

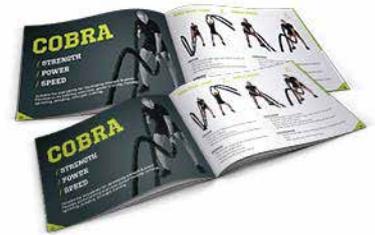


WHY GUN-EX?

Don't compromise on quality and utility. Here are some facts and reasons why you should invest in GUN-eX and not waste your money on seemingly same looking tools.

EDUCATION FOR TRAINERS

Education is important for every serious trainer. You want to learn about safety, proper movement execution with progressions and regressions, training protocols for particular tool.



GUN-eX® COBRA

We offer 1 day GUN-EX STRENGTH & POWER education course that is ACE and REPs certified.

Trainers have access to free training and inspirational videos from GUN-eX.

VS.

SIMILAR LOOKING TOOLS

Usually no education system behind cheap training tools. Trainers are left in the dark and often don't know how to use the tools or lead session with them.

This often results in unsafe use and injury of the client.

SUPPORT FOR TRAINERS IS IMPORTANT TO US

MOBILE APP

Simple helper for trainers and home users. It offers great advantage in session preparation. Trainer can easily create and save her customized workout or use one of the premade ones to save time.

GUN-eX® COBRA

Quickly create your own workouts using interval, pyramid, or ladder timers. Add exercises from included movement database or add your own custom exercises (i.e. combine more training tools in one workout, add TRX, kettle bells, medicine balls).

Use premade workouts from GUN-eX master trainers. They are safe bet if you don't have time to create your own workout or if you don't feel familiar with the tools enough to do so.

Create and use workout for individual or group sessions.



SIMILAR LOOKING TOOLS

No mobile app or any other training support.

VS.

ROPE WEIGHT

You always want to minimize amount of equipment to purchase and carry around. Versatile COBRA rope can replace your battle rope, sprint system, and cord resistance training tool. Rope has to have certain weight to serve as a proper battle rope replacement.



GUN-eX® COBRA

To serve as a battle rope, rope has to have certain **weight**.

Example:
GUN-eX COBRA 700 rope weighs 4.5 kg (10 lbs). With one COBRA 700 in each hand **you effectively train with 9 kg weight (20 lbs)**.

Training effect is further increased by elastic component inside the ropes.

VS.

SIMILAR LOOKING TOOLS

Usually not suitable for battle exercises because they lack proper weight and length.

Most elastic ropes may look like GUN-eX COBRA but they almost exclusively serve only as a sprint system. They lack weight needed for proper battle rope training.

Two sprint system ropes can't serve you as a replacement for elastic battle rope.

ROPE LENGTH

Rope length is also extremely important. For battle rope training you need length to create fluid waves on the ropes. For sprint and acceleration training you want to run against resistance as far as possible.



GUN-eX® COBRA

After exhaustive testing we settled on 5.5 meters (18 ft) as an ideal length for GUN-eX COBRA rope. When fully extended, rope is 12 meters long (40 ft).

Shorter ropes don't work well for battle exercises (not enough length to create smooth waves).

When training lower body, COBRA rope is long enough for effective acceleration training and sprints.

VS.

SIMILAR LOOKING TOOLS

Pay attention to rope length. Ropes are often not long enough which limits their use.

Without proper length you can't really make fluid wave motions (sinus waves) that battle ropes are so famous for. With short ropes there's no significant training effect for the human body when performing battle exercises.

Short ropes are inadequate for sprints, you can run against resistance of the rope only for very short distance.

TO MAXIMIZE UTILITY, IDEAL ROPE SHOULD COMBINE LENGTH, WEIGHT, AND ELASTICITY

DURABLE COVER SLEEVE

Cover sleeve of your elastic rope is extremely important because it basically limits longevity of your rope. It protects elastic component inside from abrasion and outside weather conditions.



GUN-eX® COBRA

Cover sleeve is made from ultra-durable Cordura. It's a very dense material that is abrasion resistant and inert to water.

We used Cordura specifically for its ability to take a lot of beating. We want you to be able to use your ropes outside – train in the park, on the beach, in snow. Sand, water or grass has no lasting effect on it.

When your rope gets dirty, dirt doesn't stick to Cordura. You can simply wash it under running water, let it dry, and your rope looks good as new.

We carefully chosen colors for our ropes. We only make them in black or camouflage. It's not because we don't love bright and shiny colors. But because we know that our ropes won't look worn out even after years of usage.

VS.

SIMILAR LOOKING TOOLS

Usually made from polypropylene (PP), polyester (PES), or similar material. These common and cheap plastic polymers are not resistant to abrasion. Your rope will wear out very quickly. You probably shouldn't use it outside because rough surfaces will tear fibers of your cover sleeve and your rope starts getting "fluffy" first and eventually falls apart.

Water or dirt gets soaked inside less dense fibers, it's very hard to wash cover sleeve made from PP or PES. When using sponge or any kind of brush you'll damage fibers and pull them out of fabric, your rope gets "fluffy".

Ropes with bright colored sleeves look good when you are buying them but they will look dirty and worn out after first several weeks of usage (even if used strictly indoors).

RUBBER CORE

This is the heart of your rope. Its quality has a direct influence on quality of your training and it's important for rope's longevity. High quality rubber shouldn't fatigue, its elasticity remains the same even after many stretches.



GUN-eX® COBRA

Elastic component of COBRA ropes is made from natural rubber with special additives.

From all possible elastic materials, natural rubber has the best properties when it comes to extensibility, material fatigue, compression ratios. For purposes of elastic training system, natural rubber is still the best, the most mechanically durable, and the most elastic material we know today.

Natural rubber warrants that there is lineary growing resistance when extending the rope.

VS.

SIMILAR LOOKING TOOLS

Mostly made from artifical rubber, EPDM, silikon, or nitril rubber. Most of these rubber substitutes have worse elasticity and compression ratios than natural rubber.

This means that they can't extend that much and they don't contract back fast enough to original length.

Rubber substitutes fatigue sooner and are more prone to failures when extending with higher frequency.

YOUR SAFETY MATTERS THE MOST. GUN-EX ROPES ARE DESIGNED TO EXCEED SAFETY STANDARDS BY MULTIPLES.

STRAPS & THREADS

Safety of the trainee matters most. High quality safety straps and stitching are both important to overall product quality. You should be absolutely sure that your rope won't break even under stress or in frequent use.



GUN-eX® COBRA

All straps on GUN-eX COBRA rope and all our accessories are made from military grade webbing that exceeds safety guidelines by factor of ten.

Our straps are made from dense polyamide which makes them perfect even for highly stressed parts like rope anchor straps.

Every GUN-eX product is stitched together using parachute threads. Single thread can hold up to 30 kg weight (66 lbs) and not break.

vs.

SIMILAR LOOKING TOOLS

Straps are made mostly from cheap polypropylene that doesn't have longevity and durability needed for stressed parts.

Stitching is done using regular threads that often break. This can result in opened seams or torn off straps which is, of course, very unsafe for the user.

CARABINERS

Quality carabiners are important for trainee's safety, training tool longevity, and ease of manipulation (like anchoring or attaching accessories).



GUN-eX® COBRA

We use lightweight aluminum climbing carabiners that have been tested to extreme breaking forces of 21,000 Newtons.

Carabiners are equipped with lockable safety pin for loss and theft prevention.

VS.

SIMILAR LOOKING TOOLS

Often weak and untested carabiners with low breaking strength. They can break or bend even in regular use and damage your equipment or cause an injury.

**Be smart, don't settle
for anything less than GUN-eX®**