

Body-Solid® Times

BodySolid.com/times

2021

Call for Dealer Specials: 1-800-833-1227

IT'S A NEW WORLD

With the global pandemic finally releasing its hold on our world, we are happy to welcome you back to our first post COVID-19 edition of the Body-Solid Times. Our world has changed and the fitness industry has certainly kept pace.



The onset of the virus saw a virtual elimination of all commercial business as health clubs, schools, and hotels shut down. The residential market boomed as people were sent home to work and with their normal avenues for fitness gone to them. Connected fitness, already a big part of the industry, grew exponentially with few signs of a slowdown. Demand for fitness products far exceeded supply – a situation still impacting most of the industry. Major congestion in the supply chain has also caused unanticipated and unprecedented issues with the cost and logistics of getting inventory to our warehouses as well as to our customers.

As we move into a new era, we are all asking similar questions as to what

the future holds for our businesses. The commercial and vertical market is coming back strong as schools, gyms and other facilities reopen. But, many companies are not expecting everyone to come back to the office full time, downsizing their offices and encouraging people to work from home. It seems clear that the increased emphasis on home fitness is here to stay.

There is increasing evidence that supports a link between fitness and not only physical health, but just as importantly mental health as well. More and more, people are taking the time to get back to basics in their lives including working on their personal fitness.

There has been too much investment by too many people in home fitness to turn back now, but we remain hopeful that rather than this negatively impacting other parts of the fitness market, that we will instead see more people engaging in fitness as a key part of their day to day life. In addition for those who were already engaged we hope to see greater depth of engagement with, for example, people working out both at home as well as at a facility of some sort – depending

on what works best for them at a given place or time.

Body-Solid, as in the past, is embracing both sides of this equation with exciting new products both on the residential side and the commercial side. On the following pages, check out some of the exciting new commercial products in our Pro Clubline lineup. Our Powerline brand has several amazing new products and the entire lineup is now MAP protected. Lastly, the Endurance and Body-Solid Tools brands have several new items too. Along with the new products we are excited to introduce new resources like



our Virtual Trade Show, new improved Room Planner, and our new POP posters and window clings. We have worked hard on all of these efforts to help us and our partners be successful in 2021.



See our all-new premium functional trainer on p. 4



Multi-functional storage systems on p. 7



Dealer ready POP on p.8

EXPANDED MAP PROGRAM

The internet continues to be the most beneficial way for companies to advertise, market and sell products. Companies with a premium website and strong social media presence have a competitive advantage. Websites are often the first contact customers have with a company, allowing customers to easily get information and, of course, compare pricing to other retailers. Companies looking to distinguish themselves from the pack often rely on discounting prices to gain a competitive advantage rather than good service and quality products. This can quickly

lead to margin erosion as they discount against each other. For years, Body-Solid has instituted a Minimum Advertised Pricing (MAP) program covering mostly just our premium products in order to eliminate price erosion and provide a level playing field for all stores and websites.

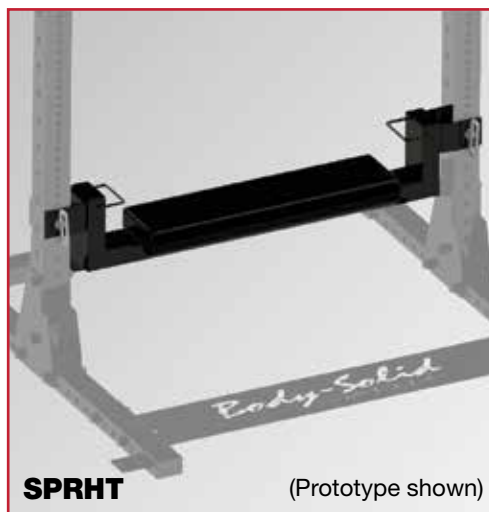
Now, Body-Solid has significantly expanded our MAP program to cover all Body-Solid branded machines, as well as Powerline, Pro Clubline and Endurance branded items. Historically, Body-Solid has offered over 250 MAP protected items. Body-Solid now offers over 375

MAP protected items! Using state-of-the-art MAP tracking software, these changes have created a much more fair and organized market with better margins for our dealers.

Additionally, Body-Solid is requesting more transparency for market-place and online sellers ensuring that our best dealers are connecting with our customers. The culmination of these efforts is our most robust and profitable MAP program to date. We encourage you to give us your feedback as we continue to roll this out.

NEW SPR ATTACHMENTS FOR PRO CLUBLINE

This year, Body-Solid introduced several new attachments for the SPR Pro Clubline family of power racks, half racks, and squat stands. These new optional attachments allow users and facilities to greatly increase workout variety and effectiveness on Body-Solid's SPR racks and stands. The attachment lineup includes a new plate-loaded or weight stack-aided lat attachment, a hip thruster, and jammer arms. We've also introduced new fully adjustable spotter stands for increased safety.



SPRHLA LAT ATTACHMENT

- Compatible with SPR500 and SPR500Back
- Available plate loaded or with 210lb stack
- No cable change design
- Full commercial warranty
- Dims: 73"L x 53"W x 89"H, 90 lbs.

