjustable height pulley)
- Monolifts & Premium Sandwich J-Hooks as Standard, with pins for additional security
- Pin Safeties, Steel band Pegs, & Plate Storage horns as standard

Half Rack with 2 x 100kg Stacks

SKU: PSPA0100

WWW.PRIMALSTRENGTH.COM

Performance Series Power Rack

The Primal Performance Series Full Power Rack is engineered to maximise performance training in even the toughest of environments.

- 75x75mm Box Section with Overbuilt supports
- New Multi-Grip Swivel Handles with Bearings
- Climbing Dome Attachments & New Style landmine as Standard
- Optional 100kg Stacks on 1:1 Ratio (top pulley), and 2:1 ratio (adjustable height pulley)
- Monolifts & Premium Sandwich J-Hooks as Standard, with pins for additional security
- **Product size (cm)** 259 x 206 x 229cm

Power Rack

SKU: PSPR0054

Performance Series Half Rack

The Primal Performance Series Half Rack is engineered to maximise performance training in even the toughest of environments.

- 75x75mm Box Section with Overbuilt supports
- New Multi-Grip Swivel Handles with Bearings
- Climbing Dome Attachments & New Style landmine as Standard
- Monolifts & Premium Sandwich J-Hooks as Standard, with pins for additional security
- Pin Safeties, Steel band Pegs, & Plate Storage horns as standard
- **Product size (cm)** 161.2 x 205.5 x 22

Half Rack

SKU: PSPR0055

Performance Series Safety Power Rack

The Primal Performance Series Safety Rack is constructed of heavy duty steel with 15x10cm box sections. It features 15 laser-etched rack positions, 2 inch Safety strap, premium 7cm J-hooks, landmine attachment and 3 pull up/chin handles. The 2 inch safety strap with prevent any damage to the knurling on any missed lifts allowing you to push that extra bit harder.

- 50mm x 100mm Oversized Tubing
- Quick Adjustment Oversized J-hooks & 2" Safety Straps
- Chin-up Handles
- **Product size (cm)** 172 x 175 x 235

Safety Power Rack

SKU: PSPR0046





Pro Series

V3.0 Half Rack

The Primal Pro Series V3.0 Half Rack is the upgraded version of our best-selling rack with improved J-hooks and pop-pin safeties. Two Olympic bar holders and flat-base support allow our unique walk-through design while giving additional frame support. This new rack has oversized base supports that can now be bolted to the floor if desired. Westside style spacing has been added, alongside a landmine bar-holder.

- Industry Leading Half Rack
- Multiple Chin-up Options
- Additional Olympic Bar Holders
- Made from Full Commercial Grade, 11 Gauge/3mm Steel with a Lifetime Warranty
- Unique Multi-Handle, Swivel, Chin-Up and Wall-Climbing Dome Attachments
- Landmine Row Included
- Premium Rubber-Moulded Sandwich J Hooks and Pop-Pin Spotter Catcher Arms
- **Product size (cm)** 206*150*231



V3.0 Half Rack Matte Black	SKU: PSPR0014
V3.0 Half Rack Green	SKU: PSPR0015
V3.0 Half Rack Matte Grey	SKU: PSPR0016
V3.0 Half Rack Blue	SKU: PSPR0027
V3.0 Half Rack Yellow	SKU: PSPR0028
V3.0 Half Rack Red	SKU: PSPR0029
V3.0 Half Rack White	SKU: PSPR0317
V3.0 Half Rack Silver	SKU: PSPR0318
V3.0 Half Rack Orange	SKU: PSPR0319
V3.0 Half Rack Pink	SKU: PSPR4567



V3.0 Commercial Half Rack available in a range of colours





Pro Series Rack System

The Primal Strength Pro Series Rack System v2.0 is designed to cover the five most popular machines in a commercial gym, while taking up less space than several pieces of larger equipment. The core machines covered by the Commercial Monster System are the Power Rack, Functional Trainer, Smith Machine, Lat Pull/Low-Row and Vertical Leg Press.

- Half Power Rack, Functional Trainer, Smith Machine, Lat Pulldown/Row and Vertical Leg Press
- Two 100kg Weight Stacks with Commercial-Grade Cables & Pulleys
- 125kg Rear Weight Stacks for Use with the Lat Pull/Low Row Attachments
- Additional: Chin-Up Frame, TRX Mount, Landmine/Row Attachment, Sandwich J-Hooks, Safety Spotter Bars, Olympic Bar & Disc Storage Pins
- Integrated Storage
- Lifetime Commercial Frame Warranty with 400kg Maximum Capacity
- **Product size (cm)** 257 x 188 x 229

Rack System

SKU: PSPR0020

Pro Series Rack System Light

The Primal Pro Series Rack System is a light commercial rack designed to cover the three most popular machines in a commercial gym, while taking up less space.

- Light Commercial Multi-System Including: Half Power Rack, Functional Trainer and Smith Machine
- Includes: Two 100kg Weight Stacks with Commercial-Grade Cables & Pulleys
- Includes: Chin-Up Frame, Landmine/Row Attachment, Multi-Handle Dip Frame
- Includes: Sandwich J-Hooks, Safety Spotter Bars, Olympic Bar & Disc Storage Pins
- Lifetime Commercial Frame Warranty with 400kg Maximum Capacity
- **Product size (cm)** 136 x 202 x 230

Rack System Light

SKU: PSPR0006





Pro Series PT/POD Pulley System

The Primal Pro Series PT Pulley System is a complete solution for any personal training space. Featuring our bestselling V3 Half Rack, 1m Central Storage and Integrated 90kg Pulley system. This system allows you to save space, rack and pull up to 450kg, or program a small PT session using the Rack, Pulley and Central Storage.

- The pulley system has been designed to 235cm or 270cm in height, with an optional adjustable seat and cable arm.
- **Product size (cm):** 375 x 150 x 270/235

PT/POD Pulley System 270cm

SKU: PPSR0049

PT/POD Pulley System 235cm

SKU: PPSR0050

Pro Series PT POD

The Primal Pro Series PT POD is an industry-leading, unique POD with multi-functional usage options including: dual commercial power racks, and centre storage solution.

- Multi-Use PT POD
- Two Power Racks
- Centre Storage
- Suitable for group training
- Huge Range of Accessories
- Lifetime Frame & 1-Year Commercial Warranty
- **Product size (cm):** 450 x 150 x 270/235



PT POD

SKU: PPSR0031





Pro Series Foldable Power Rack

The Primal Pro Series Foldable Commercial Power Rack folds flat against the wall with the pop of a pin. With JHooks, Safety spotters and chin/pull up bar as standard this is the perfect solution for those smaller spaces. Free standing or floor mounted, 60mm by 60mm by 3mm thick steel, laser-cut and numbered westside spacing, 2 sets of premium J-hooks and 1 set of spotters allowing two users to train at once.

Free standing or floor mounted, 60mm by 60mm by 3mm thick steel, laser-cut & numbered westside spacing, 2 sets of premium J-hooks and 1 set of spotters allowing two users to train at once

- Free standing or floor mounted
- 60mm by 60mm by 3mm thick steel
- Laser-cut & numbered westside spacing
- 2 sets of premium J-hooks
- 1 set of spotters allowing two users to train at once
- Chin and Pull-up bar

• Dimensions with spot catchers: (mm)

Height: 2263

Width: 1225

Length: 1667

Length without spot catchers: 1123

• Dimensions Folded: (mm)

Height: 2249

Width: 1610 with spot catchers attached

Width: 1225 without spot catchers attached

Foldable Power Rack

SKU: PSPR0041



Pro Series Full Power Rack

The Primal Pro Series Full Power Rack is designed for elite sports teams, commercial gyms, and PT studios. Backed with a lifetime, full commercial-frame warranty and engineered using 11 gauge/3mm laser-cut steel, this is a heavy duty yet stylish rack that has been thoroughly tested to withstand loads of up to 500kg .

- Adjustable-Height, Multi-Grip Chin-Up Frame
- Premium Rubber, Moulded-Sandwich J-Hooks and Spotter Catcher Arms
- Lifetime Frame Warranty with 500kg Maximum Load
- Optional Commercial Safety Straps & Dip Attachment

Full Power Rack

SKU: PSPR0005



Pro Series Squat Rack

The Primal Pro Series Squat Rack is made from 75x75x3mm box steel and comes with:

- Premium J-hooks
- Oversized Safety Spotters
- Dip Handles
- Plate Storage
- Band Peg Bars
- Thick & Normal Straight Chin Bars

Squat Power Rack

SKU: PSPR0042



Pro Series Squat Stands

The Primal Pro Series Squats Stands are our full commercial, heavy-duty squat stands. Designed for gyms and performance centres, the 75mm box steel frame is guaranteed for life and can take loads to 400kg.

- 3mm 75mm Box Commercial Steel
- Westside Spacing
- Safety Spotters
- Lifetime frame Warranty

Squat Stands

SKU: PSPR0022



Pro Series Folding Squat Rack

The Primal Pro Series Folding Squat Rack is an industry-leading squat rack that is designed for squats up to 450kg, whilst being able to fold to under 30cm in depth with-in 60 seconds when not in use.

- 450kg Rated Squat Rack
- Oversized UHMW Covered Safeties Included
- Premium UHMW Sandwich J-Hooks Included
- Chin-up Support Bar Included

Folding Squat Rack

SKU: PSPR4573

Pro Series Yoke Rack

The Primal Pro Series Yoke Rack is the perfect piece of equipment for Strongman competitions, or for anyone looking for an all-in one rack solution. Squat, Press, Push, Carry or Drag. This rack can do it all.

- Featuring 2 x J-hooks to mount a bar for squats, bench press and many more
- 4 weight loading pins for Olympic Weight Plates

Yoke Rack

SKU: PSPR0045



GROUP TRAINING RIGS

We pride ourselves on delivering class-leading strength equipment that sets the benchmark for UK-designed gym gear. Our premium range of PT and group rigs are no exception, providing the ultimate in flexibility and integrated solutions for your commercial gym.

Crafted from only the highest quality commercial grade steel frames, our rigs are designed to withstand the rigours of even the busiest gym environments. With their multifunctional capabilities and sleek, cutting-edge design, they are the perfect fit for PT studios, functional boxes, and commercial facilities alike.



Group PT Rig 1



Group PT Rig 2



Group PT Rig 3

Pro Series

Group PT Rigs

The Primal Pro Series Group PT Rig is a complete integrated solution to equipping your gym, PT studio, or box facility with three different variations.

Main Specifications

- High Quality 60x60x3 steel frame for both uprights and cross members.
- Laser cut, Robotically Welded & numbered uprights
- Built in storage racking for dumbbells, kettlebells, medicine balls, Bulgarian bags etc

Comes complete with:

- UHMWPE "sandwich" style J-hooks
- Angled multi-grip Chinning bars
- Straight multi-function round bars
- Landmine attachments
- Wall ball targets
- Power Band pegs
- Full length Safety straps
- Locking steel front safeties

Group PT Rig 1 Bay Rig

SKU: PSPR0037

Group PT 2 Bay Rig

SKU: PSPR0038

Group PT 3 Bay Rig

SKU: PSPR0039

Pro Series Box Rigs

The Primal Pro Series Box Rig is a complete integrated solution to equipping your gym, PT studio or box facility with three different variations.

Main Specifications

- High Quality 60x60x3 steel frame for both uprights and cross members.
- Laser cut, Robotically Welded & numbered uprights

Comes complete with:

- UHMWPE "sandwich" style J-hooks
- Angled multi-grip Chinning bars
- Straight multi-function round bars
- Locking steel front safeties

Dimensions

Free Standing - all 275cm high

1 bay - 122 x 122cm (L x W)

2 bay - 182 x 414cm (L x W)

3 bay - 182 x 706cm (L x W)

Free Standing Box Rig



2 Bay Free Standing Box Rig

Box Rig	SKU: PKPR0019
2 Bay Free Standing Box Rig	SKU: PKPR0020
3 Box Rig with Adjoining Section	SKU: PKPR0021

3 Bay Free Standing Box Rig



Wall Mounted Box Rig



2 Bay Wall Mount Box Rig

Pro Series Wall Mounted Box Rigs

The Primal Pro Series Box Rig is a complete integrated solution to equipping your gym, PT studio or box facility with three different variations.

Main Specifications

- High Quality 60x60x3 steel frame for both uprights and cross members.
- Laser cut, Robotically Welded & numbered uprights

Comes complete with:

- UHMWPE "sandwich" style J-hooks
- Angled multi-grip Chinning bars
- Straight multi-function round bars
- Locking steel front safeties

Dimensions

Wall mounted - all 275cm high

1 bay - 116 x 122cm (L x W)

2 bay - 116 x 414cm (L x W)

3 bay - 116 x 706cm (L x W)

Wall Mounted Box Rig	SKU: PKPR0001
2 Bay Wall Mount Box Rig	SKU: PKPR0002
3 Bay Wall Mount Box Rig	SKU: PKPR0003

3 Bay Wall Mount Box Rig





Performance Series Rack Shelving

The Primal Performance Series Slam Ball Shelf, Dumbbell Shelf and Kettlebell Shelf fit neatly on to the rear uprights of the Primal Performance Series Power Rack or Half Rack, bolting on to the frame on each side.

- Fits Slamball and Wallballs
- Suitable for Kettlebells, Sandbags and other accessories.
- Can fit up to 6 pairs of Dumbbells
- **Product size (cm):** 127 x 22.5 x 107



Slamball/Wallball Shelf SKU: PSPR0063

Kettlebell Shelf SKU: PSPR0060

Dumbbell Shelf SKU: PSPR0062

Performance Series Rack Mounted Belt Squat Attachment

The Primal Performance Series Rack Mounted Belt Squat Attachment attaches to Primal Performance Series Racks. This has been designed specifically for performing hip belt squats via connection to a low cable pulley, but can also be used to perform a variety of other exercises such as weighted dips.

- Rack Mounted Belt Squat Attachment with Platform
- Suitable For Performing Hip Belt Squats
- Compatible with Performance Series Racks
- Robust and highly durable construction

Rack Mounted Belt Squat Attachment SKU: PSPR0057



Performance Series Jammer Connector Bar Attachment

The Primal Performance Series GLS Jammer Connector Bar Attachment has been specifically designed for connecting to Primal Performance Series GLS V2.0 Jammer Arms. This can be used to perform a variety of exercises such as deadlifts, as well as squatting and pressing movements.

- Suitable for Deadlift, Squatting and Pressing Movements
- Compatible with Primal Performance Series GLS V2.0 Jammer Arms
- Powder Coated Matte Black Arm Attachment
- Robust and highly durable construction

Jammer Connector Bar Attachment

SKU: PSPR0059



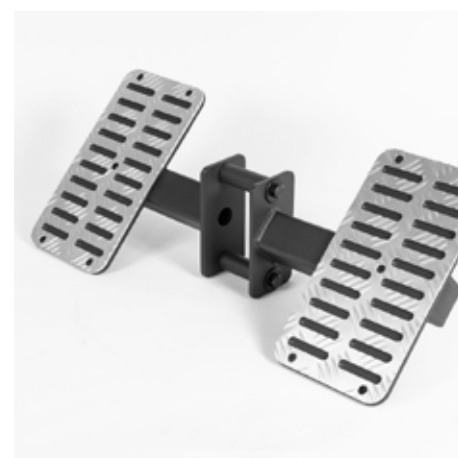
Performance Series Jammer Connector Leg Press Footplate

The Jammer Connector Leg Press Footplate has been specifically designed for use with the Primal Performance Series range. Suitable for a range of lower body pressing movements and made with heavy duty steel for commercial use.

- Use with Jammer Arms & Jammer Connector
- Powder Coated Matte Black Arm Attachment
- Robust and highly durable construction
- 5mm Steel Thickness
- Suitable for Commercial Use

Jammer Connector Leg Press Footplate

SKU: PSPR0066



Performance Series Cable Row Footplate Attachment

The Primal Performance Series Cable Row Footplate Attachment attaches to Primal Performance Series Racks and has been designed specifically for performing low cable rows via connection to a low cable pulley and provides optimal stability.

- Suitable for performing low cable rows
- Compatible with Performance Series Modular Racks
- Robust and highly durable construction

Cable Row Footplate Attachment

SKU: PSPR0065



Pro Series

Safety Straps For Full Power Rack

- The Primal Pro Series Safety Straps are perfect for spotting users during heavy lifts and protect bars when they are dropped
- Can be Set at Angled Heights
- **Product size (cm):** 6.5 x 6.5 x 70

Safety Straps for Full Power Rack

SKU: PSPR0007



Pro Series

GLS V2.0 Jammer Arms

- Innovative and unique Registered Design allows countless exercises to be performed in a compact footprint.
- Slide Rail design with UHMWPE bushes lets the user quickly and easily change the height setting without taking the Jammer off the rack.
- Indexing mechanism allows user to choose starting point.
- **Product size (cm):** 48 x 43 x 122

GLS V2.0 Jammer Arms

SKU: PSPR0047-2



Pro Series

Jammer Arms

- Designed to add a traditional jammer press option
- Jammer Arms can be used to Press and pull, working a full range of power movements
- Suitable for PSPR0020 & PSPR0006
- 12 Adjustment Positions
- Add Olympic discs or powerbands for resistance
- **Product size (cm):** 51 x 4.4 x 11

Jammer Arms for PSPR0020

SKU: PSPR0030



Pro Series

Jammer Arms

- Used to Press and pull, working a full range of power movements.
- Suitable for our V2 Half Racks in all colour options and also PSPR0005, PSPR0024, PSPR0013, PSPR0031
- Suitable for 75mm Box Steel Uprights
- 12 Adjustable Positions
- **Product size (cm):** 80 x 19 x 90

Jammer Arms

SKU: PSPR0021



Pro Series

J Hooks

- Sandwich style J-hooks compatible with 75mm box section rack uprights
- Fully welded 6mm steel frame
- Stainless steel through bolts with Nyloc safety nuts
- 25mm thick Ultra high density polyurethane insert protects your barbells
- **Product size (cm):** 20 x 9 x 27

J Hooks

SKU: PSPR0023



Pro Series

Adjustable Monolift

- Safely lift the bar off without having to walk out
- Features premium sandwich style rubber J-hooks
- Staple for any strong-man lifts
- Sold in pairs
- Fits racks with 1 inch holes and 75mm box section uprights
- **Product size (cm):** 51 x 4.4 x 11

Adjustable Monolift

SKU: PSPR0043



Pro Series

Leg Press Attachment.

- Extremely quick to set up and remove
- Perform Single Leg or Dual Leg exercises
- Perfect for Leg Press and Calf Raise movements
- Suitable for any user height
- Fits onto the Smith Bar sleeves
- Can only be used with PSPR0006
- **Product size (cm):** 51 x 4.4 x 11

Leg Press Attachment

SKU: PSPR0017



Pro Series

Dip Attachment For Half Power Rack

- Fits All 75mm x 75mm 25mm pin Racks
- Powder Coated Matte Black Frame
- Bar Angle Narrows For Multi Width Dips
- 250kg Maximum Capacity
- **Product size (cm):** 91 x 71 x 28

Dip Attachment for Half Power Rack

SKU: PSPR0008



PLATE LOADED

At PRIMAL, we understand that commercial gym owners seek equipment that can meet the needs of all their members, from beginners to advanced lifters. That's why we offer a range of premium plate loaded machines that are designed to satisfy the most discerning fitness enthusiasts.

Our plate loaded gym equipment is perfect for lifters who want to challenge themselves beyond the limits of selectorised machines. With a higher maximum weight limit, advanced lifters can push their limits, while beginners can progressively overload with the use of increment weights.

Each of our plate loaded machines is adjustable, made with premium materials, and designed with ergonomic features to ensure maximum comfort during workouts.

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Performance Series

30-45 Degree Leg Press

The Primal Performance Series 30-45 Degree Leg Press provides optimum performance and durability.

- Adjustable 30-45 degree angle
- Double angle oversized foot plate
- Adjustable safety catchers
- 5 loadable bullhorns 1,000kg max load
- Lifetime warranty on frame
- **Product size (cm):** 220 x 164 x 148

30 - 45 Degree Leg Press

SKU: PSSS0312



Performance Series

ISO Incline Leg Press

The ISO Incline Leg Press provides users with a heavy duty, multi-angle machine, with 3 extended weight-pin holders for maximum pressing weight. The back pad on the leg press has been engineered to provide a full range of seating angles to isolate and develop user's leg muscles. The unique leg press design can be used lying, almost horizontally, for an extended range, or seated at a range of upright angles, for a more traditional leg press motion.

- Full range of depth for heavy duty leg pressing
- Converging or diverging range of motion
- Back-supported leg pressing
- **Product size (cm):** 182 x 105 x 120

ISO Incline Leg Press

SKU: PSSS0014



Performance Series

Pendulum Squat

This heavy duty pendulum squat allows for changes in foot position due to the wide secure foot plate. This plate loaded machine replicates the squat but provides support to the lower back and eases pressure to get the most out of the lower body.

- High quality heavy gauge steel frame
- Adjustable non-slip foot plate
- Adjustable height safety pin
- Urethane injection moulded pads
- Wide foot plate
- **Product size (cm):** 186 x 112 x 162

Pendulum Squat

SKU: PSSS0123

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Performance Series

Angled Hack Squat

The Primal Performance Series 45 Degree Angled Hack Squat is built to withstand use in high traffic commercial gyms, with every component of the highest quality. 4 extended bullhorns make this the heaviest load capacity Hack Squat on the market.

- Multi-position range adjusters - set the depth
- Multiple start positions to suit any user
- Angled narrow head pad for anatomically correct spinal position
- Large anti-slip adjustable angle composite foot plate
- 50kg Unloaded Weight / 350kg Weight Capacity

45 Degree Angled Hack Squat

SKU: PSSS0154



Performance Series

ISO Hack V Squat

The ISO V and Hack Squat provides users with a heavy duty, dual use machine, with the option of both a back-supported Hack Squat and a full front facing V Power Squat. The ISO Power/Hack Squat has been engineered to provide a full range of motion to isolate and develop the glutes, hamstrings and quadriceps.

- Full range of depth for both Hack and Power Squat
- Safely isolating muscle groups
- Maximise weight used whilst applying a natural motion
- **Product size (cm):** 181 x 120 x 161

ISO Hack V Squat

SKU: PSSS0013



Performance Series

ISO Seated Calf Machine

The ISO Seated Calf Machine provides users with a full range of motion to stretch and press their calf muscles. It has been engineered to work with the natural motion of the body in order to optimise the isolation of the intended muscle groups.

- 9 Gauge/4mm Commercial Steel, ISO Lever, Plate-Loading Machine
- Quick-Release Knee Pad Adjustment
- Maximum muscle-extension in a supported position
- Safely isolates muscle groups whilst allowing maximum weights to be lifted
- Ensures a natural lifting motion
- **Product size (cm):** 137 x 64 x 101

ISO Seated Calf Machine

SKU: PSSS0012



Pro Series Glute Hip Drive

The Primal Pro Series Glute Drive is the ultimate glute hip drive machine. The machine is fully adjustable both in length and foot plate angle, allowing users to create the perfect hip thrust set-up. The Primal Glute Drive is backed with a Lifetime frame warranty and one year parts and labour warranty.

- Adjustable length to accommodate any user size
- Adjustable angle for perfect isolation
- Auto-Lock Padded Belt
- Oversized bullhorns for maximum load capacity
- **Product size (cm):** 210 x 176 x 78

Glute Hip Drive

SKU: PSSS0124



Pro Series V2 Belt Squat Machine

Re-engineered to give even more training variety and with a sleek new look, the V2 Belt Squat is designed to allow users to perform a full depth squat without loading the muscles of the lower back. You can now push your legs and glutes to the limit whilst avoiding troublesome back pain or fatigue!

- High Quality heavy gauge steel frame with a 600kg load capacity
- Lever arm length and handle heights adjust to suit your height and squatting style
- Ultra smooth Industrial grade pillow block bearings
- 300kg load capacity for Dips handles (included)
- **Product size (cm):** 222 x 124 x 151

V2 Belt Squat Machine

SKU: PSSS0072



Pro Series Glute Kick Back

The Glute Kick-Back offers a natural and very 'true' kick back/rear pressing motion and is a 'must have' item for any gyms leg training equipment. Aside from its aesthetic appeal, the ergonomic and user-friendly design make this the perfect glute and hamstring machine.

- Commercial Steel ISO Lever, Plate-Loading Glute Kick-back Machine
- Olympic Weight-Pin Holders
- Ergonomically Designed to Move in The Body's Natural Motion
- Product Size: 111 x 133 x 165.4

Glute Kick Back

SKU: PSSS0055-2



Pro Series Leverage Squat

The Primal Plate-Loading ISO Lever Machines have been engineered to work with the natural motion of the body in order to optimise the isolation of the intended muscle groups. The machine's design allows comfortable use as either a single leg or dual-leg leverage squat.

- Full Range of Depth Leverage Squat
- Converging or diverging range of motion
- Non-slip Calf Raise Bar
- Extra long Bull Horns
- Lifetime Frame Warranty
- **Product size (cm):** 122 x 145 x 166.4

Leverage Squat

SKU: PSSS0083



Pro Series Linear Leg Press

The Primal Strength Linear Leg Press provides users with a 45 degree angle leg press machine, with the addition of optional angles from the rear adjusting back pad. The 45 degree leg press comes with 4 extended 50mm weight-pin holders for maximum pressing weight of 450kg.

