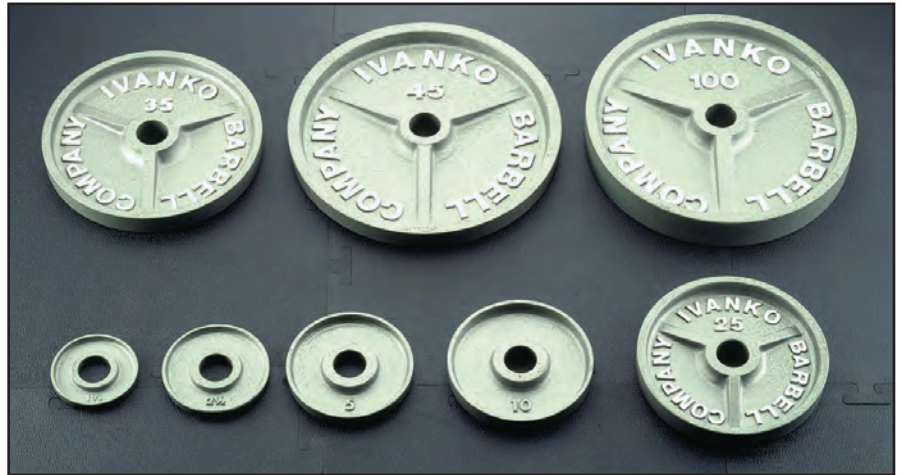


# Ivanko Leads The Pack in Quality and Innovation

Lately, it seems like every company likes to tout the quality of their urethane dumbbell line. Almost all of them claim to have superior materials and innovative engineering.

When you make urethane that so tough that it can fly out of a truck going 65 MPH, hit a California freeway, bounce off a 150 foot overpass and crash land through the window of a Mercedes-Benz obliterating the dash board before coming to rest on the hood relatively unscathed, you know you've put your urethane to the test.

Thanks to Paco,. Ivanko's best truck driver, we put out barbell plates to a test that no one can beat.



**Ivanko's iconic Olympic plate in hammertone finish**

Like the exaggerated claims for their products, everyone likes to think of themselves as the "Leader" of the industry. But when you think about it, what does it mean to be a leader?

For over forty years, our inspiration has come from history. We build and improve upon past innovation. Whether that be the great La Roux bumper plates of the

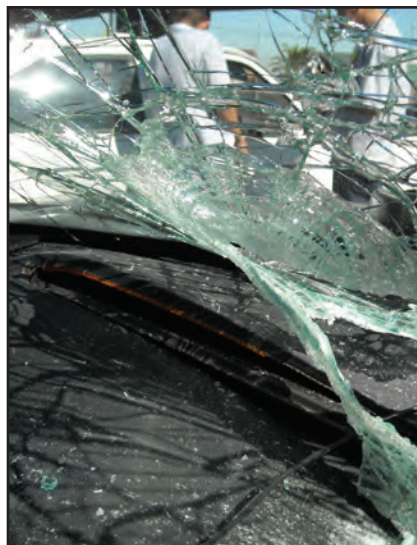
1920's or the innovative bar designs of Schnell Barbell.

While we derive our inspiration from history, we design for the industry. In the 1970's, we set the standard for the proportions and dimensions of plates.

But it's easier to imitate rather than to innovate. Maybe it's a lack of creativity and aesthetic sense.



The Ivanko urethane plate survived a 150-foot fall from this overpass...



...smashed through the windshield of a Mercedes-Benz (in a parking lot) and obliterated the dash board...



...before finally coming to rest on the hood of the car. The plate was found to be virtually unscathed.



Ivanko's signature hex shaped collar.

This company took our seminal "OM" series Olympic barbell plate and reproduced it verbatim, changing only the name on the plate. That company took our iconic hex-shaped collar (the CO2.5KG) and slapped their name on it. Another copied our revolutionary dumbbell, first introduced in 1981, and still can't get the rubber formula or the actual weight right.

Sometimes we've set a standard without knowing it. In the 1980's, our factory mixed our dark grey paint incorrectly, and before we knew it, we had crates of barbell plates painted a light grey. It was an "unauthorized design change," but when you look around your gym, what distinct color of light hamertone gray do you see?

Whatever the state of our industry, we've notice real confusion persists in the marketplace as a result of the competing claims of manufacturers in our industry. A claim can be made for the quality of steel and machine tolerances that go into making an Olympic bar, but how can the average customer without a lab or machine shop to verify it? Clubs are told again and again by some manufacturers that their urethane or fixed dumbbells are "just as good" as Ivanko, but for a cheaper price.

What we've found however is that when you really examine these products, you find short cuts, inferior materials, and marketing-speak that doesn't translate into added value let alone quality.

We're not advocating that every product be put to the test of being projected out of a moving truck hurtling along the

freeway, but we ask you to look beyond appearances and demand to know the real functional and performance value that you're getting for your purchasing dollars.

*Ivanko Barbell Company was founded by Tom Lincir in 1967 and is the leading provider of professional and com-*



Design 51: Ivanko's seminal fixed rubber dumbbell with trademarked rubber end plate.

*mercial grade barbell and dumbbell products worldwide. Your comments or questions are welcome. Contact Tom at tom@ivankobarbell.com or write to P.O. Box 1470, San Pedro, CA 90733 U.S.A. For product information and pricing, see our website; ivankobarbell.com or call (310) 514-1155.*

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