SPRHT HIP THRUSTER

- Compatible with SPR250, SPR500, SPR1000, GPR400
- Adjustable height pad for hip thruster exercise
- Full commercial warranty
- Dims: 48"L x 8"W x 7"H, 31 lbs.



SPRJAM JAMMER ARMS

- Compatible with SPR1000
- Easy pull-pin design for quick changes
- Full commercial warranty
- Dims: 8"L x 30"W x 39"H, 85 lbs.

SPRSP SPOTTER STANDS

- Compatible with SPR500, SPR1000, GPR400
- Adjustable height for any spotter on any lift
- Full commercial warranty
- Dims: 16"L x 18"W x 16"H, 44 lbs.

PRO CLUBLINE OLYMPIC BENCHES

Body-Solid has retooled our Pro Clubline offerings with four new fixed Olympic benches (a flat bench, an incline bench, a decline bench and a shoulder press bench). These benches are full commercial and recommended for heavy-use facilities.



SODB250
DECLINE BENCH



SOFB250
FLAT BENCH



SOIB250
INCLINE BENCH



SOSB250
SHOULDER BENCH

SODB250 DECLINE BENCH

- Weight Capacity: 1000 lbs
- 2"x3" heavy-duty 11-gauge steel mainframe
- Adjustable leg hold positions
- Backpad Width: 11.5"
- Dims: 58"L x 50"W x 55"H, 148 lbs.

SOFB250 FLAT BENCH

- Weight Capacity: 1000 lbs.
- Spotter Stand included
- 2"x3" heavy-duty 11-gauge steel mainframe
- Backpad Width: 11.5"
- Dims: 72"L x 50"W x 57"H, 152 lbs.

SOIB250 INCLINE BENCH

- Weight Capacity: 1000 lbs.
- Spotter Stand included
- 2"x3" heavy-duty 11-gauge steel mainframe
- Dims: 74"L x 50"W x 63"H, 174 lbs.

SOSB250 SHOULDER BENCH

- Weight Capacity: 1000 lbs.
- Spotter Stand included
- 2"x3" heavy-duty 11-gauge steel mainframe
- Dims: 50"L x 50"W x 72"H, 271 lbs.

NEW STABILITY BALL RACKS

Keep your stability balls clean and organized with Body-Solid's new stability ball storage racks. The SSBR100 holds up to 8 stability balls of any size, the SSBR200 holds up to 12 stability balls of any size. These racks both feature transport wheels and tubing that will not damage your stability balls. These new racks join the very popular GSR10 Stability Ball Rack.



SSBR100 (Prototype shown)



SSBR200 (Prototype shown)



GSR10

GFT100 FUNCTIONAL TRAINER

Body-Solid has a brand-new space-saving, premium functional trainer: the GFT100.

Built with two 160 lb. weight stacks, the GFT100 can be upgraded to two 210 lb. or two 310 lb. weight stacks. Optional weight stack shrouds can help hide stacks and provide an extra layer of safety.

Fully adjustable swiveling pulleys and included attachments—aluminum stirrup handles, triceps rope, chin & dip belt, and double swivel bar—give users a nearly unlimited number of workout options.

The integrated chinning bar offers additional versatility to the GFT100 letting users perform chin-ups, pull-ups, leg raises, and more.

Constructed with heavy-duty 11-gauge 2" x 3" steel and a black powder coat finish, the GFT100 fits perfectly into any contemporary workout space.



(45\"L x 64\"W x 83\"H, 632 lbs.)

NEW COMPACT LEG PRESS

Body-Solid's brand-new GCLP100 Compact Leg Press is a powerful lower body training tool designed for home and garage gyms as well as space-limited facilities.

The GCLP100 combines two great movements—leg press and calf raise—into one compact, safe and easy-to-use machine.

Measuring at just 47.2" wide and 67.1" deep, the GCLP100 is one of the most compact, functional leg press machines on the market and can easily fit into most facilities and homes with ease. Don't let the compact size fool you, like a high-end sports car, the Body-Solid GCLP100 is built to perform!

The best-in-class carriage glides on sealed linear ball bearings up and down the

case hardened, chrome-plated guide rods for unprecedented smoothness even at heavy weights; offering a full range of motion to any size user.

Heavy-gauge steel construction ensures a lifetime of reliability, even in heavy-use facilities. Fully-adjustable, the GCLP100 allows any user to find the perfect fit while the hand grips lock the user into position, avoiding stress on the lower back.

Two 12" chrome-plated weight horns allow users to comfortably add weight to the GCLP100 up to the 1,000 lb. weight capacity.



(Prototype shown)
(67\"L x 47\"W x 46\"H, 229 lbs.)

ENDURANCE CARDIO



T25 (67”L x 47”W x 46”H, 260 lbs.)

Over 30 years ago, Body-Solid started as a strength and home gym-based fitness company, but the emerging Endurance by Body-Solid cardio lineup has become a highlight of the company in recent years.

Today, Endurance features not only staple products like treadmills, ellipticals, and bikes but also rowers, fan bikes, and other cardio workout tools including the all-new T25 Folding Treadmill.