- 3mm Commercial Steel Plate-Loading Machine
- 45 Degree Angle with Linear Bearings
- Extended, Olympic Weight-Pin Holders for Maximum Load
- Premium Rubber and Aluminium-Capped Handles
- Product Size (cm): 255 x 164 x 156.5

Linear Leg Press

SKU: PSSS0061-2





Pro Series

Standing Hamstring Leg Curl

The Hamstring Curl is the ultimate machine to isolate hamstrings. The dual foot plates have multiple height adjustments ensuring users can perfectly isolate their hamstrings and hit them from multiple angles.

- 3mm Commercial Steel Plate-Loading Machine
- Adjustable Height to Perfectly Isolate Hamstrings
- Extended, Olympic Weight-Pin Holder for Maximum Load
- Premium Pads & Rubber and Aluminium-Capped Handles
- **Product size (cm): 146 x 115 x 141.4**

Standing Hamstring Leg Curl

SKU: PSSS0059



Pro Series

Adjustable ISO Leg Extension

The ISO Leg Extension has an adjustable back rest to ensure users are in the correct position to isolate the quads. Both legs have adjustable ankle pads so you can find the perfect position and ensure you are targeting each leg equally for optimal results.

- High quality heavy gauge steel frame
- Adjustable non-slip foot plate
- Adjustable height safety pin
- Injected shoulder pads
- Wide foot plate

Adjustable ISO Leg Extension

SKU: PSSS0126



Pro Series

GLS Nordic Curl

The Primal Pro Series GLS Nordic Curl takes one of the most effective hamstring exercises known and makes it accessible to trainees of all strength levels. Do away with awkward band assisted setups, or risking injury by balancing on a tiny pad on a pulldown machine for assistance!

- Progressive, adjustable movement stopper let's you build range of motion over time.
- Adjustable assistance from Weights, Bands, or both, so you can progress to full body weight.
- High density comfort top pads eliminate pain in the kneeling posture
- **Product size (cm): 168 x 131 x 122**

GLS Nordic Curl

SKU: PSSS0400



Pro Series

Power Squat

The Primal Pro Series Power Squat has been created to engage all of the muscle groups recruited from a barbell squat while at the same time providing a much safer risk-free alternative.

- The feeling of free weights with the safety of a machine
- Overbuilt heavy duty frame
- Oversized barbell and shoulder pads for comfort
- Non-slip foot plate for secure foot placement
- Multiple load positions
- **Product size (cm): 143 x 158 x 124**

Power Squat

SKU: PSSS0408



Performance Series

Front Facing Lat Pulldown

The Primal Performance Series Front Facing Lat Pulldown has a dual Lever loading system that keeps tension on the muscle through the whole repetition. Width adjustable, free-floating rotating handles on a precision Laser cut mount make any grip possible.

- 180 Degree Angle on Pillow Block Bearings
- Horizontal Adjustable Seat for Vertical Pulley Range
- 360 Degree Handles
- Multi Width Grip
- **Product size (cm):** 180 x 125 x 24

Front Facing Lat Pulldown

SKU: PSSS0409



Performance Series

ISO Lat Pull-Down

The ISO Lat Pull-Down has been engineered with over-sized grip handles, allowing users to adjust their grip horizontally, vertically or using an angled grip. Each grip targets the back muscles in a slightly different motion, providing users with the most complete, Lateral Pull-Down Machine on the market.

- Independent movement of each machine arm
- Converging or diverging range of motion
- Safely isolates muscle groups
- Maximises weight used whilst applying a natural lifting motion
- **Product size (cm):** 192 x 160 x 197

ISO Lat Pull-Down

SKU: PSSS0009



Performance Series

ISO Low Back Row

The Primal Performance Series ISO Lever Machines have been engineered to work in the natural motion of the body in order to optimise the isolation of the intended muscle groups.

- 3mm Commercial Steel, ISO Lever Low Back Row
- Unique Design for Lower Angle Back Rows
- Extended, Olympic Weight-Pin Holders for Maximum Load
- Ergonomically Designed to Move in The Body's Natural Motion
- Premium Rubber and Aluminium-Capped Handles
- **Product size (cm):** 157 x 129 x 163.4

ISO Low Back Row

SKU: PSSS0057



Performance Series

ISO Incline Lever Row

The ISO Incline Row offers a chest-supported and very natural incline row motion. The ergonomic design allows users to achieve a full range of motion whilst isolating and developing the targeted back muscle groups more effectively than any machine on the market. Horizontal and vertical handles, allowing users to adjust their grip, each grip targets the back muscles in a slightly different motion.

- Support Pad for safe, heavy duty rows
- Safely isolating muscle groups
- **Product size (cm):** 182 x 105 x 120

ISO Incline Lever Row

SKU: PSSS0011



Performance Series

ISO Full Back Row

The ISO Full Back Row has been engineered with horizontal and angled grip handles, allowing users to adjust their grip, whereby each grip targets the back muscles in a slightly different motion.

- Unique, Quick-Release Seat Adjustment
- Extended, Olympic Weight-Pin Holders for Maximum Load
- Premium Rubber and Aluminium-Capped Handles
- **Product size (cm):** 163 x 142 x 124



ISO Full Back Row

SKU: PSSS0010

Pro Series

Standing T-Bar Row

This premium t-bar row has adjustable width, multi-grip handles which allows users to perform different variations of t-bar rows. An extended bullhorn has plenty of room to load up on plates and there is also the option to use the t-bar row with resistance bands via the band pegs.

- Heavy-duty 4mm Steel T-Bar Row
- Adjustable Width Handles With Multiple Grips
- Extended Bullhorns
- Band Pegs for Additional Resistance
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 212 x 104 x 52.5



Standing T-Bar Row

SKU: PSSS0118

Pro Series

Multi Row

The Primal Pro Series Multi Row allows safe and effective rowing movements against plate loaded resistance. Adjustable safety stops let you change the range of motion, and three grip options effectively target lats, mid back, or the rear of the shoulder.

- Isolateral movement arms – train one arm at a time or both at once.
- Easily adjusted bottom position safety catch changes the range of motion to suit all sizes of user.
- **Product size (cm):** 176 x 88 x 118



Multi Row

SKU: PSSS0403

Pro Series

Adjustable T-Bar Row

This machine has been uniquely designed to help target your back muscles and build strength and size. The T-Bar Row also helps to improve your posture and balance. It is made of heavy-duty steel and is built to last. The adjustable handle makes it easy to switch up your workout and target different muscle groups.

- Heavy-duty 4mm Steel Incline T-Bar Row
- Height Adjustable Footplate
- Adjustable Width Handles with Rotating Grips
- Comfortable Padded Chest Support
- Extended Bullhorn
- **Product size (cm):** 220 x 105 x 1300



Adjustable T Bar Row

SKU: PSSS0416



**Performance Series****ISO Incline Chest Press**

The Primal Strength Commercial Incline Chest Press offers a natural and very 'true' pressing motion and is a 'must have' item for any commercial gym or sports facility..

- 3mm Commercial Steel ISO Lever Incline Chest Press
- Quick-Release Seat Adjustment
- Olympic Weight-Pin Holders for Maximum Load
- Ergonomically Designed to Move in The Body's Natural Motion
- **Product size (cm):** 153 x 103 x 168.4

ISO Incline Chest Press

SKU: PSSS0056-2

**Performance Series****ISO Chest Press**

The Performance Series ISO Chest Press offers a natural and very 'true' pressing motion and is a 'must have' item for any commercial gym or sports facility. Aside from its aesthetic appeal, the ergonomic and user-friendly design make this a far superior product to any chest press machine on the market.

- Unique Quick-Release Seat Adjustment
- Extended Olympic Weight-Pin Holders for Maximum Load
- Premium Rubber and Aluminium-Capped Handles
- **Product size (cm):** 220 x 120 x 87

ISO Chest Press

SKU: PSSS0007

**Performance Series****ISO Shoulder Press**

The ISO Shoulder Press you can perform both a seated, front-facing press exercise and a standing machine-facing press. The machine is also engineered to support both single and dual-arm lifts and is also excellent for safely performing standing power presses, all of which make this the premier shoulder press machine on the market.

- Independent movement of each machine arm
- Converging or diverging range of motion
- Safely isolating muscle groups
- **Product size (cm):** 205 x 134 x 164

ISO Shoulder Press

SKU: PSSS0008



Pro Series Horizontal ISO Chest Press

The Primal Pro Series Horizontal ISO Chest Press is built to withstand use in high traffic commercial gyms with every component of the highest quality.

- Ergonomically Designed for a Full Range of Motion When Pressing
- Independent Arms
- Oversized Bullhorns
- Commercial Pillow Block Bearings
- Lifetime Frame Warranty
- **Product size (cm):** 168 x 199.5 x 110

Horizontal ISO Chest Press

SKU: PSSS0129



Pro Series Shoulder Press/ Incline Press Combo

The Primal Pro Series Incline / Shoulder press allows overhead press, high incline and low incline pressing movements to be performed in comfort.

- Ergonomically designed to allow perfect positioning for shoulder press, high incline, and incline pressing.
- Isolateral movement arms.
- Fully adjustable seat position and angle can make pressing possible even for those with pre-existing shoulder pain.
- High Quality heavy gauge steel frame
- **Product size (cm):** 210 x 176 x 78

Shoulder Press Incline Combo

SKU: PSSS0404





SELECTORISED

Our range of selectorised strength machines offer the best in ergonomics, with overbuilt frames and heavy stacks up to 125kg. Our machines have been expertly designed to ensure a smooth motion that isolates muscle groups and that stands up to heavy use in your commercial gym facility.

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Performance Series

125kg Selectorised Leg Extension

This machine has been designed to provide a natural, smooth feel while isolating the quadriceps and hamstrings. It features gas sprung mechanisms for smooth adjustments and an electro powder coated matte black finish.

- Unique dual hinge foot and knee adjusters
- 125kg Stack (5kg Increments)
- 1000kg Rated Cables
- Heavy-Duty Frame & Laser Cut Stack Shroud
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 98 x 124 x 162

125kg Selectorised Leg Extension

SKU: PSSS0077



Performance Series

100kg Selectorised Prone Hamstring Curl

This industry leading prone hamstring curl is perfect to strengthen and tone the hamstrings. The prone position allows users of different sizes and lengths to adjust the tibia pad to maximize the contraction of the hamstring muscles with minimal movement, while also providing a wider range of motion.

- Adjustable Back Rest for Multi-Angle Shoulder Press
- 100kg Stack (5kg Increments) & 1000kg Rated Cables
- Split pad for Perfect positioning
- Heavy Duty Frame & Laser-Cut Stack Shroud

100kg Selectorised Prone Hamstring Curl

SKU: PSSS0115



Performance Series

125kg Selectorised Seated Hamstring Curl

This performance series seated leg curl has been designed with expertise with its biomechanically precise movement trajectories to guarantee optimal muscle activation..

- Sealed Bearings with a locking base
- Dual Handle Chin-Ups & Extended Dip bars
- 125kg Stack (5kg Increments)
- 1000kg Rated Cables
- Heavy Duty Frame & Laser-Cut Stack Shroud
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 75 x 156 x 162

125kg Selectorised Seated Hamstring Curl

SKU: PSSS0141



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**Performance Series****125kg Selectorised Standing Calf Raise**

This machine is designed to perfectly isolate targeted muscle groups, with urethane injection-moulded pads and double stitched covers for durability. The standing calf raise can improve balance, posture, and coordination, as well as increase flexibility and range of motion. It can also help reduce the risk of injury..

- Up to 125kg Stacks
- Multi Hinge Adjustments Ensuring Full Range in Both Movement
- Gas Sprung Adjustments
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 100 x 145 x 223

125kg Selectorised Standing Calf Raise

SKU: PSSS0146

**Performance Series****125kg Selectorised Seated Leg Press**

Designed with a sleek and solid finish, this leg press has an easy to use selector pin to adjust resistance, the seat position can also be altered to provide comfort and stability for users of all sizes. The high-quality padded seat and backrest offer a comfort.

- Gas Sprung Adjustments
- 125kg Stack
- 1000kg Rated Cables
- Heavy Duty Frame & Laser-Cut Stack Shroud
- Urethane Injection Moulded Pads
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 167 x 137 x 162

125kg Selectorised Seated Leg Press

SKU: PSSS9100



Performance Series

125kg Selectorised Lat Pulldown

The Primal Performance Series Lat Pulldown has been extensively tested and developed over the past 24 months and offers the very best in ergonomics, overbuilt frames and heavy stacks up to 125kg.

- Multi Hinge Adjustments Ensuring Full Range in Both Movement
- Gas Sprung Adjustments
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 100 x 145 x 223



125kg Selectorised Lat Pulldown

SKU: PSSS0081

Performance Series

125kg Selectorised Incline Cable Row

The Primal Performance Series Incline Cable Row is a modern take on an Old School classic. The angled pull, combined with an elevated foot position, make it easy to train the lats through their full range of motion whilst maintaining a safe position for the lower back.

- Ergonomically designed to isolate the lats
- Full height foot platform.
- High Quality heavy gauge steel frame.
- **Product size (cm):** 227 x 74 x 56



125kg Selectorised Incline Cable Row

SKU: PSSS0145

Performance Series

125kg Selectorised Seated Row

The Primal Performance Series Seated Row has been extensively tested and developed over the past 24 months and offers the very best in ergonomics, overbuilt frames and heavy stacks up to 125kg.

- Multi Hinge Adjustments Ensuring Full Range in Both Movement
- Gas Sprung Adjustments
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 100 x 145 x 223



125kg Selectorised Seated Row

SKU: PSSS0114



Performance Series

125kg Selectorised Bicep Curl

This arm curl machine features an adjustable seat height, a heavy-duty curl pad, a small cam for direct ratio, a 100kg stack with 5kg increments, a heavy-duty frame, and laser-cut stack shrouds.

- Adjustable Seat Height & Heavy Duty Curl pad
- Small Cam for Direct Ratio
- 125kg Stack (5kg Increments)
- 1000kg Rated Cables
- Heavy-Duty Frame & Laser Cut Stack Shroud
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 109 x 117 x 162

125kg Selectorised Bicep Curl

SKU: PSSS0112



Performance Series

125kg Selectorised Tricep Dip

This triceps dip machine has been designed and built to with biomechanics in mind to perfectly isolate the triceps. The gas sprung mechanisms ensure smooth movement and heavy stacks up to 125kg supports a range of training demands. It has a laser cut metal shroud to safely protect the weight shroud and users and backed by a lifetime frame warranty it will stand up to any multi use gym facility.

- Smooth Sealed Bearings
- 125kg Stack (5kg Increments) & 1000kg Rated Cables
- Adjustable Seat Height
- Heavy Duty Frame & Laser-Cut Stack Shroud
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 169 x 122 x 162

125kg Selectorised Tricep Dip

SKU: PSSS0113



Performance Series

125kg Selectorised Standing Lat Raise

This standing lat raise has been engineered with Ultra-Smooth Pivot Bearing Handles and a gas-powered adjustable foot plate.

- Ultra-Smooth Pivot Bearing Handles
- Gas Powered Adjustable Foot Plate
- 125kg Stack (5kg Increments)
- Heavy Duty Frame & Laser-Cut Stack Shroud
- 1000kg rated cables
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 90 x 139 x 181

125kg Selectorised Standing Lateral Raise

SKU: PSSS0133



Performance Series

125kg Selectorised Chest Press

This chest press features an adjustable back rest to give a multi-angle press positions and includes multi seat and hand variations, making this machine adaptable to a wide range of users.

- Adjustable Back Rest for Multi-Angle Press
- 125kg Stack (5kg Increments) & 1000kg Rated Cables
- Multi Seat Height & Hand Positions
- Heavy Duty Frame & Laser-Cut Stack Shroud
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 187 x 111 x 162

125kg Pin-Select Chest Press

SKU: PSSS0080



Performance Series

125kg Selectorised Shoulder Press

Biomechanically engineered to isolate the target muscles, this multi-angle shoulder press stacks up to 125kg for the widest range of users. The double stitched pads and heavy duty frame are built to withstand use in a variety of gym environments and sectors including hotels, studios, and education. With a sleek black finish this essential piece of kit is a fundamental for any commercial space.

- Adjustable Back Rest for Multi-Angle Shoulder Press
- 125kg Stack (5kg Increments) & 1000kg Rated Cables
- Multi Seat Height & Hand Positions

125kg Selectorised Shoulder Press

SKU: PSSS0082



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DUAL SELECTORISED

Our industry leading range of heavy duty, commercial dual selectorised machines have been extensively tested and developed. Offering the very best in ergonomics, overbuilt frames and heavy stacks mean every machine adjusts perfectly to isolate the targeted muscles whilst gas sprung mechanisms ensure smooth changes between adjustments.

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Performance Series

125kg Selectorised Dual - Leg Extension/ Leg Curl

This dual leg extension/leg curl maximises your gym space. With dual functionality this machine allows easy transition between movements with the gas sprung, multi hinge adjustments.

- Up to 125kg Stacks
- Multi Hinge Adjustments Ensuring Full Range in Both

125kg Selectorised Dual Leg Ext / Leg Curl SKU: PSSS0036



Performance Series

125kg Selectorised Dual - Leg Extension/Prone Leg Curl

Our dual leg extension/prone curl has been extensively tested over a 24 month period and represents the best in ergonomic design. The gas sprung mechanisms ensure smooth changes between adjustments.

- Up to 125kg Stacks
- Multi Hinge Adjustments Ensuring Full Range in Both Movements
- Gas Sprung Adjustments

125kg Dual Selectorised Leg Ext / Prone Leg Curl SKU: PSSS0042



Performance Series

125kg Selectorised Dual - Adductor/ Abductor

This dual purpose machine allows for multiple popular uses in one machine to exercise both inner and outer thighs. This combined with the compact design makes this a multi functional space saving asset to any facility.

- Compact Dual Design
- Up to 125kg Stacks
- Multi Hinge Adjustments Ensuring Full Range in Both Movements

125kg Selectorised Dual Adductor / Abductor SKU: PSSS0076





Performance Series
**125kg Selectorised
 Dual - Pec Fly/Rear Delt**

This machine has been ergonomically designed for the smoothest possible motion with stacks up to 125kg. Allowing for a full range of motion this 2-in-1 piece can be used to work the pecs, shoulders, and rear delts.

- Dual Pillow Block Bearings for the smoothest motion possible
- Multi Angle pad for additional isolation support
- 125kg Stack (5kg Increments)
- Heavy Duty Frame & Laser-Cut Stack Shroud

125kg Selectorised Dual Pec Fly/Rear Delt SKU: PSSS0108



Performance Series
**125kg Selectorised
 Dual - Chest/Shoulder
 Press**

Built for the fullest possible range of motion and smoothest movements, this biomechanically designed equipment has been built to withstand the toughest gym environments.

- Compact Dual Design
- Up to 125kg Stacks
- Multi Hinge Adjustments Ensuring Full Range in Both Movements
- Gas Sprung Adjustments

125kg Selectorised Dual Chest/Shoulder Press SKU: PSSS0043



Performance Series
**125kg Selectorised
 Dual - Bicep Curl /
 Tricep Extension**

Biomechanically designed for maximum movement potential for both bicep curls and tricep extensions, this dual purpose machine has also been crafted with saving space in mind.

- Compact Dual Design
- Up to 125kg Stacks
- Multi Hinge Adjustments Ensuring Full Range in Both Movements
- Gas Sprung Adjustments

125kg Selectorised Dual Bicep Curl / Tricep Ext SKU: PSSS0045



Performance Series
**125kg Selectorised
 Dual - Lat Pulldown/
 Seated Row**

Crafted to cater for two of the most popular movements in one space-saving machine. Our dual purpose lat pulldown/seated row has been engineered to withstand heavy commercial use. Stacks up to 125kg allow for a personalised workout for a range of users while the multi hinged adjustments allow for the fullest range of motion in both movements.

- Compact Dual Design
- Up to 125kg Stacks
- Multi Hinge Adjustments Ensuring Full Range in Both Movements
- Gas Sprung Adjustments
- Double Stitched "Customisable" Pad Covers

125kg Selectorised Dual Lat Pull / Seated Row SKU: PSSS0044



Performance Series
**125kg Selectorised
 Dual - Assisted Chin Dip**

Built to withstand the toughest workouts and the rigours of everyday commercial use, this dual purpose machine has been built to last. This piece of equipment allows the user to work their back and shoulder muscles using the pull up function, or their triceps using the dip option. The incremental stacks up to 125kg will support the training needs of a wide range of users.

- Sealed Bearings with a locking base
- Dual Handle Chin-Ups & Extended Dip bars
- 125kg Stack (5kg Increments)
- 1000kg Rated Cables
- Heavy Duty Frame & Laser-Cut Stack Shroud
- Double Stitched "Customisable" Pad Covers
- **Product size (cm):** 75 x 156 x 162

125kg Selectorised Dual Assisted Chin Dip SKU: PSSS0109



Performance Series

125kg Dual Adjustable Pulley

Premium commercial dual adjustable pulley system with 2 x 125kg weight stacks with 21 easily adjustable positions. Includes accessories and features multi-grip pull-up handles.

- 1.6:1 ratio
- 125kg Stack (5kg Increments)
- Magnetic pop pins
- Heavy Duty Frame & Laser-Cut Stack Shroud
- Revolving Stirrup handles included
- **Product size (cm):** 171 x 101 x 213

125kg Dual Adjustable Pulley

SKU: PSSS9013

Performance Series

Dual Arm Functional Trainer

The Dual Arm Functional Trainer is a must-have in any commercial gym setting. Offering an almost unlimited range of exercises due to the freedom of movement provided by rotating pulleys, this piece of equipment is suited to the widest possible range of users. Each arm rotates vertically and horizontally through 12 adjustments and the aluminum pulleys with bearings ensure fluid movement.

- 2x90kg, Individual stacks – 2:1 Ratio
- Multi-Height Adjustable Arms
- 11 vertical positions and 6 horizontal positions

Dual Arm Functional Trainer

SKU: PSSS0117-2





Performance Series

125kg Pin-Select Cable Crossover (2 x 125kg Stacks)

The Primal Performance Series Cable Machines are our industry leading range of commercial selectorised machines.

- 2 x 125kg Weight stacks
- 2:1 Weight stack ratio
- Attachment storage mount
- Multi-grip pull-up frame
- Double coated surface treatment
- Magnetic weight stack pin
- **Product size (cm):** 387 x 92 x 225

125kg Pin-Select Cable Crossover

SKU: PSSS0144

Pro Series

Functional Trainer & Accessories (2 x 100kg Stacks)

Functional Trainer has been engineered to be an ultrasmooth, dual-adjustable pulley that will stand out in any commercial training facility. The heavy duty design ensures it is perfect for sports team facilities, commercial gyms, PT studios or as a multi-use trainer in a hotel or school environment..

- Commercial, Heavy Duty, Dual-Adjustable Pulley Trainer
- Two 100kg Weight Stacks in 5kg Increments
- Full Range of Commercial, Hardened-Chrome Accessories with Training Chart
- Premium, Full Length, Rubber Grip Chin-Up Bar with Support Step
- Metal Shrouds, Metal Pop Pins, Commercial Grade Cables and Bush Bearing Pulley Wheels
- 2 x Handle Attachments

Functional Trainer & Accessories

SKU: PSSS0005



Pro Series

Compact Dual Adjustable Pulley (2 x 90kg Stacks)

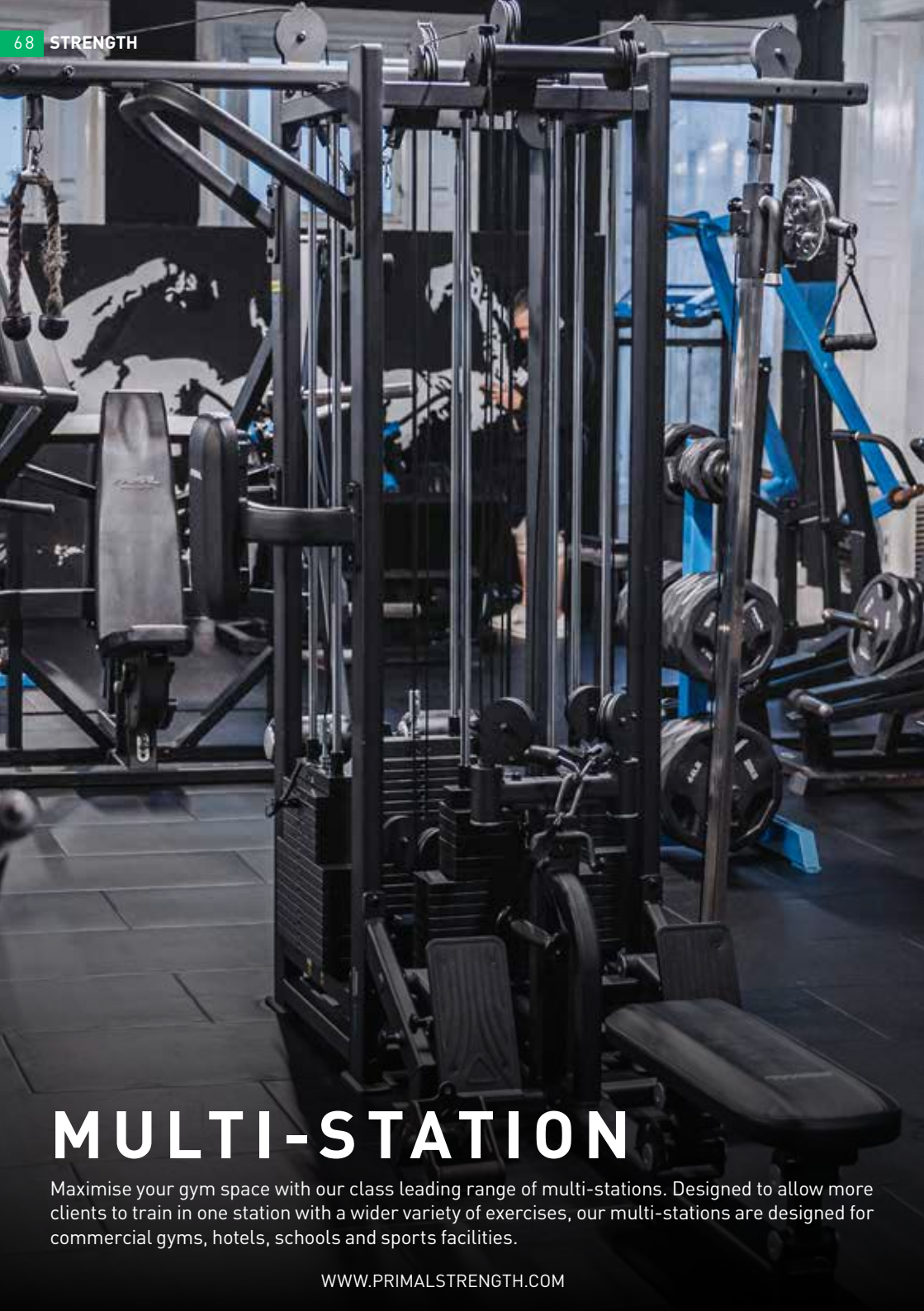
The Primal Strength Compact Functional Trainer has been expertly designed and engineered to be an ultra-smooth dual adjustable pulley machine offering a wide variety of exercises. The functional trainer has two 90kg weight stacks in 5kg increments. The compact, space-saving design is perfect for any home or private training facility.

- Compact, Dual Adjustable Functional Trainer
- 90kg Weight Stacks
- Multi-Angle Chin-up Bars
- Range of Accessory Handles Included
- 15 Pulley Positions
- Light-Commercial Warranty

Compact Dual Adjustable Pulley

SKU: PSSS0035





MULTI-STATION

Maximise your gym space with our class leading range of multi-stations. Designed to allow more clients to train in one station with a wider variety of exercises, our multi-stations are designed for commercial gyms, hotels, schools and sports facilities.

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Performance Series

Adjustable High-Low Pulley

- 123kg Weight stacks
- 1:1 Weight Stack Ratio on pulldown and low row, 2:1 on all others
- Height adjustable low cable row & lat pulldown seats
- Oversized & height adjustable low cable row foot plates with rubber inserts (on 4-Stack Multi-Station)
- Multi-layer polyurethane foam seat padding
- Polyurethane anti-sweat & antibacterial performance upholstery
- Dual pulleys for lat pulldown and low row stations
- Stainless steel roller tubing with 32 adjustable positions
- Aluminium pulley wheels
- 5.8mm PU covered pulley cables
- 2.5mm steel frame thickness
- Stainless steel chin-up handle multi-grip
- Double layer frame paint coating
- Anti-slip rubber floor protectors
- Accessories included - lat pulldown bar, tricep v-bar, stirrup handles



Free Standing Single Pulley Station

SKU: PSSS0150

Performance Series

4-Station Multi-Stack

- 123kg Weight stacks
- 1:1 Weight Stack Ratio on pulldown and low row, 2:1 on all others
- Height adjustable low cable row & lat pulldown seats
- Oversized & height adjustable low cable row foot plates with rubber inserts (on 4-Stack Multi-Station)
- Multi-layer polyurethane foam seat padding
- Polyurethane anti-sweat & antibacterial performance upholstery
- Dual pulleys for lat pulldown and low row stations
- Stainless steel roller tubing with 32 adjustable positions
- Aluminium pulley wheels
- 5.8mm PU covered pulley cables
- 2.5mm steel frame thickness
- Stainless steel chin-up handle multi-grip
- Double layer frame paint coating
- Anti-slip rubber floor protectors
- Accessories included - lat pulldown bar, tricep v-bar, stirrup handles



4-Station Multi Gym

SKU: PSSS0150

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Performance Series 5-Station Multi-Stack

- 123kg Weight stacks
- 1:1 Weight Stack Ratio on pulldown and low row, 2:1 on all others
- Height adjustable low cable row & lat pulldown seats
- Oversized & height adjustable low cable row foot plates with rubber inserts (on 4-Stack Multi-Station)
- Multi-layer polyurethane foam seat padding
- Polyurethane anti-sweat & antibacterial performance upholstery
- Dual pulleys for lat pulldown and low row stations
- Stainless steel roller tubing with 32 adjustable positions
- Aluminium pulley wheels
- 5.8mm PU covered pulley cables
- 2.5mm steel frame thickness
- Stainless steel chin-up handle multi-grip
- Double layer frame paint coating
- Anti-slip rubber floor protectors



5-Station Multi Stack

SKU: PSSS0151



Performance Series 8-Station Multi-Stack

- 123kg Weight stacks
- 1:1 Weight Stack Ratio on pulldown and low row, 2:1 on all others
- Height adjustable low cable row & lat pulldown seats
- Oversized & height adjustable low cable row foot plates with rubber inserts (on 4-Stack Multi-Station)
- Multi-layer polyurethane foam seat padding
- Polyurethane anti-sweat & antibacterial performance upholstery
- Dual pulleys for lat pulldown and low row stations
- Stainless steel roller tubing with 32 adjustable positions
- Aluminium pulley wheels
- 5.8mm PU covered pulley cables
- 2.5mm steel frame thickness
- Stainless steel chin-up handle multi-grip
- Double layer frame paint coating
- Anti-slip rubber floor protectors
- Accessories included - lat pulldown bar, tricep v-bar, stirrup handles



8-Station Multi Stack

SKU: PSSS0155





SMITH MACHINES

Smith machines are essentially a rack and a barbell. The barbell follows a fixed range of motion up or down the machine. Smith machines can be used for a variety of exercises or regressions for free weight exercises. Our smith machines are perfect for commercial or independent gym settings. They are designed with safety in mind, with multiple catch positions throughout the machine and an ultra smooth bar glide experience.

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Performance Series

Smith Machine

High performance smith machine featuring multi-grip pull-up handles and ample plate storage. Also doubles as a half power rack and includes j-hooks and spotter catchers.

- New Design with Performance Rack at Front & J-Hooks
- Commercial Sealed Bearings
- Ultra-Smooth Bar Glide
- Rear Plate Storage
- Chin-up Handles
- 500kg Maximum Weight Capacity
- **Product size (cm):** 387 x 92 x 225



Smith Machine

SKU: PSSS0125

Performance Series

5 Degree Smith Machine

This smith machine offers a simple and sleek design, with spotter catchers that can be moved easily to the desired height. The knurled Olympic bar can be moved smoothly in a linear motion. This machine can be used for a variety of exercises to promote every muscle group.

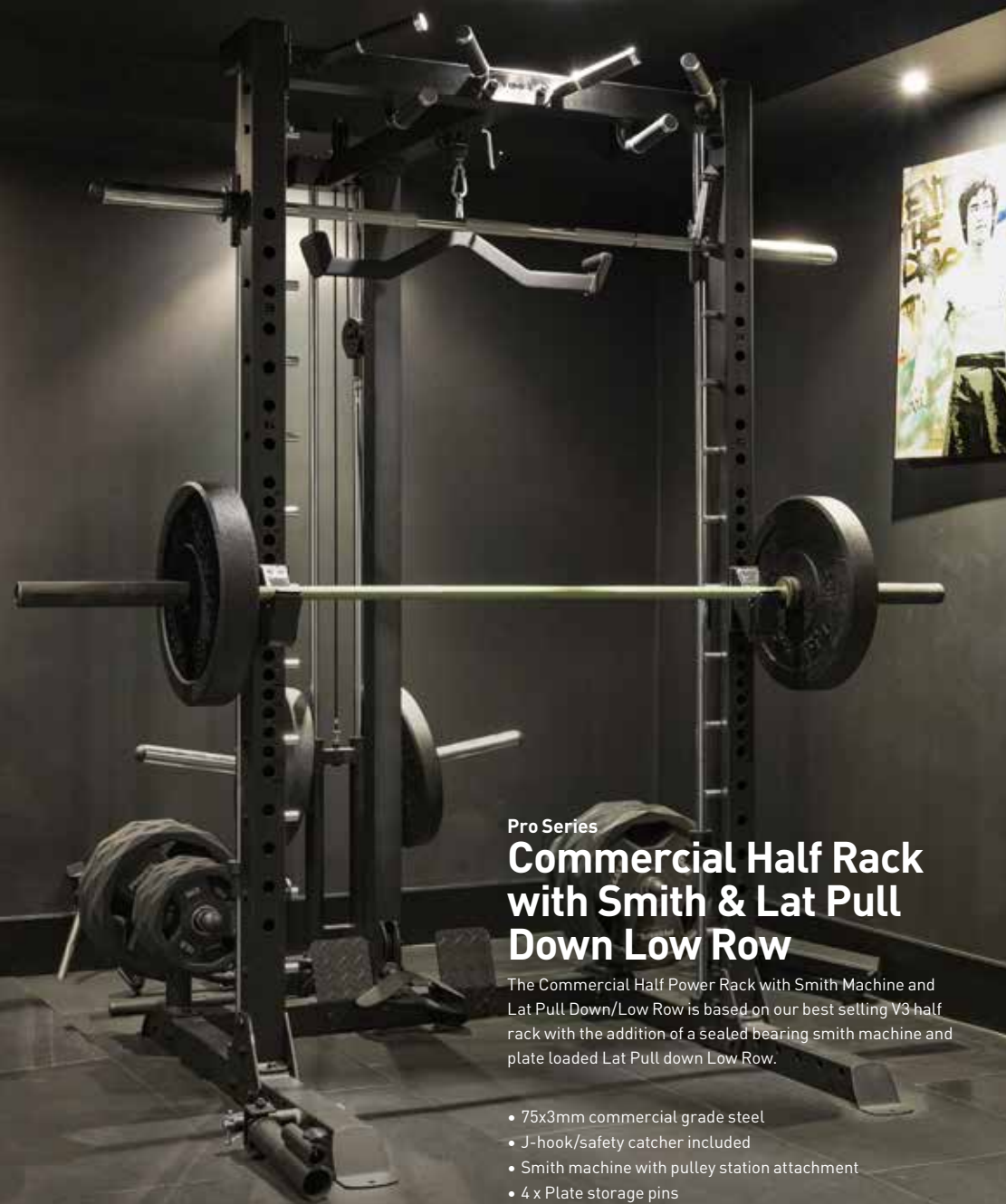
- Commercial Grade, Heavy Duty, Smith Machine with a 250kg Capacity
- Extended Cage Depth to Accommodate Any Bench
- 11 Laser-cut Rack Holes for a Wide Range of Bar and Spotter Supports
- 20kg, 30mm Knurled Bar with Closed-Bush Bearings and Olympic Ends
- 6 Olympic Disc Holders



5 Degree Smith Machine

SKU: PSSS0006

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Pro Series

Commercial Half Rack with Smith & Lat Pull Down Low Row

The Commercial Half Power Rack with Smith Machine and Lat Pull Down/Low Row is based on our best selling V3 half rack with the addition of a sealed bearing smith machine and plate loaded Lat Pull down Low Row.

- 75x3mm commercial grade steel
- J-hook/safety catcher included
- Smith machine with pulley station attachment
- 4 x Plate storage pins

Commercial Half Rack with Smith & Lat Pull SKU: PSPR0053

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BENCHES

Weight benches are the centrepiece of strength workouts. They can be used with dumbbells, barbells or on their own. At Primal we stock a variety of gym benches. They are all used for various exercises that target different muscle groups. These include flat benches, adjustable benches, preacher curl benches or hyperextension benches. At an affordable price point our gym benches are ideal for both commercial or home gym setups and everything in-between.

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Performance Series

Olympic Flat Bench

This olympic flat bench is built with a sleek design which allows the user to focus solely on the upper body by placing less stress on the back. With adjustable feet rollers allowing the product to be versatile for all sizes.

- Olympic disc plate storage
- Max user capacity 350kg

Olympic Flat Bench

SKU: PSWB0160



Performance Series

Olympic Incline Bench

The Primal Performance Series Olympic Incline Bench. An incline style olympic bench with storage pins for ease. Stable and ergonomic with multiple racking points to take your upper body strength to the next level safely.

- Olympic disc plate storage
- Max user capacity 350kg

Olympic Incline Bench

SKU: PSWB0155



Performance Series

Olympic Decline Bench

This olympic decline bench built with a sleek design allowing the user to focus solely on the upper body by placing less stress on the back. With adjustable feet rollers allowing the product to be versatile for all sizes.

- Olympic disc plate storage
- Max user capacity 350kg

Olympic Decline Bench

SKU: PSWB0156



Performance Series

IPF Combo Bench

The Primal Performance Series IPF Combo Bench integrates bench press and squat stands in to a single unit, as per those commonly used in IPF Powerlifting competition.

- High Quality heavy gauge steel frame with Lifetime warranty
- Locking height adjustable bench press safety catchers
- Leverage system allows height adjustment with the loaded bar in place
- 3 degree "in" or "out" tilt function allows for unobstructed narrow or wide hand spacing on squats
- Bench Press section detaches in seconds without the use of tools.

IPF Combo Bench

SKU: PSWB0016



Performance Series

Olympic Safety Bench

Push the boundaries of your bench press with the Primal Performance Series Olympic Safety Bench.

- Industry Leading, 1000kg Rated, Commercial Safety Bench
- Premium Fat Pad back support – 75mm deep, 355mm wide and 1320mm in length
- Premium Rubber Sandwich J-Hooks and Safety Straps
- 6 Band hooks
- Non-slip spotter platform
- Adjustable to 14 heights.

Olympic Safety Bench

SKU: PSWB0024



Performance Series

Prone Row Bench

Give your clients more options to train back and upper body with our prone row. Designed to provide comfort and stability when lifting this bench is backed by a lifetime frame warranty

- Designed for prone/seal rows
- Head space for optimum comfort
- Lifetime frame warranty

Prone Row Bench

SKU: PSS0314



Performance Series
V2 FID Bench

The Primal Performance Series V2 FID Bench sets a new standard in premium, FID benches.

- Full Commercial, Premium, Flat/Incline/Decline Bench
- Custom Gym Logo Available
- Made from 3mm Steel with 8mm Chrome Wave
- Heavy Duty Frame with Lifetime Warranty
- Premium, Angled Pads
- 500kg Max User Weight & All Metal Finishes



V2 FID Bench available in a range of colours

V2 FID Bench - Black	SKU: PSWB0013
V2 FID Bench - Green	SKU: PSWB0014
V2 FID Bench - Grey	SKU: PSWB0017
V2 FID Bench - Pink	SKU: PSWB0018
V2 FID Bench - Blue	SKU: PSWB0019
V2 FID Bench - Yellow	SKU: PSWB0020
V2 FID Bench - Red	SKU: PSWB0021



Performance Series
V2 FID Bench - 30cm Wide Pad

The Primal Performance Series V2 FID Bench with Wide Support Pad is perfect for that bit of extra upper back support but with all the quality we know and love from our V2 FID bench.

- Full Commercial, Premium, Flat/Incline/Decline Bench
- Made from 3mm Steel with 8mm Chrome Wave
- Heavy Duty Frame with Lifetime Warranty
- Premium, Angled Pads
- 500kg Max User Weight & All Metal Finishes

V2 FID Bench - with 30cm Wide Pad SKU: PSWB9085



Performance Series
Flat to Incline Bench

The Primal Performance Series Flat to Incline Bench is our latest, industry leading, commercial adjustable bench. The bench angles from flat to 90 degrees incline.

- Monster Series Flat to Incline 450kg Rated Bench
- Integrated Handle & Wheels for ease of transportation
- No Gap Between Seat & Back Pad
- Multi Angle Seat & 30cm Width Back Pad
- Injection Moulded Urethane Pads
- Matte Black 3mm Steel Frame with 10mm Brushed Steel Laser Etched Supports
- Lifetime Frame Warranty

Flat to Incline Bench SKU: PSWB9086

Performance Series
Ab Attachment

The Primal Performance Series Ab Attachment simply connects to the top of our Performance Series Flat to Incline Bench to allow for a variety of decline ab exercises.

- Ab support for Flat to Incline Bench (PSWB9086)
- Fits rear of bench
- Only fits Primal adjustable bench



Ab Attachment SKU: PSWB9086-a

**Performance Series****GHD/Reverse Hyper Combo**

The Primal Strength GHD + Reverse Hyper lets you train glutes, hamstrings, lower back, abs, hip flexors, and obliques with a large variety of exercises including back extensions, glute ham raises, reverse hyperextensions, GHD sit ups / abs

- Quick-Release, Multi-Adjustable Length & Height Set-Up
- Unique rotating pad giving flat, curved, and angled pad options.
- Easy access and exit with multiple ergonomically placed steps and hand holds
- Angled weight lever for optimised Reverse

GHD/ Reverse Hyper Combo

SKU: PSSS0407

**Performance Series****Glute Ham Developer (GHD)**

The Primal Performance Series GHD is multi-adjustable for both length and height, allowing trainers to set their perfect position. GHD's are widely regarded as a must use machine in most strength and conditioning programmes for hamstring, glute, and posterior chain training.

- Oversized Dual Pads and Foot Supports for Comfort and Muscle Isolation
- Quick-Release, Multi-Adjustable Length & Height Set-Up
- Power Band Pegs for Additional Power Training
- Support Handles For Reverse Hypers

GHD

SKU: PSSS0054

**Performance Series****Ab Bench**

The PRIMAL Ab Bench offers maximum stability and support for a wide range of core exercises, making it the perfect addition to any gym. Designed with durable materials and precision engineering, it provides a safe and effective way to strengthen your abs, obliques, and lower back muscles.

- Urethane injection moulded pads
- Anti-sweat & antibacterial performance upholstery
- Double layer frame paint coating
- 3mm steel frame thickness
- Anti-slip rubber floor protectors
- 300kg weight capacity
- Lifetime frame warranty, one year on wearable parts

Ab Bench

SKU: PSWB0159



Performance Series

Hyper Extension

- The Performance Series Hyper Extension Roman Chair is industry leading
- Overbuilt using 75x75mm box steel and backed by a lifetime frame warranty
- The Hyper has injection moulded urethane pads, a non-slip footplate and oversized main pads
- It has an easily adjusted height and length for the perfect isolation. Simply slide the frame and lock in using the Brushed steel pop-pin
- Finished in Matte black, with chrome Monster Series Primal Strength Logos
- Lifetime frame and one year wearables warranty

Hyper Extension

SKU: PSSS0310



Performance Series

Sissy Squat

The Primal Performance Series Commercial Sissy Squat is the ultimate 'leg day' finisher and ensures you have isolated the quads!

- Heavy Duty Sissy Squat
- Adjustable Height
- Adjustable Angled Foot Support
- Premium Commercial Pads
- Grid Design Non-Slip Foot Plate
- Band Pegs for Powerbands
- Wheels to Easily Move Around the Gym

Sissy Squat

SKU: PSAC0128

Performance Series

Multi-Purpose Hip Thrust Bench

The Primal Performance Series Multi-Use Hip Thrust Bench is designed to accompany any leg training regime. Perfect for working your glutes doing hip thrusts and working the quads on split squats and box jumps.

- Commercial grade hip thrust padded bench
- Optimal height and design for hip thrusts
- UK made
- Non-slip base
- Perfect for step-ups, split squats and box squats
- **Product size (cm):** 45 x 60 x 30



Multi-Purpose Hip Thrust Bench

SKU: PSAC0171

Performance Series

Hip Thruster & Floor GHD

The Primal Performance Series Hip Thrust Floor GHD is a heavy-duty dual machine designed for exercises for your posterior chain and as an adjustable height support pad for hip thrusts.

- Adjustable Height Hip Thrust Pad
- Adjustable Foot Supports
- Movable Pads for Knee Support
- Oversized Frame on Wheels/Stands Upright
- 8 Band Pegs Per Side



Hip Thruster & Floor GHD

SKU: PSSS0075



Pro Series
V2 Adjustable Olympic Bench (With Spotter & Platform)

The Primal Pro Series Olympic Bench with Spotters and Platform has been engineered for power lifters and IPF style competitions. It truly is the ultimate Olympic bench for any commercial facility.

- Built to IPF Specification with a 600kg Weight Capacity
- Adjustable Height of Safety Spotters & Bar Holders
- Metal Commercial-Grade Pop-Pins for Quick Adjustment
- Adjustable Power Band Holders with Pegs
- Lifetime Frame Warranty, Using High Quality 4mm Heavy-Gauge Steel

V2 Adjustable Olympic Bench

SKU: PSWB0506

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Pro Series
Multi Adjustable Bench with Foot Support

The Primal Pro Series Multi Adjustable Bench with Foot Support is the ultimate PT or high-end home bench.

- Multi-Adjustable Light Commercial FID Bench
- Adjustable Foot Support
- 6 Angle Back Pad
- 3 Angle Seat
- Lifetime Frame & One Year LC Parts

Multi Adjustable Bench with Foot Support

SKU: PSWB0023

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Pro Series

Preacher Curl Bench

The Primal Pro Series Preacher Curl Bench is a heavy duty commercial grade preacher curl bench designed for gyms, PT studios and sport centres.

- Ergonomically Design Pad for the Perfect Curl Angle
- Adjustable Seat Height
- Low-Height Bar Catcher Allows Full Range of Motion
- Heavy-Duty Commercial Steel Frame
- Double stitched Premium Pads

Preacher Curl Bench

SKU: PSSS0034



Pro Series

Seated Preacher Curl

Built to withstand heavy use any commercial facility the Primal Pro Series Preacher Curl's gas powered adjustable seat and injection moulded pads provide a solid set up for customer to focus on isolating the biceps.

- Gas Powered Adjustable Seat Height
- Dual Bar Placement
- Oversized Tube Frame
- Injection Moulded Pads

Seated Preacher Curl

SKU: PSSS0121



Pro Series

Standing Preacher Curl

The Primal Pro Series Standing Preacher Curl can be used from either side. With a choice of 45 or 90 degree injected moulded arm rest positions to fully isolate your biceps.

- Dual Scott Curl & Angled pad
- Urethane Protected Safety Arms
- Oversized Tubing
- Injection Moulded Pads

Standing Preacher Curl

SKU: PSSS0122





Pro Series

Hip Thruster Bench & Floor GHD

The Primal Pro Series Hip Thruster and floor GHD is perfect for glute exercises, power work and hip extensions. The Hip Thruster/GHD combines both an oversized hip thruster pad and adjustable height, floor glute ham developer.

- Dual Hip Thruster/Extension Bench and Floor GHD
- Oversized Hip Thruster Pad
- Adjustable GHD Leg Support Heights & Non-Slip Foot Plate
- Compact Design on Wheels
- Lifetime LC Frame Warranty

Hip Thruster Bench & Floor GHD SKU: PSSS0538



Pro Series

Kneeling Hip Thrust

The Primal Pro Series Kneeling Hip Thrust provides a safe and comfortable base for performing a variety of popular glute building exercises including kneeling hip thrusts, fire hydrants, cable kickbacks and standing abduction and adduction exercises.

- Comfortably perform the kneeling hip thrusts and other cable loaded glute movements
- Provides a comfortable and stable base for donkey kickbacks, fire hydrants, and standing abduction exercises
- Pair with any low cable station or elastic band resistance

Kneeling Hip Thrust SKU: PSSS9097



Pro Series

Flat Dumbbell Bench

The Primal Pro Series Flat Dumbbell Bench is designed for flat, heavy-duty dumbbell work but also works well in Full Racks and Smith Machines.

- Full Commercial, Premium, Flat Dumbbell Bench
- Heavy Duty Frame with Lifetime Warranty
- Double Stitched Pad & All Metal Finishes
- Transport Wheels
- 350kg Max User Weight
- **Product size (cm):** 144 x 61 x 42

Flat Dumbbell Rack SKU: PSWB0008



Pro Series

Flat Folding PT Bench

This flat folding bench is light and easy to move and store but built with a heavy duty frame to stand up to use in a commercial gym.

- Light and easy to use
- Heavy Duty Frame & Laser-Cut ends
- Folds flat for convenient space saving storage
- Life time frame and 1 year parts warranty



Flat Folding PT Bench SKU: PSWB9088



Pro Series

V3 Adjustable Folding Bench

The Primal Pro Series Folding Bench is the perfect addition to any home or commercial gym which is tight for space. The integrated handle and castor wheels make it very easy to move around and store.

- Nine back rest positions from decline, flat, to incline
- New flat seat design
- Commercial grade
- Double stitched pads
- Integrated carry/hang handle and wheel
- 350kg max weight capacity



V3 Adjustable Folding Bench SKU: PSWB9089



FREE WEIGHTS

As a leader in the strength equipment industry, we understand that free weights have been a cornerstone of commercial gyms for decades. From classic dumbbells and barbells to modern kettlebells, our extensive collection of free weights is carefully curated to meet the needs of lifters at any level. Each weight is crafted with premium materials and ergonomic design to ensure maximum effectiveness and safety during use

Performance Series Rubber Calibrated Comp Bumpers

- 10kg-25kg Weights
- Colour coded to Olympic weightlifting specification
- Raised lip around the edges for ease of lifting
- Calibrated steel three-piece centre with lock bolts



Rubber Calibrated Competition Bumper 10kg	SKU: PSWD0105
Rubber Calibrated Competition Bumper 15kg	SKU: PSWD0106
Rubber Calibrated Competition Bumper 20kg	SKU: PSWD0107
Rubber Calibrated Competition Bumper 25kg	SKU: PSWD0108

Performance Series Urethane Calibrated Bumpers

- 5kg-25kg Weights
- Machined-Steel Core Calibrated to Under 5g Tolerance
- 450mm IWF Standard Diameter, 50mm centre
- High-Durometer Premium Urethane Bumpers



Urethane Bumper 5kg	SKU: PSWD0119
Urethane Bumper 10kg	SKU: PSWD0120
Urethane Bumper 15kg	SKU: PSWD0121
Urethane Bumper 20kg	SKU: PSWD0122
Urethane Bumper 25kg	SKU: PSWD0123

Performance Series Urethane Discs

- Premium Urethane Finish
- Brushed Steel Inserts
- 1.25-25kg Range
- Thinner Plates, Perfect for Plate Loaded Machines



Urethane Weight Plate 1.25kg	SKU: PSPG0071
Urethane Weight Plate 2.5kg	SKU: PSPG0072
Urethane Weight Plate 5kg	SKU: PSPG0073
Urethane Weight Plate 10kg	SKU: PSPG0074
Urethane Weight Plate 15kg	SKU: PSPG0075
Urethane Weight Plate 20kg	SKU: PSPG0076
Urethane Weight Plate 25kg	SKU: PSPG0077



Performance Series

Technique Bumpers

Olympic Training Technique Weight Plate

- Available in 2.5kg & 5kg options
- IWF Standard 45cm Diameter
- 2.5kg = 50mm Thickness
- 5kg = 77mm Thickness

Technique Weight Plate 2.5kg SKU: PSWD0545

Technique Weight Plate 5kg SKU: PSWD0546

Performance Series

V2.0 Steel Calibrated Plates

- 2.5kg-50kg Weights
- Colour coded to Olympic weightlifting specification
- Calibration plugs

V2.0 Steel Calibrated Plate 2.5kg (190x16mm) SKU: PSWD0512

V2.0 Steel Calibrated Plate 5kg (228x21.5mm) SKU: PSWD0513

V2.0 Steel Calibrated Plate 10kg (325x21mm) SKU: PSWD0514

V2.0 Steel Calibrated Plate 15kg (400x21mm) SKU: PSWD0515

V2.0 Steel Calibrated Plate 20kg (450x22.5mm) SKU: PSWD0516

V2.0 Steel Calibrated Plate 25kg (450x27mm) SKU: PSWD0517

V2.0 Steel Calibrated Plate 50kg (450x50mm) SKU: PSWD0518

Performance Series

Custom Steel Calibrated Plates

- Machined-Steel Core Calibrated to Under 5g Tolerance
- Olympic Colour System
- Primal branded or UK made fully customised logo
- World's Thinnest Plates
- No steel deterioration

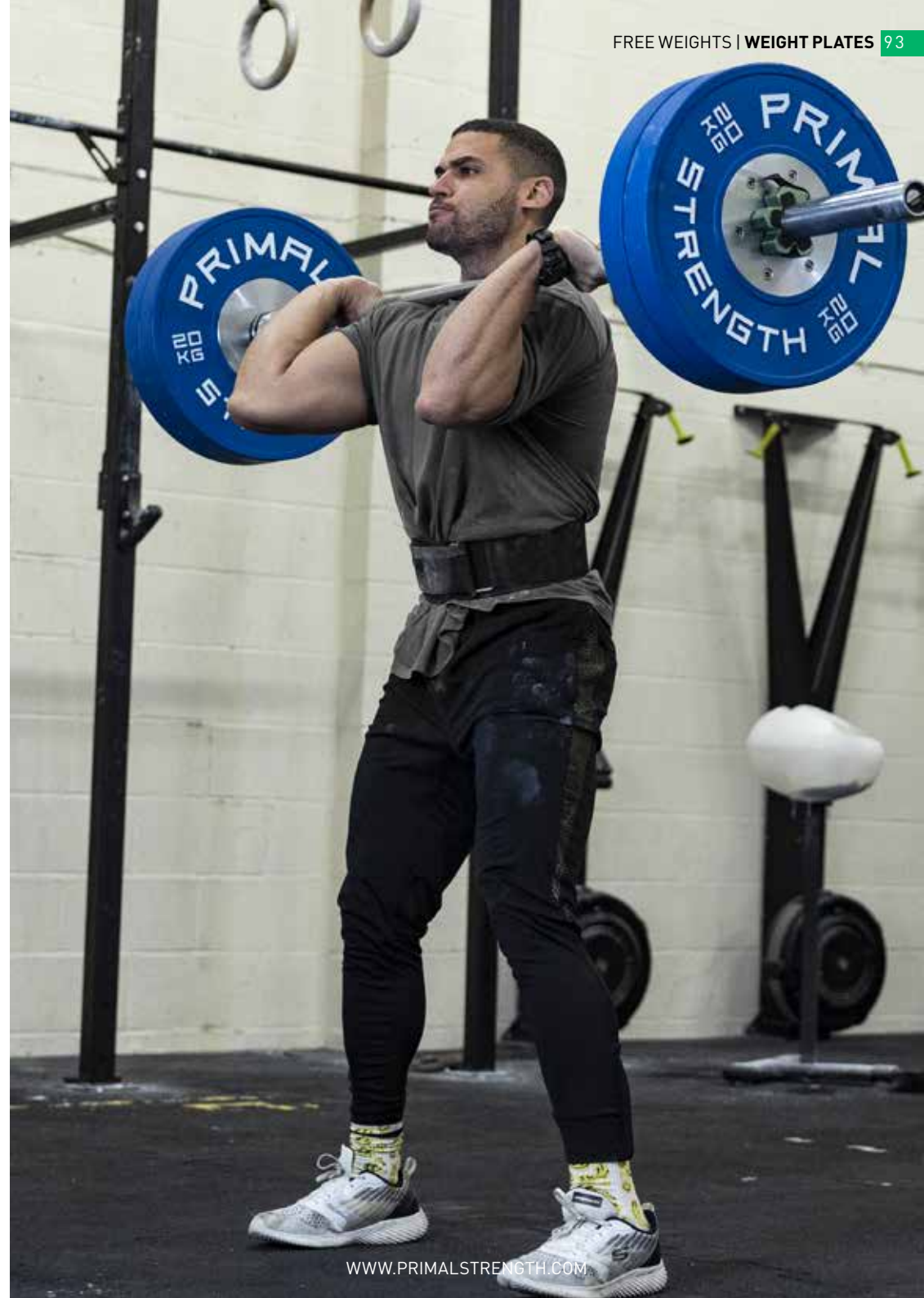
Calibrated Custom Olympic Plate 5kg SKU: PSWD9255

Calibrated Custom Olympic Plate 10kg SKU: PSWD9256

Calibrated Custom Olympic Plate 15kg SKU: PSWD9257

Calibrated Custom Olympic Plate 20kg SKU: PSWD9258

Calibrated Custom Olympic Plate 25kg SKU: PSWD9259





Performance Series

Urethane Weight Plates

- Premium Urethane Finish
- Brushed Steel Inserts
- 1.25-25kg Range
- Thinner Plates, Perfect for Plate Loaded Machines

Urethane Weight Plate 1.25kg	SKU: PSWD9125
Urethane Weight Plate 2.5kg	SKU: PSWD9205
Urethane Weight Plate 5kg	SKU: PSWD9005
Urethane Weight Plate 10kg	SKU: PSWD9010
Urethane Weight Plate 15kg	SKU: PSWD9015
Urethane Weight Plate 20kg	SKU: PSWD9020
Urethane Weight Plate 25kg	SKU: PSWD9025



Pro Series

Hi-Temp Grain Bumpers

- Hi-Temp Olympic Bumper Plate with Colour Fleck
- Brushed-Steel, Enclosed, Rounded-Centre 50mm Holes
- Tested to Under 2% Tolerance of Displayed Weight
- High Bounce to Protect Bars and Floors
- 2-Year Full Commercial Warranty

Hi-Temp Grain Bumper 5kg	SKU: PSWD0125
Hi-Temp Grain Bumper 10kg	SKU: PSWD0126
Hi-Temp Grain Bumper 15kg	SKU: PSWD0127
Hi-Temp Grain Bumper 20kg	SKU: PSWD0128
Hi-Temp Grain Bumper 25kg	SKU: PSWD0129



Pro Series

Rubber Olympic Disc

- Uniquely Designed Premium Rubber Olympic Discs
- Brushed-steel, Rounded-Centre 50mm Holes
- Calibrated to Under 1% of Displayed Weight
- Tri-Grip Handles with Anti-Roll Disc-Edge Design

Rubber Olympic Disc 1.25kg	SKU: PSWD0001
Rubber Olympic Disc 2.5kg	SKU: PSWD0002
Rubber Olympic Disc 5kg	SKU: PSWD0003
Rubber Olympic Disc 10kg	SKU: PSWD0004
Rubber Olympic Disc 15kg	SKU: PSWD0005
Rubber Olympic Disc 20kg	SKU: PSWD0006
Rubber Olympic Disc 25kg	SKU: PSWD0007



Pro Series

Coloured Rubber Bumpers

- Virgin Rubber Olympic-Training Bumper Plates
- Brushed-Steel, Rounded-Centre 50mm Holes
- Rated to 2% Tolerance of Displayed Weight
- Range from 5 to 25kg in Olympic Lifting Colours
- 2-Year Commercial Warranty

Coloured Rubber Bumper 5kg	SKU: PSWD0023
Coloured Rubber Bumper 10kg	SKU: PSWD0024
Coloured Rubber Bumper 15kg	SKU: PSWD0025
Coloured Rubber Bumper 20kg	SKU: PSWD0026
Coloured Rubber Bumper 25kg	SKU: PSWD0027



Pro Series

Bumpers Plates

- Virgin Rubber Olympic-Training Bumper Plates
- Brushed-Steel, Rounded-Centre 50mm Holes
- Rated to 2% Tolerance of Displayed Weight
- Range from 5 to 25kg in Olympic Lifting Colours
- 2-Year Commercial Warranty

Bumper Plates 5kg	SKU: PSWD9250
Bumper Plates 10kg	SKU: PSWD9251
Bumper Plates 15kg	SKU: PSWD9252
Bumper Plates 20kg	SKU: PSWD9253
Bumper Plates 25kg	SKU: PSWD9254

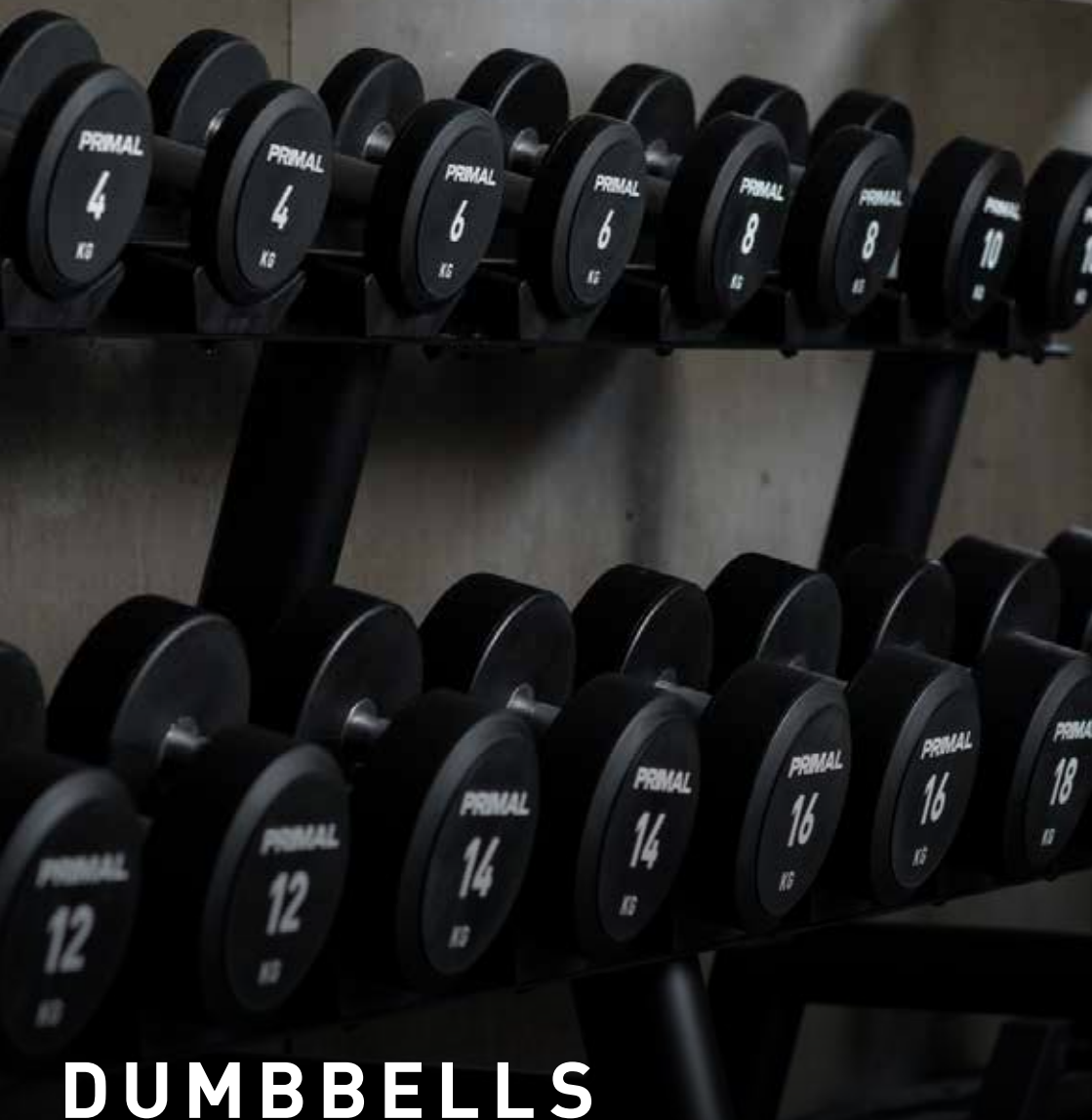


Pro Series

Black Bumpers

- Virgin Rubber Bumper Plate
- 5-25kg weight range
- Brushed-steel, Enclosed, Rounded-centre 50mm Holes

Black Bumper 5kg	SKU: PSWD0398
Black Bumper 10kg	SKU: PSWD0399
Black Bumper 15kg	SKU: PSWD0400
Black Bumper 20kg	SKU: PSWD0401
Black Bumper 25kg	SKU: PSWD0402



DUMBBELLS

Dumbbells are one of the most versatile investments to make for a training environment. Dumbbells can be used in many different types of workouts, whether that's strength or endurance based training such as HIIT or circuits. They are highly effective at building muscle and aid in fixing muscle imbalances as they are used unilaterally. We stock both full dumbbell sets or individual sets in various different materials, such as rubber, metal and urethane.

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Performance Series V2 Custom Steel Dumbbells

The Primal Performance Series Custom Steel Dumbbells will transform any gym or performance centre.

- Hardened, Milled Steel, Ensuring Smaller Dumbbell Ends
- 35mm, 1.2mm knurl, Ionised Black handles
- Lifetime No Break Warranty
- 2/3/4 custom end plates for Full Colour Logo or Primal Strength Logo



Custom Steel Dumbbells Set 3-25kg SKU: PSWD0192

Custom Steel Dumbbells Set 3-50kg SKU: PSWD0193

Custom Steel Dumbbells Set 4-40kg SKU: PSWD0191

Custom Steel Dumbbells available 3-120kg



Performance Series CPU Dumbbells

The Primal Performance Series Urethane Dumbbells will transform any gym or performance centre.

- Primal Strength Urethane Dumbbells
- 30mm Black-Ionised – 45% Stainless Steel handles
- 3-Year Full Commercial Warranty



Urethane Dumbbell Set 2-20kg SKU: PSWD9300

Urethane Dumbbell Set 22-40kg SKU: PSWD9301

Urethane Dumbbell Set 42-50kg SKU: PSWD9302

Urethane Dumbbell Set 52-60kg SKU: PSWD9303

Urethane Dumbbell Set 62-70kg SKU: PSWD9305

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Pro Series Urethane Dumbbells

The Primal Pro Series Urethane Dumbbells will transform any gym or performance centre.

- Primal Strength Urethane Dumbbells
- 30mm Black-Ionised Steel handles
- 3-Year Full Commercial Warranty



Urethane Dumbbell Set 2-10kg	SKU: PSWD0298
Urethane Dumbbell Set 2.5-25kg	SKU: PSWD9225
Urethane Dumbbell Set 27.5-50kg	SKU: PSWD9226
Urethane Dumbbell Set 52.5-70kg	SKU: PSWD9227



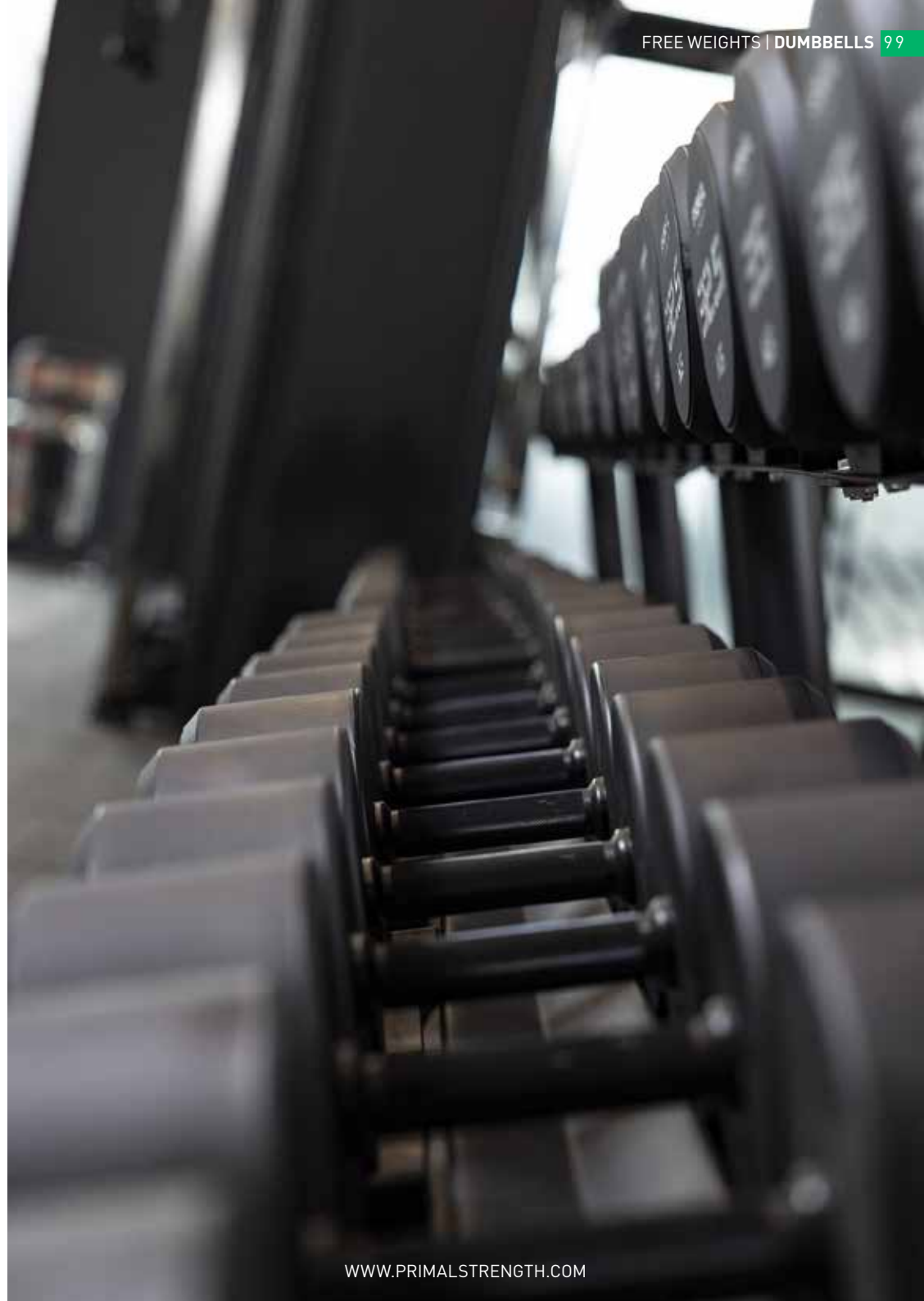
Pro Series Hex Dumbbells

The hexagonal design prevents the dumbbells from rolling when placed on the ground. The heavy-duty rubber coated ends protect your floor from damage and will reduce noise in a busy gym environment.

- Heavy-duty rubber encased heads
- Easy-grip hardened chrome, ergonomic handles
- Solid in pairs of dumbbells ranging from 1kg to 50kg
- 1 Year Full Commercial warranty



PVC Hex Dumbbell Set 1-10kg	SKU: PSPA0030
PVC Hex Dumbbell Set 5-30kg	SKU: PSWD0435
Also available in 1-50kg Individual pairs	SKU:PSWD0404-0431





BARBELLS

At PRIMAL, we offer premium barbells that are designed to elevate the performance of any commercial gym. Our barbells are made to last under heavy use and provide optimal comfort for users. We offer a diverse range of barbells to cater to different gym needs with various features, including tensile strength, precision knurling, optimal whip, and smooth spin.

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Performance Series

Steel 8 Needle Dual Olympic Bar

The Primal Steel 8 Needle Dual Olympic Bar is a versatile piece of equipment that's engineered to cater to a variety of lifting styles including heavy Power-lifting, Olympic-lifting, and Functional Fitness applications.

- Steel Bar
- 8-Needle Bearings and Brass Centre Bearing
- 190,000 PSI-tested Steel/1000kg machine-Tested
- Dual Knurl Markings at 1.2mm
- 3-Year No Bend Warranty
- **Product size:** 2200mm length. Shaft 28mm

Steel 8 Needle Dual Olympic Bar

SKU: PSBA0054



Performance Series

Deadlift Bar

Experience the ultimate lifting performance with Primal Performance Series 230cm Olympic Deadlift Bar. This bar offers a truly special deadlifting experience.

- Longer Bar for More Bar-Bend From The Floor
- 27mm Diameter Bar Grip
- Wide Sleeve Collar on Brush Bushings
- 1.4mm Diamond Aggressive Knurl, with Powerlifting Lines
- The Mid-section (unknurl) is 390mm o Inner length is 1420mm
- 750kg Max Weight Capacity
- Finished in Ionised Black

Deadlift Bar

SKU: PSBA0037



Performance Series

15kg Olympic Technique Bar

The 15kg Dual Bar has been engineered to be used as a multi-purpose Olympic bar. Apty named Linda, after the Linda WOD and designed for use in busy functional boxes and commercial gym environments.

- 25mm Grip, Olympic 15kg Bar
- Machine-Finished with Snap-Ring Ends
- Dual Knurling with a Medium Whip
- 190,000 PSI-Tested, 1000 lb-Rated
- High-Tensile, Black Ionised Steel Bar
- 4 Needle & Brass Bearings

15kg Olympic Technique Bar

SKU: PSBA0008



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Performance Series

8 Needle Dual Olympic Bar



- Machine-Finished, 8-Needle Bearing for Reduced Friction
- Minimum 190,000 PSI-Tested, 1500lb-Rated, High-Tensile Steel, Olympic Bar
- 28m Multi-Knurled, Heavy Duty Bar
- Ionised Black Bar with Snap-Ring End
- Calibrated weight to be accurate to within +/-0.5%
- **Product size:** 2200mm length. Shaft 28mm

8 Needle Dual Olympic Bar Black

SKU: PSBA0002

Performance Series

Austin Olympic Power Bar



The Austin Power Bar has been engineered for use as a multi-purpose power bar for deadlifting, squatting and benching.

- 29mm Grip, Olympic Power Bar, Each sleeve 41.5cm
- Machine-Finished with Snap-Ring Ends
- Centre Knurling with Firm Whip
- 190,000 PSI-Tested, 1500 lb-Rated
- High-Tensile, Black Ionised-Steel Centre Bar
- Steel 50mm Ends with Brass Bearings
- 1.6mm Aggressive Diamond Knurl

Austin Olympic Power Bar

SKU: PSBA0009



Performance Series

Russian Olympic Bar & Collars



The Primal Performance Series Russian Olympic Bar is the ultimate bar for Olympic Lifting training and for anyone doing multiple reps/drops, functional or performance training.

- Premium Russian Sleeve Design Olympic bar
- Unique Quick-Lock/Release Collars Included
- Perfect for Multi-Rep Olympic Lifting
- 28mm Knurl/50mm Sleeve
- Medium to Good Whip 200,000PSI

Russian Olympic Bar & Collars

SKU: PSBA0031

Performance Series

7.5kg Aluminium Technique Bar



The Primal Performance Series 7.5kg Aluminium Technique Bar has been engineered to be used for technique work and junior lifting.

- Perfect your Olympic lifts with this lightweight technique bar
- Multiple knurl positions
- No centre knurling
- Shorter length

7.5kg Aluminium Technique Bar

SKU: PSBA0038

Performance Series

10kg Aluminium Technique Bar



The Primal Performance Series 10kg Aluminium Technique Bar has been engineered to be used for technique work and junior lifting.

- 10kg Olympic Technique Bar
- Dual Medium Knurling
- 60kg Rated
- Smooth Spin
- 1-Year Commercial Warranty

10kg Aluminium Technique Bar

SKU: PSBA0034

Pro Series

Multi Grip Olympic Shrug Bar

Multi-Grip Shrug/Trap Bar is a unique, heavy duty shrug bar with a rotating, multi-grip handle, engineered to improve power, deadlift performance and grip strength.

- Heavy Duty Hex/Trap Bar Designed for Shrugs & Deadlifts
- Unique, Rotating, Knurled, Multi-Grip Handles to Build Grip Strength
- Reduces Back Strain & Great for Power Lifts
- Bull Horn Length 27cm
- Matte Black Frame with a Lifetime Warranty, 450kg Max Capacity

Multi Grip Olympic Shrug Bar - Black

SKU: PSBA0001



Pro Series

Ionised Olympic EZ Bar

The Ionised Black Olympic EZ bar is a heavy duty curl bar engineered using brass bush bearings which not only prolong the life of the bar but are essential to reduce disc friction, allowing for smoother lifts.

- Ionised Black Olympic EZ bar
- Inner length 82cm, total length 120cm
- Bush Bearings for Reduced Friction and Smoother Lifts
- Knurled Bar for Improved Grip
- Heavy Duty Bar with Olympic-Sized Machined-Sleeve Bar Ends
- 2-Year Commercial Warranty

Ionised Olympic EZ Bar

SKU: PSBA0003



Pro Series

Olympic Swiss Bar

The Swiss Olympic Bar has been engineered to be used as a multi-purpose, dual grip pressing bar. The bar has both narrow and wide-grip neutral pressing handles and angled-grip pressing handles.

- Narrow and Wide-Grip Neutral Pressing Handles
- Angled-Grip Pressing Handles
- Swiss/Football Bar Reduces Stress on Shoulder Muscles
- Powder-Coated Black Bar with Hardened Chrome Olympic Ends
- 200kg Weight Capacity

Olympic Swiss Bar

SKU: PSBA0004



Pro Series

4 Needle Dual Olympic Bar

The 4-Needle Olympic Bar has been engineered to be used as a multi-purpose bar for Power-lifting, Weight-lifting and use in Cross Fit boxes.

- Machine-Finished 4-Needle Bearing for Reduced Friction with Bush Bearing Support
- 190,000 PSI Tested, 1500lb Rated, High-Tensile Steel Olympic Bar
- 28mm Dual Knurl Medium Knurl
- 20kg Calibrated weight to be accurate to within +/-0.5%



Dual Olympic 4 Needle Bar SKU: PSBA0005

Pro Series

15kg Olympic Technique Bar Black

Teflon-Coated Dual Black 4-Needle 15kg Olympic Bar is a UK first. We have utilised the same, damage-proofing Teflon style technology that protects household appliances to our barbell to apply an even higher level of durability than our ceramic coated bars.

- Teflon-Coated Bar
- 4 Needle Bearings and Brass Centre Bearing
- 190,000 PSI-tested Steel/1000kg machine-Tested
- Snap End Ring/Laser-Engraved Phosphorised Sleeve
- Dual Knurl Markings at 1.2mm



15kg Olympic Technique Bar Black SKU: PSBA0008T

Pro Series

15kg Olympic Technique Bar Pink

This bar is perfect to be used in any functional area or commercial gym environment, with it's 4 needle bearing for a smooth, reduced friction spin. The bar weighs 15kgs and is suitable for all our primal racks.

- Teflon-Coated 15kg Bar in Primal Pink
- 4-Needle Bearings and Brass Centre Bearing
- 190,000 PSI-tested Steel- 25mm Diameter Grip
- Snap End Ring/Laser-Engraved Phosphorised Sleeve
- Dual Knurl Markings at 1.2mm



15kg Olympic Technique Bar Pink SKU: PSBA0021T



Pro Series

8 Needle Dual Teflon 20kg Olympic Bar

Our 7ft Olympic 8 need bars are available in a variety of colours, When designing the "Its Heavy" bar we used 8-needle bearings for an extremely smooth, reduced friction, quality, spin. The bar is extremely heavy duty and is tested to a minimum of 190,000 pounds per square inch.

- Teflon Coated
- 8-Needle Bearings and Brass Centre Bearing
- 190,000 PSI-tested Steel/1000kg machine-Tested
- Snap End Ring/Laser-Engraved Phosphorised Sleeve
- Dual Knurl Markings at 1.2mm
- 3-Year No Bend Warranty
- Made from 3mm Steel with 8mm Chrome Wave

Olympic Barbell - Camo	SKU: PSBA0026T
Olympic Barbell - Green	SKU: PSBA0019T
Olympic Barbell - Red	SKU: PSBA0020T
Olympic Barbell - Yellow	SKU: PSBA0025T
Olympic Barbell - Blue	SKU: PSBA0018T



Olympic Barbell 20kg available in a range of colours





Pro Series

Steel 4 Needle Dual Olympic Bar

This bar has been created for multi purpose use from power lifting, weightlifting and functional fitness. Providing a smooth, reduced friction spin and extra brass bushing for added support

- Machine-Finished 4-Needle Bearing for Reduced Friction with Bush Bearing Support
- 190,000 PSI Tested, 1500lb Rated, High-Tensile Steel Olympic Bar
- 28mm Dual Knurl Medium Knurl
- Steel Bar with Snap-Ring End

Steel 4 Needle Olympic Bar

SKU: PSBA0055



Pro Series

Olympic Half Hex Bar

The unique design of this half hex bar is perfect for commercial and home use. The multiple grip options allow different muscle groups to be engaged. Limited technique required when deadlifting due to it's impressive design, making it perfect for beginners.

- Perfectly Balanced
- Tested to 350kg load
- Three Grips from 25-45mm
- Oversized 45.3cm Bullhorns

Olympic Half Hex Bar

SKU: PSBA0040



Pro Series

Hex Bar

This hex bar is a game changer when it comes to performing deadlifts. Due to the placing of the handles, this bar allows for the weight load to be in line with the body. It's durable and smaller size makes it a perfect addition to a home gym. Powered coated black frame finish

- Medium Knurl Grip
- Eco Size for Smaller studios and Garage Gyms
- Shorter Space Saving Chrome Bull Horns
- Lifetime frame Warranty

Hex Bar

SKU: PSBA0067



Pro Series Safety Squat Bar

New Primal Strength Safety Squat Bar, angled perfectly for a comfortable squat. The additional safety frame makes re-racking the Primal Strength Safety Squat bar far easier than traditional basic SSB's. Our fully welded frame ensures the bar can safely take 300kg+ without any bending or making your SS bar overly bouncy.

- Thick Padding
- 300kg Weight Capacity (fully welded)
- Additional Safety Frame
- Angle Ensures Perfect Position
- 50mm Olympic End Caps
- Lifetime No-Bend Warranty

Safety Squat Bar

SKU: PSBA0512

Pro Series GLS Hip Thrust Bar

The first barbell designed specifically for hip thrusts! This impressive design allows comfort, ease and maximum control when performing a hip thrust. With a choice of height this can be perfect for any bench

- The first Barbell designed specifically for Hip Thrusts.
- Roll...Rotate...and Thrust!
- Setup for the perfect Hip Thrust at any weight.
- 120mm diameter wipe down pad for ultimate comfort. No more bruises!
- Angled handles for easy rotation and optimal control during the Thrust.
- Choice of 3 height positions to suit all bench heights.

GLS Hip Thrust Bar

SKU: PSBA0542

Pro Series Rubber 10-45kg Fixed Barbell Set

Fixed Barbells are extremely heavy duty and have a sophisticated end-cap design, which ensures the barbells are not only of the highest quality available but also look superb in any studio, gym or sports/functional box.

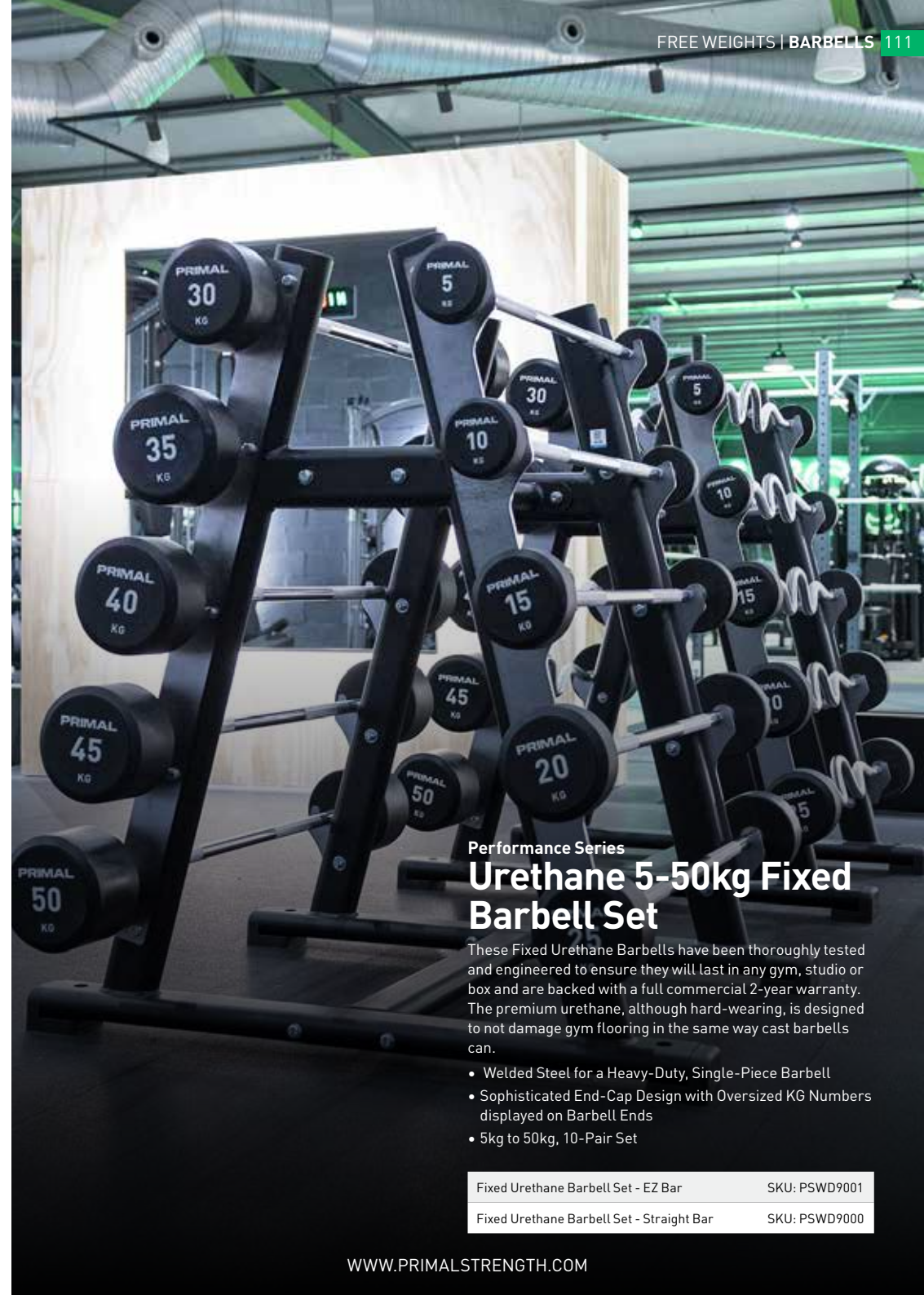
- 45% Stainless-Steel
- Premium Rubber-Moulded Over Locked & Welded Steel for a Heavy-Duty, Single-Piece Barbell
- Sophisticated End-Cap Design with Oversized KG Numbers displayed on Barbell Ends
- 10kg to 45kg, 10-Pair Set

Fixed Barbell Set - Straight Bar

SKU: PSWD0232

Fixed Barbell Set - EZ Bar

SKU: PSWD0028



Performance Series Urethane 5-50kg Fixed Barbell Set

These Fixed Urethane Barbells have been thoroughly tested and engineered to ensure they will last in any gym, studio or box and are backed with a full commercial 2-year warranty. The premium urethane, although hard-wearing, is designed to not damage gym flooring in the same way cast barbells can.

- Welded Steel for a Heavy-Duty, Single-Piece Barbell
- Sophisticated End-Cap Design with Oversized KG Numbers displayed on Barbell Ends
- 5kg to 50kg, 10-Pair Set

Fixed Urethane Barbell Set - EZ Bar

SKU: PSWD9001

Fixed Urethane Barbell Set - Straight Bar

SKU: PSWD9000



Performance Series

Drop Pads (Pair)

Take your barbell workout to the limit with these highly durable drop pads. With a high-density foam filling, these pads will be sure to protect your floor and reduce noise to solely focus on the lift at hand.

- Unique rubber gripped base
- Sold in pairs
- Designed to handle high impact drops - protecting your equipment

Drop Pads - Pair

SKU: PSAC0334



Pro Series

Drop Pad

These drop pads allow training to be taken to new limits, by providing cushioning for high impact drops while also protecting the floor and other equipment. Made with high density foam they'll also reduce noise and absorb vibrations during training sessions.

- High density foam with durable PVC cover
- Protect floor and equipment
- Sold in pairs
- Velcro top slots
- 10kg each pad

Drop Pad

SKU: PSAC0313



Performance Series

Hip Thrust Barbell Pad

This hip thrust barbell pad with it's sleek design will provide comfort when performing hip thrusting exercises. This fits easily over a barbell and can be wiped clean after each use. Fits easily over a barbell providing additional comfort for hip thrust exercises

- Made from high density foam
- Durable wipe clean cover with Primal logo
- Sealed zipper for pad stability with velcro closure
- Measurements:
- Length: 60cm
- Diameter: 12cm
- Thickness: 5cm

Hip Thrust Barbell Pad

SKU: PSAC0172



**Pro Series****Aluminium Lockjaw Collar**

- Sold in pairs
- Our latest Metal Quick Release Lock Collars
- Perfect for 50mm Olympic Bars
- Quick Release Collars
- Rubber Inserts to Ensure Zero Movement
- Range of 4 Colours

Aluminium Lockjaw Collars - Black	SKU: PSBA0027
Aluminium Lockjaw Collars - Red	SKU: PSBA0028
Aluminium Lockjaw Collars - Blue	SKU: PSBA0029
Aluminium Lockjaw Collars - Green	SKU: PSBA0030

Pro Series**Clean & Jerk Bar Attachment**

Add variety to your training sessions with our Viking Press Attachment. Use for power, strength and speed movements with the aid of a rotating neutral grip, perfect for muscle isolation.

- New Style with Bearing Handles
- Neutral Press attachment for Barbells and landmines (revolving handle)
- Allows neutral revolving grip at different shoulder width for pressing and or deadlifts
- Attaches to a 50mm Bar



Clean & Jerk Attachment

SKU: PSAC0131P

Pro Series**Wishbone Bar Attachment**

This is one of the most versatile and ingenious strength training tools available. The Primal Strength Wishbone incorporates natural angles of resistance that builds balance strength without compromising your joints.

- The Wishbone adapts to you as opposed to you adapting to the rigid barbell
- Allows natural flexion and extension of the ankles, knees and hips making it easy to learn!
- Develop lower body functional size and strength
- No weight sitting directly on your upper spine



Wishbone Bar Attachment

SKU: PSAC0132

Pro Series**Stand Alone Landmine**

The Pro Series Stand Alone Landmine is perfect for any Gym, PT Studio or functional space. The heavy weight base and 360 degree swivel allows for a safe and full range of motion, the base comes with an olympic bar (50mm) long bar holder which ensures the bar safely stays in the landmine frame.

- 10mm Steel Base
- Full 360 Range of Motion on Brass Bearing
- Olympic Bar Holder
- Can be Floor Mounted
- Matte Black Powder Coat Finish



Stand Alone Land Mine

SKU: PSAC0133



Pro Series Landmine Stand

The Pro Series Strength Landmine Stand is constructed from high quality steel with integrated castor wheels allowing you to position it where you want with ease. The Landmine Stand allows for easier plate loading and a "rackable" point to start and finish lifts.

- Comfortable starting position for overhead lifts
- Adjustable height position and integrated 2inch weight pins
- Easier plate loading from a safe height
- Easily moved with integrated castor wheel
- High quality steel construction

Landmine Stand

SKU: PSAC3016

Pro Series Lock Jaw Style Collars



- Quick-Release Lock-Jaw Olympic Collars
- Designed for Use in Heavy Duty Gyms or Cross Fit Boxes
- Safety Latch to Secure Collars in Place
- Stronger Grip than Spring Collars
- 2-Year Commercial Warranty

Lock Jaw Style Collars

SKU: PSBA0006



Pro Series Olympic Chains 30kg Pair

Pro Series Olympic Chains are heavy-duty weight lifting commercial 15kg chains. The chains have an extended length of 183cm, making them far superior to cheaper chains which typically only extend to 150cm and do not work with squatting. The total weight of both chains is 30kg.

- Pair of Olympic Lifting Chains with Olympic Collars
- 15kg weight per chain (30kg in total per pair)
- Extended 183cm Length, Suitable for Squatting
- Durable, Zinc-Coated Chain for Indoor and Outdoor Use
- 1-Year Commercial Warranty

Olympic Chains Pair

SKU: PSAC0032



Pro Series Bar Jack

The Primal Deadlift Bar Jack allows users to lift the bar off the ground to easily change plates.

- Deadlift Jack
- Perfect to Lift Any Bar to Remove Plates
- Welded Base Frame
- Rubberised Handle
- Max Load Weight: 350KG

Bar Jack

SKU: PSBA0039



Pro Series Jerk Blocks

The heavy duty jerk blocks come in a set with four heights and handles to easily be moved. If you want to improve your weightlifting technique and perfect your form these are the solution.

- Complete set with four heights available
- Re-Enforced Top layer with stoppers to prevent roll off (must be used for all lifts)
- Heavy duty plywood construction
- Handles for easy movement

Jerk Blocks

SKU: PSAC0121

Pro Series Wooden Bar Jack

Simply remove plates using our Wee or Big Bar Jacks. The only wood design that allows single hand jack use.

Now available in two sizes.

- Small: 22 x 50 - 0.8kg
- Large: 20 x 85 - 1.2kg



Wooden Bar Jack - Small

SKU: PSBA0057

Wooden Bar Jack - Long

SKU: PSBA0058



ACCESSORIES

At PRIMAL, we offer an exquisite range of fitness accessories to enhance and expand your current gym setup. Our premium gym equipment accessories will enhance both the aesthetics and functionality of the equipment across your commercial gym.

WWW.PRIMALSTRENGTH.COM



Performance Series

Black Straight Bar

A versatile cable attachment, allowing isolation and compound movements to be performed elegantly with sole focus on the isolated muscle groups.

- **Product size (cm):** 51 x 4.4 x 11

Black Straight Bar

SKU: PSAC0122



Performance Series

Black Single Cable Handle

The black single cable handle can be attached to any cable machine, constructed to move freely with a rotating handle allowing for single arm movements to be performed effectively.

- **Product size (cm):** 51 x 4.4 x 11

Black Single Cable Handle

SKU: PSAC0123



Performance Series

Black Revolving V Bar

Designed with precision, the multi axis revolving swivel allows the user to move naturally, producing a superior biomechanic movement. Allowing the muscle to be engaged fully producing greater results.

- **Product size (cm):** 51 x 4.4 x 11

Black Revolving V Bar

SKU: PSAC0124



Performance Series

Black Revolving Double Handle

The black revolving double handle attachment is a must have. The revolving aspect of this design reduces stress on the wrists and allows for a perfect grip to use with ease and utilise maximum weights.

- **Product size (cm):** 51 x 4.4 x 11

Black Revolving Double Handle Attachment

SKU: PSAC0125

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**Performance Series****Black Lat Pulldown Bar**

Made from steel, it is strong and reliable. A simple design, allowing exercises to be performed with a fluid motion, it can easily be attached to any cable machine.

- **Product size (cm):** 51 x 4.4 x 11

Black Lat Pulldown Bar

SKU: PSAC0126

**Performance Series****Black Curl Bar**

The Primal Performance Series Black Single Cable Handle is the ideal cable attachment for the likes of triceps pushdowns, cable crossovers and single hand seated rows.

- **Product size (cm):** 51 x 4.4 x 11

Black Curl Bar

SKU: PSAC0127

**Pro Series****Double Tricep Rope**

The Primal Pro Series Double Tricep Rope is suited for an array of tricep exercises and fits all standard carabiner clips.

- Commercial-Grade Double Tricep Rope
- Laser-Etched, Hardened Chrome Centre
- Oversized Rubber Stopper Ends
- 1-Year Commercial Warranty
- **Product size (cm):** 6.5 x 6.5 x 70

Double Tricep Rope

SKU: PSAC0015

**Pro Series****Multi-grip Lat Pulldown Bar**

This highly efficient design gives your back, shoulders and arms the maximum workout. The multi grip points designed with durable rubber allowing for a firm hold.

- **Product size (cm):** 51 x 4.4 x 11

Multi-grip Lat Pulldown Bar

SKU: PSAC0017

**Pro Series****Revolving Double Handle**

- Hardened-Chrome, Double-Handle, Close-Grip Attachment
- Premium Rubber Ergo-Grip
- Revolving Centre Reduces Stress on User's Wrist
- **Product size (cm):** 51 x 4.4 x 11

Revolving Double Handle

SKU: PSAC0018

**Pro Series****Straight Revolving Bar**

The Primal Pro Series Straight Revolving Bar is the ideal cable attachment for the likes of triceps pushdowns.

- Hardened-Chrome, Straight Bar
- Premium Rubber Ergo-Grip
- Revolving Bar Centre, Reduces Wrist Pressure when Pressing
- **Product size (cm):** 51 x 4.4 x 11

Straight Revolving Bar

SKU: PSAC0020

**Pro Series****Double Handle Lat Bar**

The Primal Pro Double Handle Lat Bar is the ideal cable attachment for the likes of wide and close grip pull-downs.

- Hardened-Chrome, Double Handle Lat Bar
- Vertical Wide Grip and Horizontal Close Grip
- Revolving Bar Centre & Premium Rubber Ergo-Grips
- 1-Year Commercial Warranty
- **Product size (cm):** 51 x 4.4 x 11

Double Handle Lat Bar

SKU: PSAC0021

**Pro Series****GLS Crane Handle**

The Primal Pro Series GLS Crane Bar lets you quickly change between 5 grip width options, all using a supinated grip, pronated grip, neutral grip or anything in between, on both pull-down and cable row exercises.

- Ultra smooth bushes and rotor pin give low friction movement in every direction.
- **Product size (cm):** 51 x 4.4 x 11

GLS Crane Handle

SKU: PSAC0166



Pro Series Ab Slings

The Primal Pro Series Ab Slings are an essential tool to deliver the ultimate abdominal workout. The slings can be connected to any bar or rack using the stainless steel, carabiner clips.

- 100kg-Rated, Heavy-Duty Stitching & Canvas Outer
- Can be Attached to Any Bar or Rack
- 1-Year Home Warranty

Ab Slings

SKU: PSAC0022



Pro Series 360 Landmine Barbell Attachment

- Suitable for use with 2" Olympic bars
- Rotating Chrome Handle
- Helps maximise range of motion across lateral raises, one arm rows and multiple core exercises
- Seamless sleeve ensures no scuffs or scratches to your barbell

360 Landmine Barbell Attachment

SKU: PSAC0130



Pro Series Wooden Gym Rings

Highly versatile wooden gym rings, with adjustable straps allowing pull ups, muscle ups and various other exercises to be performed.

- For use indoor and outdoor
- 4 metre adjustable straps included
- Perform pull-ups, muscle-ups and many other exercises
- Hang from a robust structure or training rig

Wooden Gym Rings

SKU: PSAC0039



Pro Series Max Grip Handles

The Primal Pro Series Max Grip Handles provide superior grip with our ergonomically shaped handles which are covered in rubber to allow you to concentrate on the squeeze rather than your grip.

- Set of 5 handles from wide to narrow grip
- Focus on muscle isolation
- Ergonomically shaped to fit the hand

Max Grip Handles

SKU: PSAC0100



Pro Series Squat Ramps

- Improve Your Squat Range
- Fully Welded Pair of Steel Squat Ramps
- Available in 10/20/30 Degree Angles
- Grid Non-Slip Design

Squat Ramp - 10 Degree

SKU: PSAC0118

Squat Ramp - 20 Degree

SKU: PSAC0119

Squat Ramp - 30 Degree

SKU: PSAC0120

Pro Series GLS Bench Buddy

- Shaped triple layer foam pad ensures the correct anatomical position to maximise pectoral muscle recruitment during any pressing or flye exercise.
- Marine ply base.
- Firm, medium density and memory foams provide support and mould to perfectly fit your body.
- Dual Velcro straps to easily attach to any bench or chest machine.

GLS Bench Buddy

SKU: PSAC0164



Pro Series Landmine Attachment

The Primal Pro Series Landmine Attachment is the ideal rack accessory for the likes of landmine presses, landmine rows, Russian twists, single arm bent over rows, and more.

- Suitable for racks with box steel section 75x75
- 26mm hole for Olympic bars
- **Product size (cm):** 51 x 4.4 x 11

Landmine Attachment

SKU: PSAC0314



Pro Series Prone Row Attachment Bench

- Can be adjusted for incline or decline bench exercises
- To be used in any rack with 25mm hole-spacing
- Compact design and stores flat
- Full length body support
- **Product size (cm):** 51 x 4.4 x 11

Prone Row Bench Attachment

SKU: PSAC0501

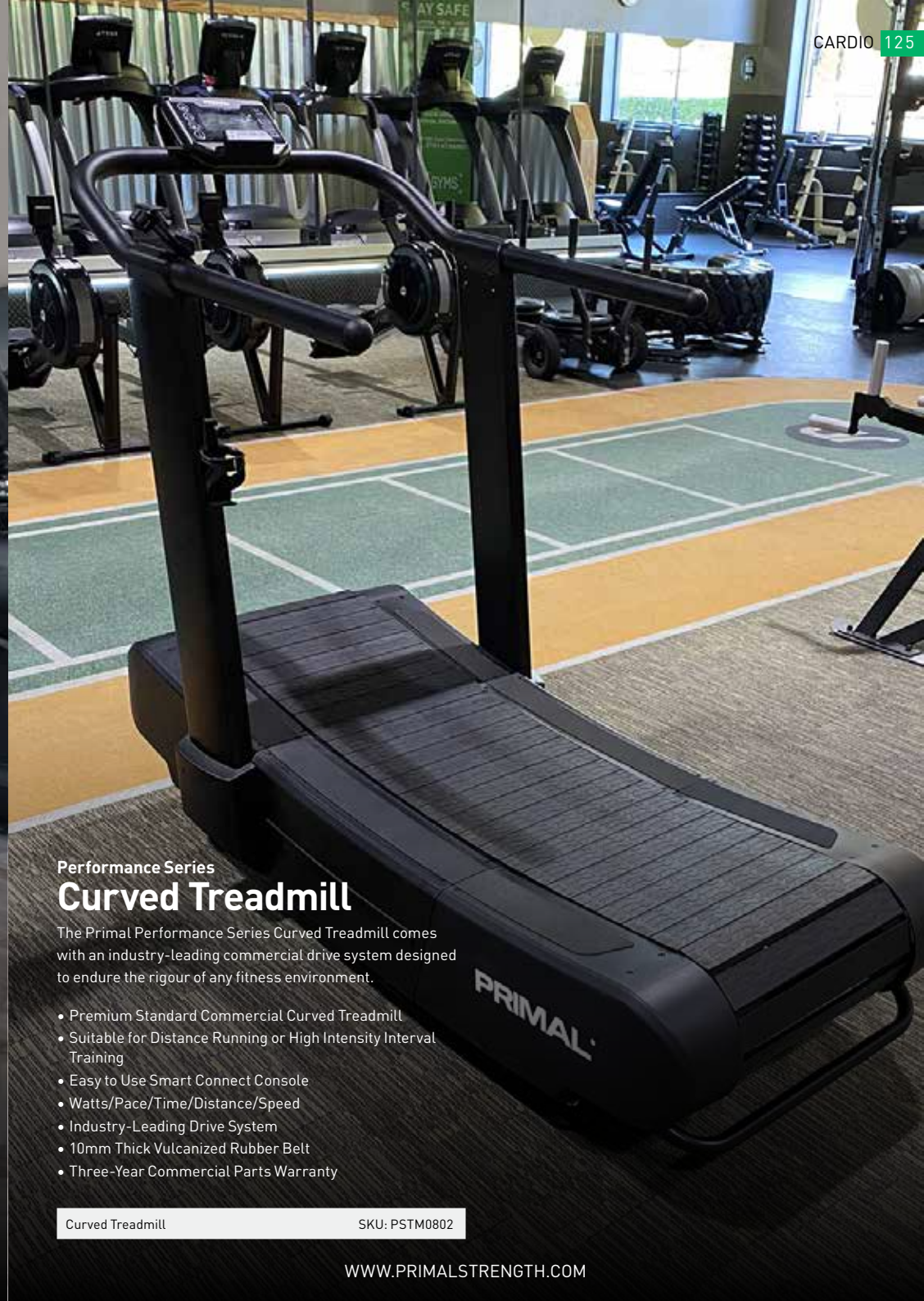




CARDIO

Our full cardio range contains commercial grade machines that are built to withstand the rigours of any gym environment. We offer a wide variety of equipment, meaning more options for your customers. Whether looking at a full cardio zone, or more functional training options for members, we can support you.

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Performance Series Curved Treadmill

The Primal Performance Series Curved Treadmill comes with an industry-leading commercial drive system designed to endure the rigour of any fitness environment.

- Premium Standard Commercial Curved Treadmill
- Suitable for Distance Running or High Intensity Interval Training
- Easy to Use Smart Connect Console
- Watts/Pace/Time/Distance/Speed
- Industry-Leading Drive System
- 10mm Thick Vulcanized Rubber Belt
- Three-Year Commercial Parts Warranty

Curved Treadmill

SKU: PSTM0802

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Pro Series HIIT Air Bike

The Primal Pro Series HIIT Air Bike is a conditioning essential for functional training.

- Single-stage drive belt
- Robust powder coated frame finishing
- Heavy duty commercial frame
- Non-slip dual-grip handles
- Over-sized saddle cushion for comfort
- Vertical & horizontal seat adjustments
- Transport wheels & handle
- LCD Console with time, pace, distance, speed, calories, watts, pulse

HIIT Air Bike

SKU: PSEB0099



Pro Series HIIT Skier And Stand

The Primal HIIT Skier has been designed for the most robust environments. The HIIT Skier is ideal for the gym floor and for use in functional, studio and HIIT training spaces.

- Challenging full body workout
- Floor Stand Included
- Smooth and light cord drive system
- Adjustable air damper for varying stroke resistance
- Comprehensive console programs & feedback
- Bracket to mount a mobile device

HIIT Skier and Stand

SKU: PSRM0108

HIIT Skier Stand Only

SKU: PSRM0107

HIIT Skier (No Stand)

SKU: PSRM0106

Pro Series HIIT Rower

The Primal Pro Series HIIT Rower has been designed for the most robust environments. The HIIT Rower is ideal for the gym floor and for in functional, studio and HIIT training spaces.

- Durable chain drive mechanism
- Adjustable airflow damper to suit your stroke preference
- Comprehensive console programs & feedback for data-driven training
- Adjustable footrests
- Mobile phone mount
- Transportation wheels for easy positioning in the gym



HIIT Rower

SKU: PSRM0101

Pro Series Curved Treadmill

The Primal Pro Series Curved Treadmill is a commercial non-motorised treadmill designed for athletes to sprint at their maximum capacity.

- Commercial Curved Treadmill
- Perfect for HIIT, Sprints & Prowler Sprints
- Time/Distance/Peak Speed/ HR Recovery LCD Feedback
- Wireless Heart Rate
- Six Levels of Resistance
- Two-Year Commercial Parts Warranty



Curved Treadmill

SKU: PSTM0043



Pro Series Stepper

The Primal Pro Series Stepper Stepper combines the familiar dependent stepping action with an arched step-rail design and impressive 16" maximum step height for an effective lower body workout.

- 20 levels of resistance
- A turbo cooling fan to keep you cool
- Bright LED screen displays all pertinent information during the workout and a summary of accumulated data scrolls when you have finished
- Large cushioned pedals

Stepper

SKU: PSCS0800



Pro Series Upright Bike

- A vertical ratcheting, pop pin engaged seat post and micro adjustments of the seat in the fore/aft direction
- Heart Rate % Profile -There is a bar graph integrated into the console that lets you know where your heart rate is in relation to projected maximum (calculated when you enter your age in the programming section of each program)
- A heavy duty 30 lb. flywheel results in more inertia (Revolutions Per Minute & Watt output)
- The dual spring seat is made of high durometer foam, and the pedals are also padded for less stress on your feet
- Interval programmes, Bluetooth & wireless receiver
- Backed with a 1 year parts warranty

Upright Bike

SKU: PSEB0800



Pro Series Elliptical

The Primal Pro Series Elliptical is designed with convenience, comfort, reliability, and aesthetic appeal in mind. We are confident that if people enjoy the experience – proper ergonomics and biomechanics, a smooth, quiet stride, important workout data feedback, and challenging programs, that they will adhere to a regular exercise routine..

- Self-Generating, can be placed anywhere in your gym
- 13.5kg Flywheel
- Heart Rate Programmes and Feedback
- 20" Stride Length
- Footplates have 2° of inversion that help place your body into an anatomically correct position throughout the

Elliptical

SKU: PSET0800



Pro Series Treadmill

- Large Blue-LED Matrix Window w/20-Character Message Centre, and 4 Separate LED Windows, with tablet Friendly Reading Rack Holder, convenient water bottle holder, and cargo compartment for keys, phone, or MP3 player.
- 4HP Continuous Duty DC Drive Motor w/Grade H Insulation
- 22" x 60", Habasit® Commercial, Multi-Ply Belt
- 6 cushions evenly distributed throughout the unit ensure a comfortable experience
- Dual cooling fans included. This may just be the reason individuals extend their workout by a few minutes.
- 150kg Max User Weight

Treadmill

SKU: PSTM0800



Pro Series Recumbent Bike

The Primal Pro Series Recumbent Bike is a smooth, extremely durable, commercial recumbent bike in black with a blue LED monitor.

- Easy to adjust the seat by pulling up on the yellow spring loaded handle
- The seat and backrest are made of high durometer foam pads; the pedals are also padded for less impact stress
- Heart rate monitor and programs
- A heavy duty 14kg flywheel results in more inertia (Revolutions Per Minute & Watt output)
- Self-generating motor allowing the bike to be placed anywhere

Recumbent Bike

SKU: PSRB0800



FUNCTIONAL FITNESS

Functional training consists of exercises that are performed in multiple planes of movements and work multiple muscle groups. This form of training has grown in popularity, as it has a direct impact on activities outside the gym. Whether that be walking or playing a sport. Functional fitness is a great way to increase your quality of life, you can find all the equipment you need here at Primal. From kettlebells to sandbags and even battle ropes.

WWW.PRIMALSTRENGTH.COM

Performance Series Competition Kettlebells

The Primal Performance Series Competition Kettlebells delivers a highly accurate, calibrated-kettlebell perfect for both competitions and technique work.



Competition Kettlebell 8kg	SKU: PSWD0017
Competition Kettlebell 12kg	SKU: PSWD0500
Competition Kettlebell 16kg	SKU: PSWD0501
Competition Kettlebell 20kg	SKU: PSWD0502
Competition Kettlebell 24kg	SKU: PSWD0503
Competition Kettlebell 28kg	SKU: PSWD0504
Competition Kettlebell 32kg	SKU: PSWD0505

Performance Series CPU Competition Kettlebells

The Primal Performance Series CPU Competition Kettlebells delivers a highly accurate, calibrated-kettlebell perfect for both competitions and technique work.



CPU Competition Kettlebell 8kg	SKU: PSWD0525
CPU Competition Kettlebell 12kg	SKU: PSWD0526
CPU Competition Kettlebell 16kg	SKU: PSWD0527
CPU Competition Kettlebell 20kg	SKU: PSWD0528
CPU Competition Kettlebell 24kg	SKU: PSWD0529
CPU Competition Kettlebell 28kg	SKU: PSWD0530

Pro Series Doublebells

DoubleBellss are a double handled resistance training tool designed to maximise training variety whilst using a single implement.

- Identical dimensions from 10kg to 30kg in weight.
- Tubular steel construction; no cast iron used.
- Press, row, extend, twist, balance, roll, push, pull, swing, thrust.



Doublebell 10kg	SKU: PSWD0049
Doublebell 15kg	SKU: PSWD0050
Doublebell 20kg	SKU: PSWD0051
Doublebell 25kg	SKU: PSWD0052
Doublebell 30kg	SKU: PSWD0053

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Pro Series Cast Kettlebells

The Primal Pro Series Cast Kettlebells are widely regarded as the best premium-cast kettlebells available.

- Premium-Grade, One-Piece, Cast Kettlebells
- Colour-Coded Handles and Numbers with Sizes 8 to 40kg in 4kg Increments
- Wide, Flat Base for Ease of Use and Storage
- Only High Quality, New Cast Iron has Been Used for a Flawless Finish
- 2-Year Commercial Warranty

Cast Kettlebell 4kg	SKU: PSWD0102
Cast Kettlebell 6kg	SKU: PSWD0103
Cast Kettlebell 8kg	SKU: PSWD0011
Cast Kettlebell 10kg	SKU: PSWD0104
Cast Kettlebell 12kg	SKU: PSWD0012
Cast Kettlebell 16kg	SKU: PSWD0013
Cast Kettlebell 20kg	SKU: PSWD0014
Cast Kettlebell 24kg	SKU: PSWD0015
Cast Kettlebell 28kg	SKU: PSWD0016
Cast Kettlebell 32kg	SKU: PSWD0205
Cast Kettlebell 36kg	SKU: PSWD0206
Cast Kettlebell 40kg	SKU: PSWD0207



Pro Series Prowler Sled

The Primal Pro Series Prowler Sled can be pushed as a prowler, pulled as a sled or attached to a harness (sold separately) for multiple power exercises. The chromed bull horn takes multiple plates and the prowler poles can easily be removed.

- One Piece Welded Dog Sled
- Heavy Duty 6mm Steel
- Two Removable Upright Push Poles
- 1 Year Commercial Parts Warranty

Prowler Sled SKU: PSSS0199



Pro Series Mini Dog Sled

The Primal Pro Series Prowler Sled can be pushed as a prowler, pulled as a sled or attached to a harness (sold separately) for multiple power exercises. The chromed bull horn takes multiple plates and the prowler poles can easily be removed.

- One Piece Welded Dog Sled
- Heavy Duty 6mm Steel
- Two Removable Upright Push Poles
- 1 Year Commercial Parts Warranty

Mini Dog Sled SKU: PSSS0574



Pro Series Fitness Harness

The Primal Pro Series Fitness Harness Set incorporates an 'H-shape' body harness with adjustable nylon straps. These are secured using a plastic chest clip, 2 additional Nylon straps that connect to the Stealth Premium Prowler, with stainless steel carabiner clips included to complete the set.

- Harness Set with Body Harness, Nylon Straps, Carabiner Clips
- Dual, Stainless Steel, Carabiner Clips Connect to the Primal Strength Stealth Prowler
- Single Nylon Straps Connect to Each Side of the Body Harness
- Can be Used for Speed and Power Work

Fitness Harness SKU: PSTM0800



Performance Series
3-in-1 Soft Plyo Box

- Heavy-Duty PU Canvas
- Made in the UK
- Dense Foam Inner Layer
- Wooden Centre Box for Stability
- 50/60/75cm Heights
- Commercial Warranty

3-in-1 Soft Plyo Box SKU: PSAC0331



Performance Series
Foam Plyo Box Set

This plyo box set can transform your training, by using gravity against body weight. This set comes with different sizes great for different abilities, made from hard foam to provide perfect stability.

- Develop explosive power and increase speed with this highly versatile fitness product
- Soft Stackable Plyo Box Set – choice of heights: 3", 6", 12", 18" or 24" – Total height 66" (160cm)

Foam Plyo Box Set SKU: PSAC0134



Pro Series
PU Covered Wooden Plyo Box

The Plyo box is covered with a heavy-duty PU Canvas. The canvas is extremely hard wearing and will stand up to repeated jumps in any sports performance arena.

- Heavy-Duty PU Canvas
- Dense Foam Inner Layer
- Wooden Centre Box for Stability

PU Covered Wooden Plyo Box SKU: PSAC0103



Pro Series
Wooden Plyo Box

The Primal Pro Series Wooden Plyobox will look superb in any functional gym, box or training facility.

- Commercial Multi-Height wooden plyo box
- Dimensions: 50cm by 60cm by 75cm
- CNC Cut-Reinforced centre for extra durability
- 1-Year Commercial Warranty

Wooden Plyo Box SKU: PSAC0002



Performance Series
Kevlar Sandbags

The Primal Performance Series Kevlar Sandbags have been designed with the toughest workouts in mind. Coated in Kevlar fibre they will withstand the rough and tough. Each Sandbag has six reinforced handles for a variety of exercises.

- Armour Coated Kevlar Fibre Sandbags designed for the most taxing workouts
- Available from 5kg-30kg with optional Sandbag stand
- Perfect for conditioning circuits and Crossfit wods
- High contrast stitched numbers and logo
- 6 reinforced multi-grip handles
- Bags supplied pre-filled

Kevlar Sandbag 5kg	SKU: PSAC3010
Kevlar Sandbag 10kg	SKU: PSAC3011
Kevlar Sandbag 15kg	SKU: PSAC3012
Kevlar Sandbag 20kg	SKU: PSAC3013
Kevlar Sandbag 25kg	SKU: PSAC3014
Kevlar Sandbag 30kg	SKU: PSAC3015



Pro Series
Camouflage Powerbag

The Primal Pro Series Camouflage Sandbags have a unique, camouflage design with easily recognisable, colour-coded and numbered end-caps. The heavy-duty, non-rip construction ensures the bag will stand up to use in any functional space, box or commercial gym.

- Unique, Camouflage Sandbags
- Heavy-Duty, Non-Rip Design
- Range from 10 to 25kg
- Designed with an Optional, 4-Level Storage Rack
- 1-Year Full Commercial Warranty

Camouflage Powerbag (Grey) 5kg	SKU: PSAC0030
Camouflage Powerbag (Yellow) 10kg	SKU: PSAC0003
Camouflage Powerbag (Green) 15kg	SKU: PSAC0004
Camouflage Powerbag (Blue) 20kg	SKU: PSAC0005
Camouflage Powerbag (Red) 25kg	SKU: PSAC0006
Camouflage Powerbag (Black) 30kg	SKU: PSAC0031



Performance Series

Black Gloss Canvas Battle Rope

The Primal Performance Series Battle Rope has been designed to be used both in a gym environment and in outdoor boot camps. The rope is protected by heavy-duty canvas and has rubberised grip handles.

- Premium-Grade, Canvas-Covered Battle Rope
- 15 Metres Long with 38mm Rubberised Grip Handles
- 12kg in Weight, Ideal for a variety of Conditioning Exercises
- Designed to be Used in Gyms and Outdoors
- 1-Year Full Commercial Warranty

Black Gloss Canvas Battle Rope

SKU: PSAC0009



Performance Series

Battle Rope 38mm*10m with Nylon Cover

This battle rope made with nylon is durable and the perfect addition to any facility to allow for a full body workout. The rubber handles allow the battle rope to be used with ease and effectively. Premium-Grade, Canvas-Covered Battle Rope

- 10m and 15m Long with 38mm Rubberised Grip Handles
- 10m is 12kg and 15m is 15kg in weight, Ideal for a variety of Conditioning Exercises
- Designed to be Used in Gyms and Outdoors
- 1-Year Full Commercial Warranty

Battle Rope with Nylon Cover (38mm x 10m)

SKU: PSAC0129



Performance Series

Wall Mounted Rope Anchor

The Primal Performance Series Wall Mounted Rope Anchor is the perfect fixing point for any functional area. Simply fix the mount to any solid wall or wood using thunder bolts or similar and you have the perfect holder for battle ropes.

- Perfect for Battle Rope Use
- Welded Mount for any Rope
- Requires Bolting to a Solid Wall (2 fixing points)
- Matte Black Powder Coat Finish

Wall Mounted Rope Anchor

SKU: PSAC0137





Pro Series
3-in-1 Foam Roller Set

The Primal Pro Series 3-in-1 Foam Roller has been cleverly designed to bring a massage stick and two different densities of foam roller together as one unit.

- 4cm by 45cm Massage Stick
- 10cm by 45cm Medium Foam Roller
- 16cm by 45.5cm Firm Foam Roller
- 3-in-1 Space-Saving Design

3-in-1 Foam Roller Set SKU: PSAC0024



Pro Series
Camo Foam Roller

This durable foam roller is light and easy to use, targeting muscle groups fast with its varied pattern allowing effective recovery to get you ready for your next session

- Firm, High-Density Foam Roller
- PVC, Dense Internal Structure
- Multi-Design Trigger Points
- 100kg Rated

Camouflage Foam Roller SKU: PSAC0146



Pro Series
Powerbands

Power Bands are heavy duty resistance bands and come in four different sizes. The Red 15mm band is ideal for stretching and lighter power work, the black and purple 22/32mm bands are great for single training exercises, assisting chin-ups, and overload training when added to a rack and/or bar, and the green 45mm band is perfect for more experienced athletes and ideal for heavy-duty rack pulls and heavy squat or power work.

- Heavy-Duty Power Bands
- Four Sizes; 15mm, 22mm, 32mm, 45mm
- Colour-Coded, Premium, Layered-Latex Rubber
- Designed for Stretching, Strength & Power Training
- 1-Year Commercial Warranty

Powerband (Red) SKU: PSAC0026
 Powerband (Black) SKU: PSAC0027
 Powerband (Purple) SKU: PSAC0028
 Powerband (Green) SKU: PSAC0029



Pro Series
Glute Bands

The Primal Pro Series Glute bands are constructed of comfortable elasticised fabric. They are a non slip rubber strip with each band being 35.5cm in length and 8cm width. Ideal for toning and strengthening your glutes.

- Available in four strength from 100lb (45kg) – 200lb (91kg)
- Blue Band - 100lbs
- Red Band - 120 lbs
- Grey Band - 150lbs
- Black Band - 200lbs
- Each band is 14" (35.5cm) in length and 8cm width.
- Comfortable Elasticised Fabric
- Non Slip Rubber Strip
- Colour coded



Glute Band (Blue) 100lbs SKU: PSAC0308
 Glute Band (Red) 120lbs SKU: PSAC0307
 Glute Band (Grey) 150lbs SKU: PSAC0306
 Glute Band (Black) 200lbs SKU: PSAC0305





Pro Series Anti-Burst Slam Balls

The Primal Pro Series Anti-Burst Slam Balls are designed to be used to improve core strength. The heavy duty, anti-burst Slam Ball has a thick rubber dimpled textured exterior, offering more grip and protection for the slam ball.

- Dimpled rubber exterior offering more grip and protection for the slam ball
- Range of slam balls from 3kg to 70kg
- Anti-Burst design allows balls to be slammed from overhead
- 10,000 times drop tested between 1-4m height
- 6 months Commercial Warranty*



Anti-Burst Slam Ball 3kg	SKU: PSAC0114
Anti-Burst Slam Ball 5kg	SKU: PSAC0147
Anti-Burst Slam Ball 6kg	SKU: PSAC0115
Anti-Burst Slam Ball 7kg	SKU: PSAC0309
Anti-Burst Slam Ball 9kg	SKU: PSAC0116
Anti-Burst Slam Ball 10kg	SKU: PSAC0148
Anti-Burst Slam Ball 12kg	SKU: PSAC0117
Anti-Burst Slam Ball 15kg	SKU: PSAC0149
Anti-Burst Slam Ball 20kg	SKU: PSAC0150
Anti-Burst Slam Ball 25kg	SKU: PSAC0151
Anti-Burst Slam Ball 30kg	SKU: PSAC0152
Anti-Burst Slam Ball 35kg	SKU: PSAC0153
Anti-Burst Slam Ball 40kg	SKU: PSAC0154
Anti-Burst Slam Ball 45kg	SKU: PSAC0155
Anti-Burst Slam Ball 50kg	SKU: PSAC0156
Anti-Burst Slam Ball 55kg	SKU: PSAC0157
Anti-Burst Slam Ball 60kg	SKU: PSAC0158
Anti-Burst Slam Ball 65kg	SKU: PSAC0159
Anti-Burst Slam Ball 70kg	SKU: PSAC0160

Performance Series Double Handle Medicine Balls

The Primal Pro Series Double Handle Medicine Balls are perfect any gym, sports team or training environment. The premium design includes a soft rubber finish. The fully colour coded balls ensure they can easily be identified in a group training session.



- Premium Rubber Medicine Balls
- Double Handle Design
- Fully Colour Coded with Large Weight Badge
- Perfect for a Wide range of Exercises
- One Year Commercial Warranty

Double Handle Medicine Ball 3kg	SKU: PSAC0138
Double Handle Medicine Ball 4kg	SKU: PSAC0139
Double Handle Medicine Ball 5kg	SKU: PSAC0140
Double Handle Medicine Ball 6kg	SKU: PSAC0141
Double Handle Medicine Ball 7kg	SKU: PSAC0142
Double Handle Medicine Ball 9kg	SKU: PSAC0144
Double Handle Medicine Ball 10kg	SKU: PSAC0145

Pro Series Wall Ball Digital Camouflage

Our selection of wall balls are available in various weights, build your stamina and elevate your explosive power with it's durable and heavy duty design – a staple piece for any workout.

- Digital camouflage design
- Double-stitched PU outer canvas



Wall Ball Digital Camouflage 3kg	SKU: PSWD0208
Wall Ball Digital Camouflage 4kg	SKU: PSWD0209
Wall Ball Digital Camouflage 5kg	SKU: PSWD0210
Wall Ball Digital Camouflage 6kg	SKU: PSWD0211
Wall Ball Digital Camouflage 7kg	SKU: PSWD0212
Wall Ball Digital Camouflage 8kg	SKU: PSWD0213
Wall Ball Digital Camouflage 9kg	SKU: PSWD0214
Wall Ball Digital Camouflage 10kg	SKU: PSWD0215
Wall Ball Digital Camouflage 11kg	SKU: PSWD0216
Wall Ball Digital Camouflage 12kg	SKU: PSWD0217
Wall Ball Digital Camouflage 13kg	SKU: PSWD0218



Performance Series PU Studio Pump Set with Rack

The Primal Performance Series PU Studio Pump Set is a perfect addition to any studio or commercial gym as it offers a huge number of upper-body strength exercises, from shoulder press through to chest press and bicep curls.

- 10 Studio Pump Sets with Storage Rack
- Each set includes 1x solid studio barbell (6.5kg), plus 2x1.25kg plates, 2x2.5kg plates, 2x5kg plates, lock jaw collars
- Plus additional 6x 5kg plates included

PU Studio Pump Set x 10 with Rack

SKU: PSAC0084

Performance Series

Studio HIIT Bench

- Adjustable from flat to incline
- Unique Lower Bench Height Design
- Can hold up to 5 pairs of Dumbbells (not Included)
- Space for Slamball or Kettlebells (not Included)
- Integrated wheels and handles For Easy Class or Gym Transport
- Integrated Battle Rope anchor (Rope Not Included)



Studio HIIT Bench

SKU: PSWBHIIT

Pro Series

Studio Deck

Adaptable platform that functions as utility bench and step box. Comes fully assembled, is easy to clean and features a convenient storage compartment.

- Adjusts to flat, incline and decline positions
- 2 levels of height adjustment
- Compact, lightweight and easy to store
- Use as a utility bench or step box



Studio Deck

SKU: PSJD0008

Pro Series

Studio Step

This Studio Step is the ideal aerobic platform for intense workouts. Its easily adjustable and easy to clean and store.

- Hard-wearing aerobic step with non-slip feet
- 3 lockable height positions
- Textured surface for grip and impact absorption
- Compact, lightweight and easy to store



Studio Step

SKU: PSJD0008

Pro Series

Balance Trainer

This balance trainer is ideal for performing stability, flexibility, conditioning and agility exercises. Use either side of the balance trainer to carry out a full range of exercises beneficial to any sport or fitness goal.

- Use for cardio, strength or performance exercises
- Versatile dual sided functionality
- Improve stability and balance



Exercise Ball

SKU: PSJD0002



Performance Series

Commercial Punch Bag (4ft)

Develop your technique and endurance with this heavy-duty punch bag, with a swivel for smooth rotation. Made to withstand hard hit blows to take your training to the next level.

- Made in the UK
- 40kg Heavy Duty Commercial Bag
- One-year Full Commercial Warranty

Punch Bag (4ft)

SKU: PSAC0332



Performance Series

Free Standing Punch Bag

Heavy-duty freestanding punchbag for gyms or homes

Designed for frequent use, with a special formulation foam base

Stronger and more resilient base than plastic alternatives

Composed of two parts that can be easily separated for simple transportation and storage.

- Heavy-duty freestanding punchbag for gyms or homes
- Designed for frequent use, with a special formulation foam base
- Stronger and more resilient base than plastic alternatives
- Composed of two parts that can be easily separated for simple transportation and storage
- 1 Year Full Commercial Warranty

Free Standing Punch Bag

SKU: PSAC0333





Pro Series

Commercial Fitness Ladders

- Heavy-Duty Extended 10m Speed Ladder Set
- 20 Rung, Flat, Plastic Ladders at 50cm Wide
- Durable Plastic Ladders with Double-Stitched Nylon Sides
- Easy to Quickly Set Up and Fold Away, Anti-Tangle Design
- 1-Year Commercial Warranty

Fitness Ladders

SKU: PSAC0007



Pro Series

Wall Mounted Multi Chin Bar

- Wall-Mounted, Multi-Grip Chin-Up Frame
- Commercial Grade, 11 Gauge/3mm Steel
- 10 Handles for 5 Different Grip Options
- Knurled Finish on Grip Handles
- Powder-Coated in Matte Black

Wall Mounted Multi Chin Bar

SKU: PSAC0035



Pro Series

Speed Rope Steel Handle

- Lightweight Steel Handles
- Firm Knurling With laser Cut Primal Strength Logo
- Adjustable Length
- Smooth Swivel Bearing
- One Year Parts Warranty

Speed Rope Steel Handle

SKU: PSAC0135



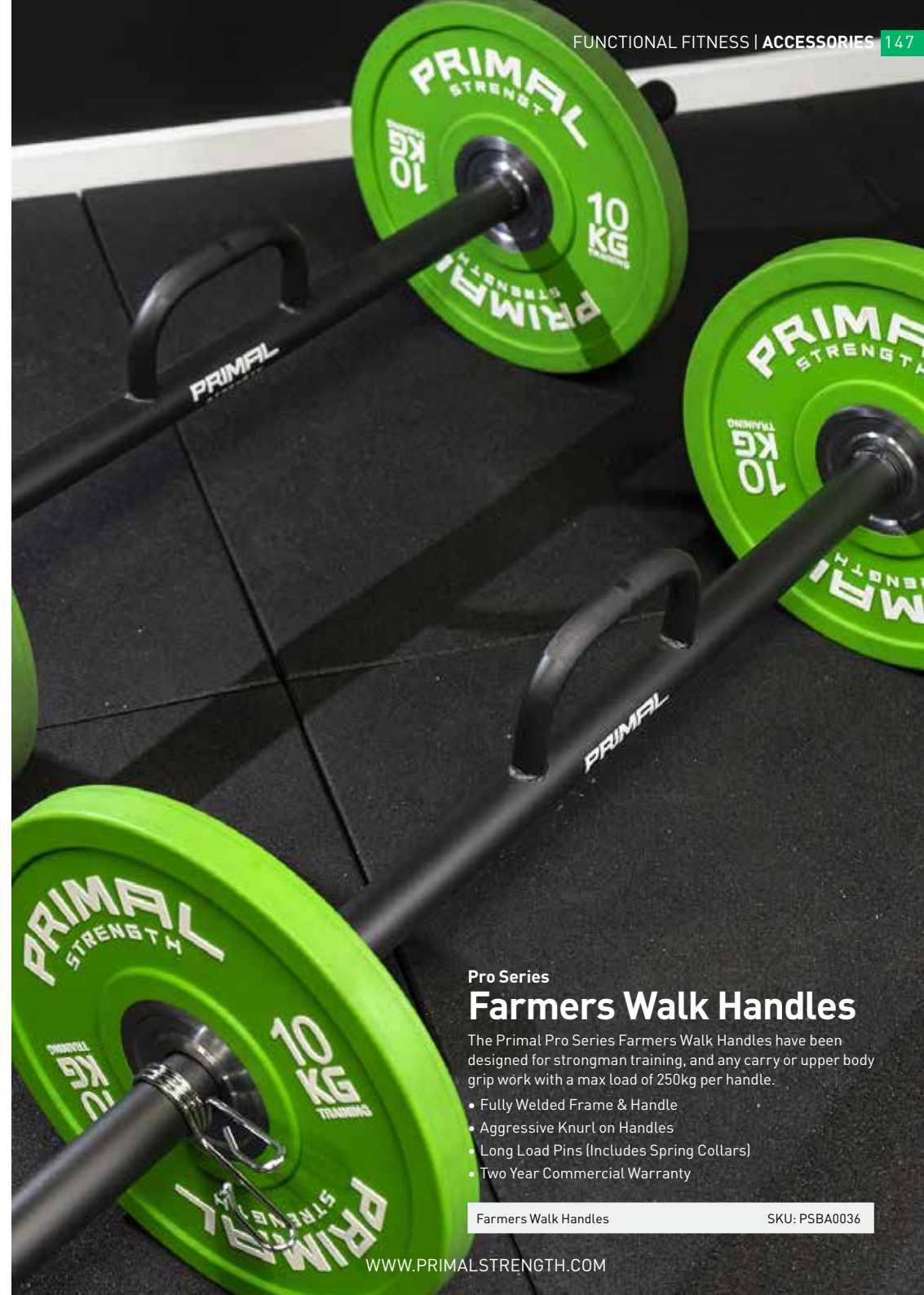
Performance Series

Parallette

- Ideal for anyone with an interest in functional training, gymnastics, street workout, calisthenics, resistance training
- 12" clearance area
- Made from heavy duty tubing
- Lightweight and portable
- Powder coated in stylish matte black

Parallette

SKU: PSAC0136



Pro Series

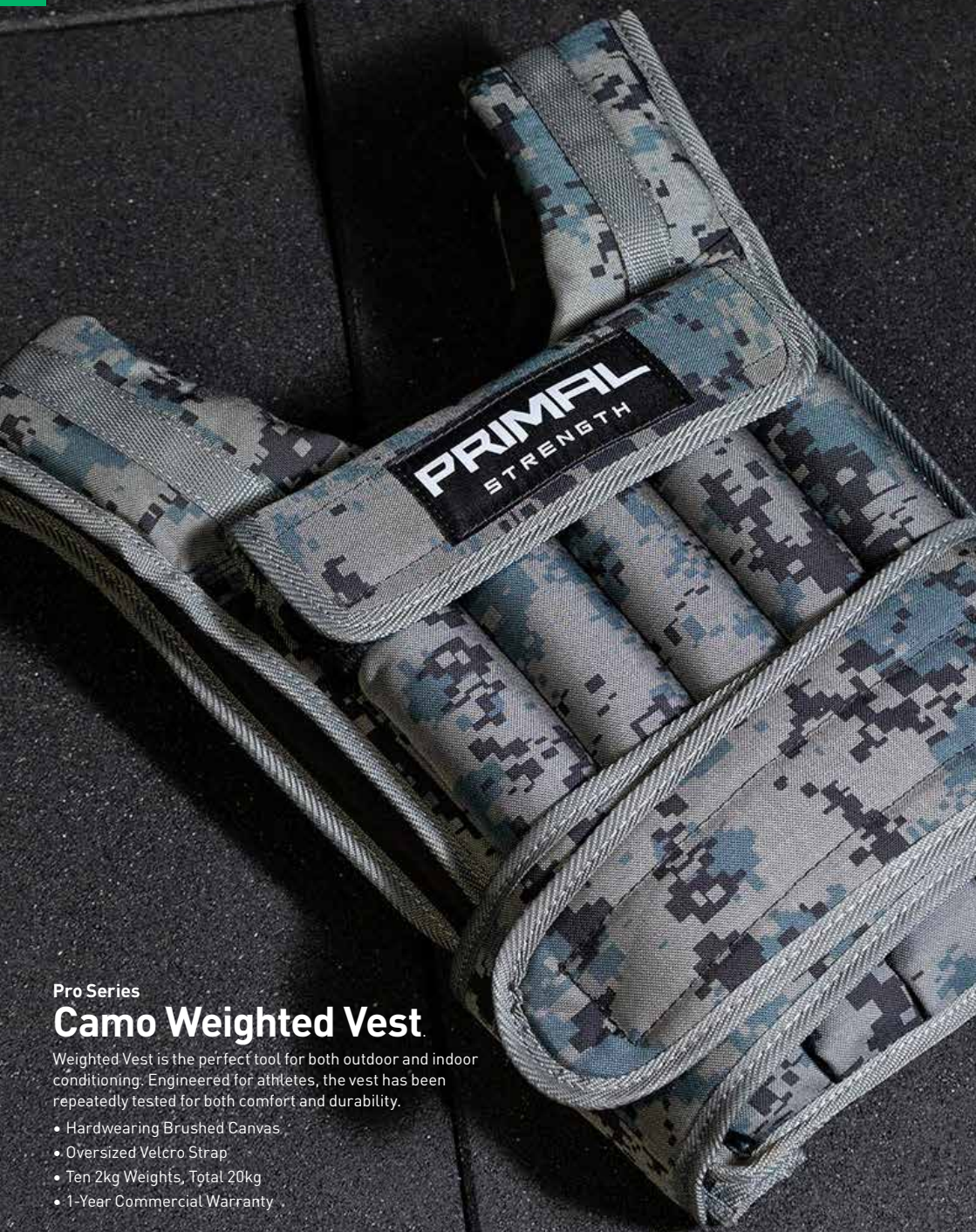
Farmers Walk Handles

The Primal Pro Series Farmers Walk Handles have been designed for strongman training, and any carry or upper body grip work with a max load of 250kg per handle.

- Fully Welded Frame & Handle
- Aggressive Knurl on Handles
- Long Load Pins (Includes Spring Collars)
- Two Year Commercial Warranty

Farmers Walk Handles

SKU: PSBA0036



Pro Series Camo Weighted Vest

Weighted Vest is the perfect tool for both outdoor and indoor conditioning. Engineered for athletes, the vest has been repeatedly tested for both comfort and durability.

- Hardwearing Brushed Canvas
- Oversized Velcro Strap
- Ten 2kg Weights, Total 20kg
- 1-Year Commercial Warranty

Camouflage Weighted Vest

SKU: PSWD0220

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Pro Series Cardio Fitness Mat

The Primal Pro Series 1.2M Cardio/Stretch Mat is a 4mm ultra soft yet durable mat that is perfect under a bike or weight machine measuring 1.2m by 80cm stretch mat.

- 1.2m x 0.8m Mat
- 4mm Thick with Tapered Edge
- Ultra Soft yet Durable
- Perfect for under Bikes

Cardio Fitness Mat

SKU: PSMA0100



Pro Series Ab Mat

The Primal Pro Series Ab mat allows athletes to perform effective sit-ups and crunches all while reducing discomfort and sustaining greater balance.

- Premium Sweat Resistant Vinyl Cover
- Standard AbMat Size/Design
- Lightweight Portable Unit
- One Years parts Warranty

Ab Mat

SKU: PSMA0029



Pro Series Fitness Mat with Eyelet

Fitness Mat with Eyelet Fitness Mat is a great all round mat that can be easily cleaned with a damp cloth, water, and soap. Store the mats upright with the Primal Strength Mat Rack.

- Ideal mat for studios or classes
- Metal Eyelets allows for easy storage
- 36.5 x 1.5cm eyelet spacing
- Wipeable surface

Fitness Mat with Eyelets

SKU: PSMA0415

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FLOORING & PLATFORMS

Gym flooring is usually an underrated aspect of gyms. Rubber gym flooring protects equipment and flooring from scratches and dents. It can be used under strength machines, cardio machines and for free weights. It provides noise reduction and a slip resistant surface, making it an essential in any gym. Perfect for commercial gyms where there will be heavy use, but also for home gyms to protect domestic flooring, rubber gym flooring is an essential for your gym.

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Performance Series

Grey Fleck EPDM Tile

The Primal Performance Series EPDM Premium 1m x 0.5m Gym Tile is our industry-leading premium gym tile. The tile is made up of two layers; a high-impact 17mm SBR and a 3mm premium EPDM smooth top layer. The tiles are connected using sunken plastic fixers underneath the base of the tile to ensure there is no movement.

- Available in thicknesses from 20mm to 40mm
- 5-Year Full Commercial Warranty
- Meets UK Fire and Smoke Emission Regulations
- High-Impact, Slip Resistant 1-Year Full Commercial Warranty

Grey Fleck EPDM Tile (20mm)

SKU: PSMA0408

Grey Fleck EPDM Tile (40mm)

SKU: PSMA0409



Performance Series

Grey Fleck EPDM Edge

- 100cm by 25cm Width Edge
- Slopes from 20mm or 40mm to the Ground to Ensure No Trip Hazard
- Black EPDM Top Layer
- Bonds to Floor to Create Perfect Finish
- Perfect with Grey Fleck EPDM Tiles & Corners
- 7-Year Commercial Warranty



Grey Fleck EPDM Edge (20mm)

SKU: PSMA0420

Grey Fleck EPDM Edge (40mm)

SKU: PSMA0418

Performance Series

Grey Fleck EPDM Corner

- 50cm by 50cm Lengths with 25cm Width
- Slopes from either 20mm or 40mm to the Ground to Ensure no Trip hazard
- Black EPDM Top Layer
- Bonds to Floor to Create Perfect Finish
- Perfect with Grey Fleck EPDM Tiles & Edges
- 7-Year Commercial Warranty



Grey Fleck EPDM Corner (20mm)

SKU: PSMA0421

Grey Fleck EPDM Corner (40mm)

SKU: PSMA0419

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**Performance Series****Custom Astro Track**

The Primal Performance Series Astro tracks are specially developed for intensive use and by applying them on a roll, the floor seams are kept to a minimum. The combination of short fiber and a high density in the mats results in a hard-wearing sport floor.

- Developed for intensive use
- Available in various colours

Custom Astro Track

SKU: PSMA0128

Performance Series**Black EPDM Tile**

The Primal Performance Series EPDM Premium 1m x 0.5m Gym Tile is our industry-leading premium gym tile. The tile is made up of two layers; a high-impact 17mm SBR and a 3mm premium EPDM smooth top layer. The tiles are connected using sunken plastic fixers underneath the base of the tile to ensure there is no movement.

- Available in thicknesses from 20mm to 40mm
- 5-Year Full Commercial Warranty
- Meets UK Fire and Smoke Emission Regulations
- High-Impact, Slip Resistant 1-Year Full Commercial Warranty

Black Fleck EPDM Tile (20mm)

SKU: PSMA0602

Black Fleck EPDM Tile (40mm)

SKU: PSMA9022

**Performance Series****Black EPDM Edge**

- 100cm by 25cm Width Edge
- Slopes from 20mm or 40mm to the Ground to Ensure No Trip Hazard
- Black EPDM Top Layer
- Bonds to Floor to Create Perfect Finish
- Perfect with Black EPDM Tiles & Corners
- 7-Year Commercial `Warranty

Black EPDM Edge (20mm)

SKU: PSMA0603

Black EPDM Edge (40mm)

SKU: PSMA9023

**Performance Series****Black EPDM Corner**

- 50cm by 50cm Lengths with 25cm Width
- Slopes from either 20mm or 40mm to the Ground to Ensure no Trip hazard
- Black EPDM Top Layer
- Bonds to Floor to Create Perfect Finish
- Perfect with Black EPDM Tiles & Edges
- 7-Year Commercial `Warranty

Black EPDM Corner (20mm)

SKU: PSMA0421

Black EPDM Corner (40mm)

SKU: PSMA0419





Performance Series
**Wood Lifting Platform
 Insert for Half/Full Rack**

- Available in 20mm or 40mm both 2m x 1m
- Heavy-Duty Hard Wood Solid Centre

Wood Lifting Platform

SKU: PSMT2X1

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**Pro Series****Green Astro Track**

The Primal Performance Series Astro tracks are specially developed for intensive use and by applying them on a roll, the floor seams are kept to a minimum. The combination of short fiber and a high density in the mats results in a hard-wearing sport floor.

- Developed for intensive use
- Available in various colours

Green Astro Track

SKU: PSMA0128

Pro Series**ECO 1m x 1m Matting**

The Primal Pro Series ECO 1m x 1m matting

- SBR Finish with PU Binding
- 1m x 1m
- Choose from 15mm or 20mm Thickness
- 1050 kg/m²
- 12 Month Commercial warranty



ECO 1m x 1m Matting (15mm)

SKU: PSMA0450

ECO 1m x 1m Matting (20mm)

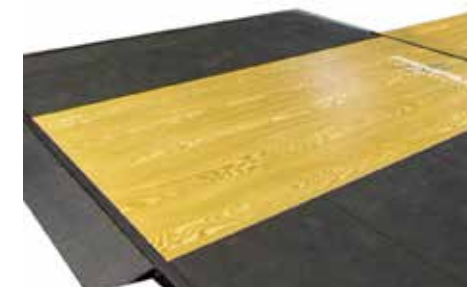
SKU: PSMA0460

Pro Series**Wood & Rubber Lifting Platform
 (Including Frame and Band Handles)**

- 2.5m Wide by 2m Deep Platform with Steel Frame
- Heavy-Duty Hard Wood Solid Centre
- EPDM Rubber To with SBR Rubber Base Sides
- Power Band Pegs

Wood & Rubber Lifting Platform

SKU: PSLP0001

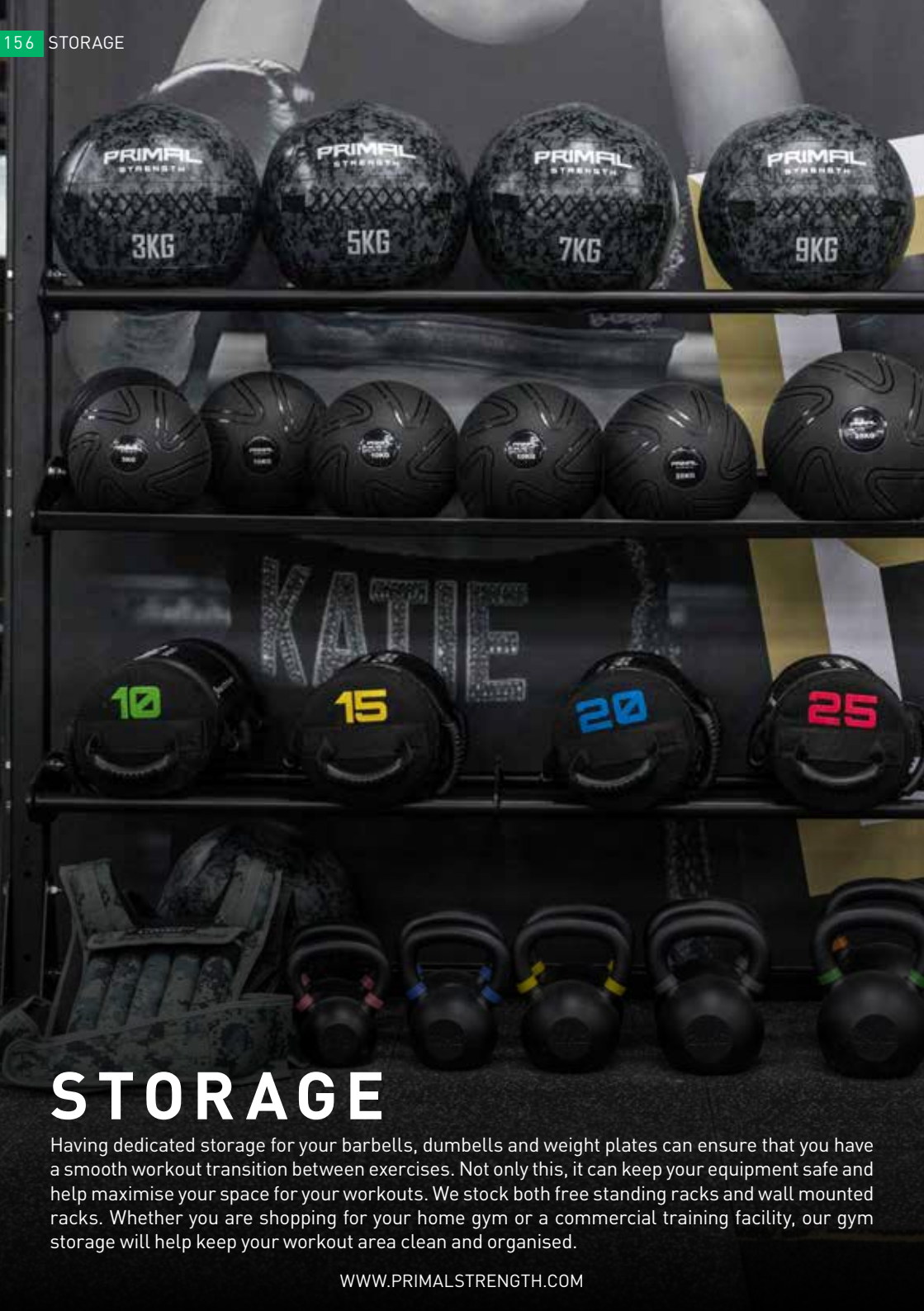
Pro Series**Wood & Rubber Platform for Half/Full Rack**

- 2.57m wide by 3.76m deep platform
- Heavy-Duty Hard Wood Solid Centre
- EPDM Rubber To with SBR Rubber Base Sides
- Power Band Pegs

Wood & Rubber Lifting Platform

SKU: PSLP0002

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STORAGE

Having dedicated storage for your barbells, dumbbells and weight plates can ensure that you have a smooth workout transition between exercises. Not only this, it can keep your equipment safe and help maximise your space for your workouts. We stock both free standing racks and wall mounted racks. Whether you are shopping for your home gym or a commercial training facility, our gym storage will help keep your workout area clean and organised.

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Performance Series

10 Pair Dumbbell Rack

The Primal Performance Series Dumbbell Rack has matte black, tubular-steel frames to safely store heavy commercial dumbbells. The horizontal supports have a hardened-rubber saddle to protect the dumbbells when they are re-racked.

- Matte Black 10-Pair Pro Dumbbell Rack
- Heavy-Duty Design Holds up to 50KG Pro Dumbbells
- Designed for the Stealth Commercial Fitness Dumbbell



10 Pair Dumbbell Rack

SKU: PSST0003

Pro Series

Dumbbell Rack with Saddles

The Primal Strength Horizontal 10-Pair Dumbbell Rack is 1 of 8 storage racks in the Primal Strength Stealth storage range. The heavy-duty rack has matte black, tubular-steel frames to safely store round commercial dumbbells.

- Matte Black 10-Pair Dumbbell Rack
- Heavy-Duty Design Holds up to 50KG Round Dumbbells or 1kg to 25kg Hex Dumbbells
- Hardened-Plastic Dumbbell Saddles
- Two-Year Commercial Warranty



Dumbbell Rack with Saddles

SKU: PSST0010

Pro Series

3 Tier Dumbbell Rack

This heavy duty 3 tier dumbbell rack is ideal for storing up to 15 pairs of dumbbells.

The durable plastic saddles allow the dumbbell to sit securely on the rack and are easy to be lifted between sessions.

- Matte Black 3-TIER Dumbbell Rack
- Two-Year Commercial Warranty
- Holds 15 pairs, max weight 50kg



3 Tier Dumbbell Rack

SKU: PSST0018

WWW.PRIMALSTRENGTH.COM

Pro Series

2-Tier No Saddle Dumbbell Rack

This 2 tier hex dumbbell rack can hold up to 50kgs dumbbells. Designed with solid box steel construction making this rack great for longevity and durability.

- Black 2-Tier Hex Dumbbell Rack
- Heavy-Duty Design Holds up to 50KG Hex Dumbbells
- Designed specifically for use with Hexagonal Dumbbells
- Solid steel construction
- 2-Year Commercial Warranty

2-Tier No Saddle Dumbbell Rack

SKU: PSST3057

Pro Series

3-Tier Hex Box Rack

This 3 tier dumbbell rack is suitable for home, commercial and garage gyms. The straight forward design allows any type of dumbbell to be stored neatly and securely.

- Store your Olympic weight plates safely and organised
- Heavy-duty lockable castor wheels
- Easy to move

3-Tier Hex Box Rack

SKU: PSST0302

Pro Series

2 Tier Hex Dumbbell Rack

This rack is perfect for home use with it's compact size. The rack can store up to 6 pairs of dumbbells, with it's sleek and secure design.

- Compact Hex Storage Rack
- Holds up to 6 Pairs (1-15kg Range)
- Gloss Black Finish
- Please note no dumbbells are supplied with rack

2 Tier Hex Dumbbell Rack

SKU: PSST0026

Pro Series

10 Pair Upright Dumbbell Rack

The Primal Pro Series Upright Dumbbell Rack has a space saving design, perfect to safely store 10 pairs of hex commercial dumbbells. Each dumbbell holder has rubber end-caps to safely protect the chrome dumbbell ergo-handle.

- Upright 10-Pair Hex Dumbbell Rack
- Commercial Heavy-Duty Design
- Space Saving Design Holds 10 Pairs of Dumbbells
- Matte Black Steel Frame with Chrome Top
- Two-Year Commercial Warranty

10 Pair Upright Dumbbell Rack

SKU: PSST0025-2

Pro Series

6 Pair Upright Dumbbell Rack

The Primal Pro Series Upright Dumbbell Rack has a space saving design, perfect to safely store 6 pairs of commercial dumbbells. Each dumbbell holder has rubber end-caps to safely protect the chrome dumbbell ergo-handle.

- Upright 6-Pair Dumbbell Rack
- Commercial Heavy-Duty Design
- Space Saving Design Holds 6 Pairs of Dumbbells
- Matte Black Steel Frame with Chrome Top
- Two-Year Commercial Warranty

6 Pair Upright Dumbbell Rack

SKU: PSST0020

Performance Series**9pc Barbell Rack**

This barbell rack allows for safe and protective storage of bars whilst not in use. Freeing up your space with this heavy duty rack.

- Each holder is coated to protect your bars
- Stores 9 Olympic barbells safely
- Heavy duty base
- Wide foot plate



9pc Barbell Rack

SKU: PSST0021

Pro Series**6pc Wall Mounted Gun Rack**

This heavy duty barbell rack, attaches directly to the wall to maximise floor space with rubber coated hooks to protect your bars.

- Storage for 6 barbells
- Made from heavy duty steel
- Rubber coated hooks to protect your bars



6pc Wall Mounted Gun Rack

SKU: PSST0017

Pro Series**5-Bar Fixed Barbell Rack**

The Primal Pro Series Barbell Rack holds 5 fixed barbells and is matte black with a tubular-steel frame. Matte Black Commercial Barbell Rack

- Heavy-Duty Design
- Designed for the Stealth Commercial Fitness 5-Bar Barbell Set



5-Bar Fixed Barbell Rack

SKU: PSST0008

Pro Series**10-Bar Fixed Barbell Rack**

The Primal Pro Series Barbell Rack is one of ten storage racks in the Primal Strength Stealth storage range.

- Matte Black Commercial Barbell Rack
- Premium Rubber J-Hooks to Protect bar



10-Bar Fixed Barbell Rack

SKU: PSPR0018

Pro Series**Olympic Disc & Barbell Rack**

The Primal Pro Series Olympic Disc & Barbell Rack neatly combines Olympic barbell and Olympic weight plate storage.

- Matte Black Multi-Olympic Bar & Disc Storage Unit
- Holds 4 Olympic Bars
- 6 Olympic Discs Plate Holders
- 2-Year Commercial Warranty
- 1 of 8 Stealth Storage Solutions



Olympic Disc & Barbell Rack

SKU: PSST0001

Pro Series**Dual Wall Mounted Bullhorn**

The Wall mounted double weight horn storage is a great storage solution for keeping weight plates stored off the floor in an easy to reach location.

- Wall Mounted, Space-Saving Disc & Plate Storage
- Commercial Grade Laser Cut 3mm Steel Plate
- Designed For 50mm Hole Olympic Discs & Bumpers



Dual Wall Mounted Bullhorn

SKU: PSAC3021

Pro Series**Bumper Plate Trolley**

The Primal Pro Series Bumper Trolley is heavy-duty trolley with lockable castor wheels making this a gym essential for any home or commercial gym.

- Premium Steel construction
- Lockable heavy duty castor wheels
- Raised edges allowing you to remove the plates with ease
- Easy to move



Bumper Plate Trolley

SKU: PSST0015

Pro Series**Bumper Plate Rack with Wheels**

Conveniently mounted on heavy duty transport wheel so it can be easily moved around your space when required.

- Store your Olympic weight plates safely and organised
- Heavy-duty lockable castor wheels



Bumper Plate Rack with Wheels

SKU: PSST0019



Pro Series Free Standing Wall Storage

This free standing wall storage is ideal if your limited for floor space. Store wall balls and bumper plates safely and freely on wheels to be conveniently placed during sessions.

- Suitable for Wall Balls and Bumper Plates only
- Lockable Wheels

Free Standing Wall Storage

SKU: PSST0016



Pro Series Central Storage for Half Rack

This storage rack is compatible with our V3 Half Racks and is perfect to store wall balls, dumbbells and kettlebells whilst not in use.

- Compatible with V3 Half Racks, Performance Walls,
- PT Pods or Monster Racks
- Consists of rails, flat shelf and angled shelf

Central Storage for Half Racks

SKU: PSPR0033



Pro Series Mat Rack

Keep fitness mats tidy and organized with this easy to move mat storage rack. Its conveniently mounted on heavy duty transport wheel so it can be easily moved around your space when required.

- Storage solution for mats with eyelets
- Adjustable eyelet rods to 62cm spacing
- Lockable heavy-duty castor wheels

Mat Rack

SKU: PSMA0416

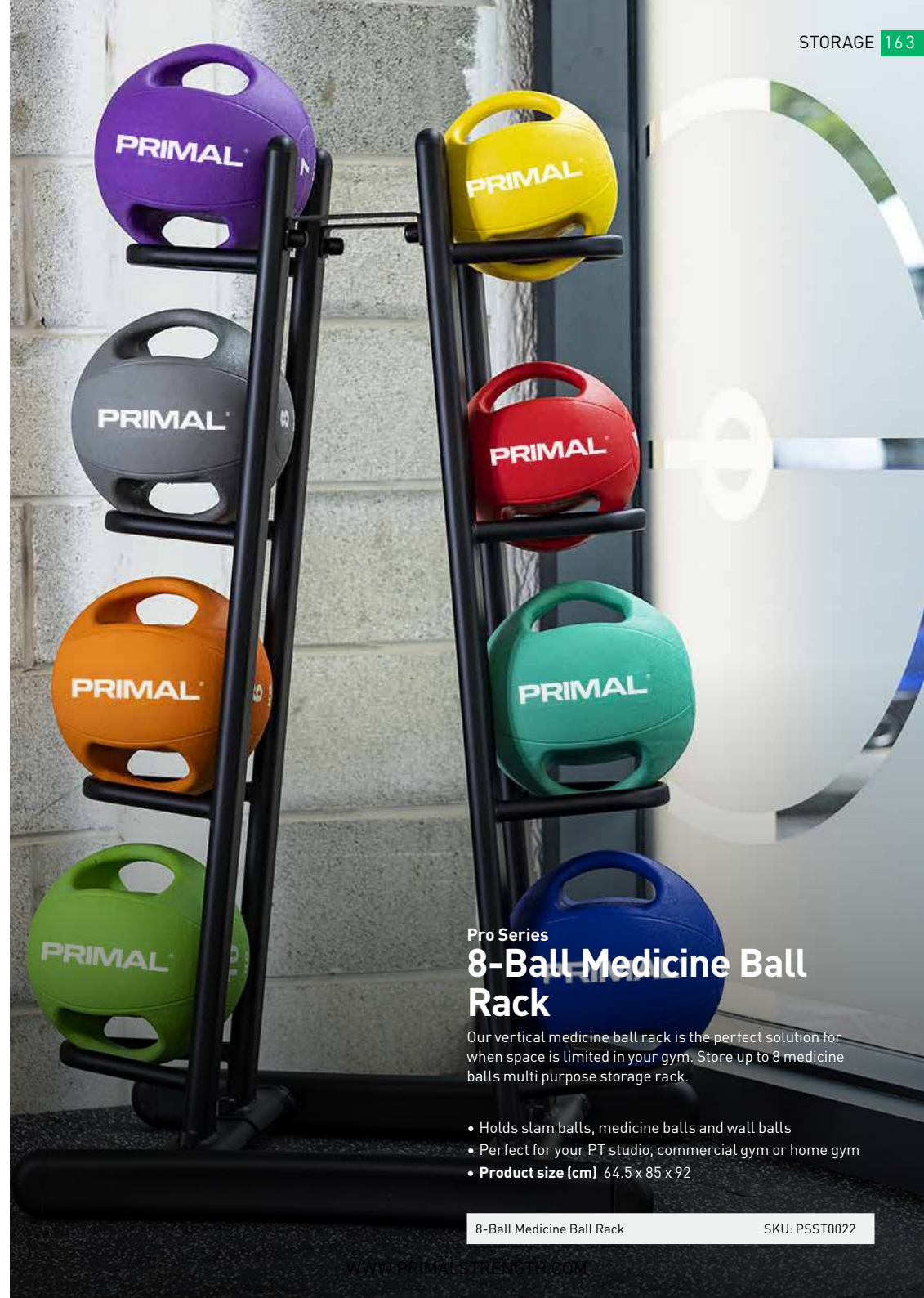


Pro Series 5-Ball Medicine Ball Rack

- Multi purpose storage rack
- Holds medicine balls and mid-size wall balls
- Perfect for your PT studio, commercial gym or home gym

5-Ball Medicine Ball Rack

SKU: PSST0029



Pro Series 8-Ball Medicine Ball Rack

Our vertical medicine ball rack is the perfect solution for when space is limited in your gym. Store up to 8 medicine balls multi purpose storage rack.

- Holds slam balls, medicine balls and wall balls
- Perfect for your PT studio, commercial gym or home gym
- **Product size (cm)** 64.5 x 85 x 92

8-Ball Medicine Ball Rack

SKU: PSST0022



PARTNER BRANDS

Along with our core Primal designed and built products we work with a number of premium partners to enable a full turnkey solution for your gym. Our selected partners have been chosen as the leaders in their market to match the quality of design and innovation we strive to offer.

WWW.PRIMALSTRENGTH.COM

Keiser M3i Lite Indoor Bike

The M3i Lite features everything you get in our M3 Bike, plus all the benefits of Keiser's Integrated Technology. Keiser's M3i Lite and M3i Bikes are the only group cycling bikes on the market that can transmit to multiple Bluetooth devices at once.

- V-shape frame to accommodate all riders
- Rear-wheel design for protection from sweat and corrosion
- Magnetic-resistance technology for greater repeatability and reduced wear
- Quiet, reliable and low-maintenance single-belt drive train
- Revolutionary re-designed Keiser Bike Pedal



Keiser M3i Bike

SKU: KEISER-M3ILITE

Wattbike Pro

The Wattbike Pro have redefined indoor cycling. Ultra robust, they stand up to training sessions from the world's most powerful athletes. Incredibly versatile, they are equally at home on the side of a rugby pitch as they are in your home. Astoundingly accurate, they ensure you make the most of your data, during each and every session.

- Engineered to enhance the performance of any athlete
- Power range: 0-2000W (Wattbike Trainer), 0-3760W (Wattbike Pro)
- 2.5mm thick zinc shield primed steel frame
- Transportation rollers fitted
- Racing seat fitted as standard. Comfort seat available in box, giving you the option of using either seat



Wattbike Pro

SKU: WATTBIKE-PT

Wattbike Nucleus

The Wattbike Nucleus features Wattbike's high-definition performance touchscreen, delivering the most advanced performance feedback for a fully connected user experience.

- Accurate Data
- Performance Touchscreen
- Pedalling Effectiveness Score
- Polar View
- Real Ride Feel Technology.



Wattbike Nucleus

SKU: PSEB6024

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Versaclimber

One of the most popular models in the Versaclimber range, the Versaclimber Sport provides a versatile and effective workout for people of all fitness abilities looking to take their training to the next level

- Fully adjustable resistance
- Small footprint
- Intelligent console
- High calorie burner
- Hi-Tri compatible

Versaclimber Club	SKU: PSCS0003
Versaclimber Sport	SKU: PSCS0002

Stairmaster Gauntlet 8 Series LCD

The machine features a deeper, wider step surface with durable, rust-free polypropylene construction and is now available with all three smart, affordable, flexible, OpenHub™ console options. Combining quality with innovation delivers a workout that's head and shoulders above anything else in the gym.

- Landmark Challenge Program
- available on 10" and 15" screens
- Electronically controlled alternator, brake and drive chain
Revolving staircase with eight steps, 8 in (20 cm) high, 9 in (23 cm) deep and 22 in (56 cm) wide



Stairmaster Gauntlet 8	SKU: PSCVSTMR
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Concept 2 SkiErg

The Concept2 SkiErg makes the sport of Nordic skiing available to everyone. Long recognized as delivering one of the toughest workouts around, Nordic skiing develops both strength and endurance and exercises the legs as well as the arms and core.

- PM5 Monitor Included
- Responsive Flywheel and Dampener to suit your preferred training style
- Ergonomic Strapless Handles

Concept 2 Skier and Stand	SKU: PSRM0108
Concept 2 Stand Only	SKU: PSRM0107
Concept 2 Skier (no Stand)	SKU: PSRM0106

Concept 2 Model D PM5 Rowerg

The dependable performance of the Model D Indoor Rower (RowErg) has made it the best selling indoor rower in the world.

- PM5 Monitor
- The spiral damper allows you to easily adjust the airflow to the flywheel,
- Adjustable Footrests and the ergonomic handle



Concept 2 Model D PM5	PSRM0001
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Concept 2 BikeErg

The Concept2 BikeErg is the latest addition to their family of sport-based ergometers. The BikeErg has the same flywheel and Performance Monitor as Concept2 Indoor Rowers and SkiErgs, bringing to cycling the strengths and features they have previously brought to rowing and cross-country skiing.

- Durable construction that's easy to maintain
- Lightweight and mobile
- Adjustable saddle and handlebars
- Bluetooth and ANT+ wireless connectivity
- Fits most standard bike parts



Concept 2 BikeErg	SKU: PSEB0100
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CUSTOM BRANDED PRIMAL EQUIPMENT

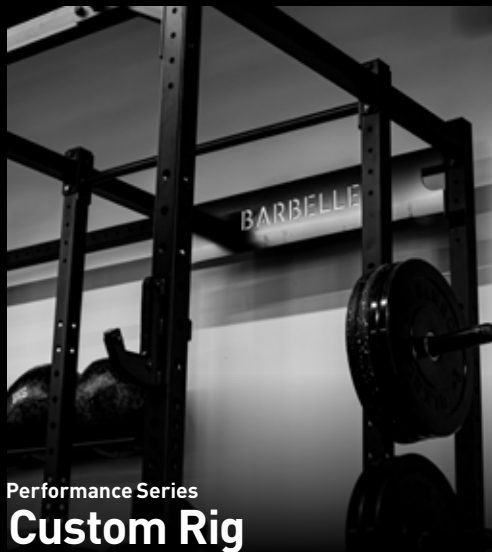
Custom gym equipment can add a personal and professional touch to your gym. It reinforces your brand throughout the gym and can make the space truly unique. We offer plenty of options including custom gym upholstery, lifting platform inserts, and Astro tracks. Our custom equipment is made with premium materials and is made to withstand heavy use for example in commercial gyms or performance centres. The perfect bespoke finishing touch for your gym.



Performance Series
**Custom Steel
Dumbbells**



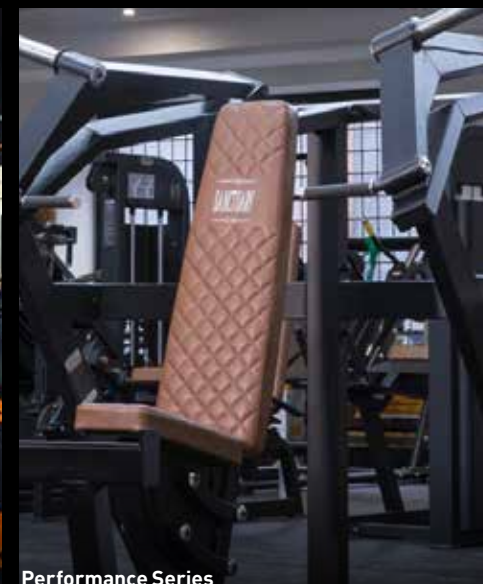
Performance Series
Custom Plates



Performance Series
Custom Rig



Performance Series
Custom Astro Track



Performance Series
Custom Upholstery



Performance Series
Custom Platform

FREE 3D GYM DESIGN CONSULTATION

We want to partner with you every step of the way to ensure that your facility is the best that it can be. We know that every gym is different so whilst we have some pre-designed, off the shelf packages as suggestions, we prefer to talk to you and learn about what you want from your space. This is your dream, we want to help you to make it a reality. After we have gained an understanding of your vision, we begin to make your project a reality using our specialist design software to create a 3D design of your gym.

Our full 3D gym design service allows you to visualise your gym, work out the best use of space to ensure that you have the best equipment to suit your customers' needs and we can add in your colours, logos and branding so that you can see the finished concept.

Your final gym plans are an excellent tool to help you market the gym prior to opening. We will also use our social media to ensure that when you are ready to launch, your gym has as much exposure as possible.

Our team have first-hand experience in owning gyms, brand design, facility design, build and equipment development. We work, live and breathe this industry and our aim is to stay on top of the exciting new trends that we see popping up all over the world. Working with Primal Strength, you can be confident that we will be able to provide you with the best solution for your fitness needs.

CALL ON 0800 689 4021

We will arrange a meeting with you at your new facility or send us the plans and talk us through your ideas. We can help ensure that you have considered every aspect of the gym from the equipment, changing areas, to flooring and lighting. In an ever-expanding industry, it pays to be different, we can help you find your unique selling point.



TC60 3D GYM RENDERS



WHAT'S INCLUDED

SPECIALIST 3D GYM DESIGN

Our team has over 15 years of experience in the fitness industry and is here to help you with your gym layout, 3d design, and visualising it all in the form of video walkthroughs. Our gym design service allows you to plan your gym and work out the best use of space and ensure that you have the best equipment to suit your customers' needs.

PREMIUM GYM EQUIPMENT

Primal Strength is a British-designed, premium strength, functional and cardio equipment brand. We engineer our equipment to the highest standards in durability, ergonomics and aesthetics. We also partner with some of the industry leaders in cardio equipment: Concept 2, Spirit Fitness, Water Rower, StairMaster and Keiser.

FULL TURN-KEY SOLUTION

With our strong cardio and gym flooring partnerships and a Europe-wide distribution network, you can expect support from initial idea to installation and beyond. Our engineers are also on hand should you need any assistance with your equipment.

FINANCE SOLUTIONS TO ACCOMMODATE ANY FACILITY

You can speak to the team at Primal Strength and we will recommend leasing companies that can offer finance solutions to suit your facility. We work alongside some of the industry leaders, who offer low cost leasing options to both established companies and start-ups.

GYM OF 2023 PRIME PERFORMANCE

We begin every gym design process by really getting an in depth understanding as to what the overall aims, objectives, and vision for the space are.

Prime wanted to create a bespoke, sleek, state of the art health club located on the Isle of Man that was designed to suit all training types and appeal to a wide variety of demographics. They approached us because they had seen the quality of our work in other gyms.

Spread out over 7,000 sq ft and three floors, it was clear that member journeys and experiences were to be a major part of designing the space. We used a combination of specialist lighting design and features of the building to achieve this, and a key part of our design was refurbishing an old bank vault to be a dedicated free weight lifting area.

The equipment we installed was a modern mix of cardio, machines, and weights to appeal to the widest audiences at every stage of their fitness journeys and curated to support a huge

variety of training styles and goals. Specific equipment included several of our stationary bike and treadmill options, a wide range of our selectorised and plate loading weight machines, a vast number of our free weights, and our highest performing heavy weightlifting equipment.



CASE STUDIES



Chain **JD Gym**

JD Gyms is a gym chain with a difference. They do not compromise on quality, style, or member experience. Primal have partnered with JD Gym's on more than 15 sites supplying all urethane products: dumbbells, weight plates and fixed barbells.



Performance **Celtic FC**

Celtic FC wanted a high-performance space that would support not only the first team but the academy and B team. They needed a space that would work for all the training needs across different physical profiles and age groups. Primal delivered a state-of-the-art training complex centre that matched the intensity of training required from the elite athletes.



Independent **Scholes Gym**

We worked with the Scholes family to design and kit out this state of the art 10,000sq ft gym. Spread over two floors the facility includes functional fitness area, plate loaded machines and a class based studio. We also created customised weights and a bespoke prowler track to complete this unique space.



Group PT **Barbelle**

Barbelle's vision was to create Scarborough's most bespoke Personal Training facility. Having previously supplied equipment to their first studio, when they moved to an area 3 x the size they reached out to us for a full turn-key solution including flooring, custom Astro, and group training racks. This facility was designed to be catered specifically to group training and fostering a community.



Corporate **Flutter**

Flutter Entertainment is a global sports betting, gaming and entertainment provider who challenge themselves too always be better. We worked with to create an inclusive corporate gym that enabled all staff of different training styles to use this space. We supplied them with Primal Performance pieces for durability along with full Spirit 900 series cardio suite.



International **Afrofit**

Afrofit's objective and vision for the space was to create the first "budget" style facility in Nairobi that combined Art and Fitness elements throughout the space. The design of the space focussed equally on aesthetics and functionality, and combines a large variety of free weights with functional fitness areas to create a smooth member journey throughout.

Visit our site at www.primalstrength.com/pages/case-studies to view more of our case studies

Got a project in mind? Contact us to arrange a design consultation

0808 239 5320 | sales@primalstrength.com

GLOBALLY TRUSTED BRAND

Primal Strength work with many blue chip companies from large corporations to small independent personal training studios. We work worldwide from Europe to the Middle East.

Here are just a few of our clients... and it continues to grow!



snap ^{24/7}
fitness



jetts[®]
24 hour fitness



petroineos
REFINING AND TRADING

Oneleisure[®]





THE RULES WE LIFT BY

WE RAISE THE BAR

Over-deliver on product quality, innovation, customer service, honesty, integrity and transparency. Set the benchmark for UK-designed equipment and gym design and inspire consistency in everyone we affect, from gym first-timers to full-timers, to owners.

WE SPOT EACH OTHER

Always be supportive, encouraging and nurturing of both customers and colleagues. Lift, empower and inspire others through your actions, leadership and by example. We share our successes, learn from our failures, progress and grow together.

WE KEEP PUSHING

We never settle. Our intensity never wavers. When one job's done, we recover, grow, and go again. This is about progression, not perfection. Progression comes through hard work, dedication, willpower and consistency.

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PRIMAL®