Designed for users with space restrictions, the T25 Treadmill easily folds and includes transport wheels for ease of movement. The T25 features a 2 HP continuous duty and 4 HP peak motor with a 1-10 mph speed range and 0-12% elevation.

The Endurance lineup also continues to be improved in features, functions, and aesthetics as the lineup now features an updated black matte look.

Additional highlights of the Endurance lineup include an indoor rower, fan bike, walking treadmill, commercial treadmill, exercise bikes as well as three refreshed ellipticals: E300, E400 and E5000.

VIRTUAL TRADE SHOW

While the COVID-19 pandemic prevented several in-person trade shows from occurring last year, Body-Solid was still able to connect with dealers and retailers across the world with our interactive Body-Solid Virtual Trade Show.

Hosted on Zoom, the hour-long Body-Solid Virtual Trade Show features new product information, product showcase videos as well as a question and answer segment to help our dealers and retailers better understand the current Body-Solid product lineup.

Contact your sales rep to arrange a live show or watch segments from the show on Body-Solid’s YouTube page ([youtube.com/bodysolidfit](https://www.youtube.com/bodysolidfit)).



GPR400

The Body-Solid GPR400 Power Rack is a heavy-duty power rack designed to fit in several facilities from home gyms to commercial training facilities and team weight rooms.

With a height just under 80”, the GPR400 features a shorter height than most competitive power racks and will fit more comfortably in home, garage, and basement gyms.

An integrated 32mm diameter pull-up bar adds additional functionality. Pipe & pin safeties and J-cup liftoffs come standard with each GPR400 while optional attachments include a lat attachment (GLA400), dip handles (GPRDH), band begs (SPRBP), weight horns (GPRWH), and more.



(53”L x 52”W x 79”H, 273 lbs.)

POWERLINE BUILDS LINE

Powerline by Body-Solid recently rolled out several new strength training options.

The new lineup includes a Functional Trainer (PFT50), Power Rack (PPR1000), Half Rack (PPR500), Squat Stand (PMP150), and Bench (PFI150).



PFT50 (42"L x 63"W x 83"H, 476lbs.)

The Functional Trainer is a compact and versatile functional trainer designed to fit in both home gyms and garage gyms. The PFT50 features adjustable pulleys that swivel 180° to provide users a wide variety of starting positions and workout variety.

Additional features include a 210 lb. weight stack, no cable change design, two included nylon cable handles as well as an integrated straight chin-up bar for increased workout variety.

The new PPR1000 Powerline Power Rack features a 700 lb. weight capacity, j-cup style lift-offs, and pin and pipe safeties. Measuring at 83" tall, this Power Rack is shorter than most commercial power racks.

The PPR500 Powerline Half Rack utilizes safety spotter arms and also features a 700 lb. weight capacity and j-cup style lift-offs.

Both the Power Rack and Half Rack can be expanded and customized with several options and attachments including a lat pulldown, rear extension, weight horns, u-link rope anchor, band pegs, multi-grip chin attachment, and a landmine/t-bar row attachment.

Each of these new racks carries a Powerline 10-Year Home Warranty.

The new PMP150 Powerline Squat Stand is built with a heavy-duty 2"x2" steel mainframe and can handle up to 600 lbs. The Squat Stand also features a 7-degree pitch for natural lifting paths.

Lastly, the new Powerline PFI150 Adjustable Bench is a perfect bench for the new Powerline racks and stands or can function as a stand-alone dumbbell bench.

All Powerline items are protected by our newly-expanded Minimum Advertised Pricing (MAP) program, designed to eliminate price erosion and offer a fair and level playing field for all stores and websites.



PFI150 (55"L x 24"W x 18"H, 53lbs.)

RETAIL READY PACKAGING

Body-Solid has continued refreshing our product packaging to make them more retail-ready and customer-friendly. Each Body-Solid product box has been converted to an eye-appealing red and black coloring and now features more product information, descriptions, and photos than ever before to help improve customer experiences.

We hope that this new packaging not only gives customers more information when making a purchasing decision but helps Body-Solid products better fit into your store's aesthetics and layout.

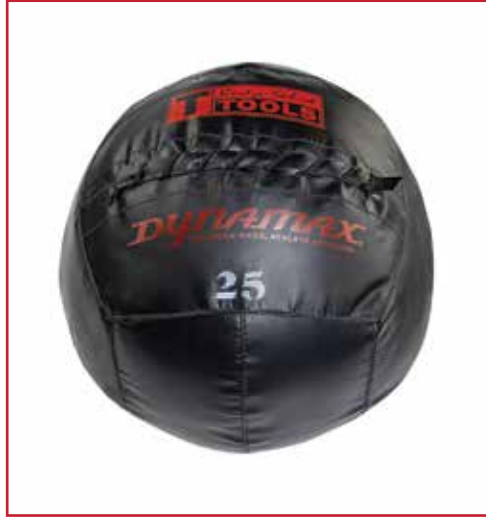


NEW BODY-SOLID TOOLS & STORAGE



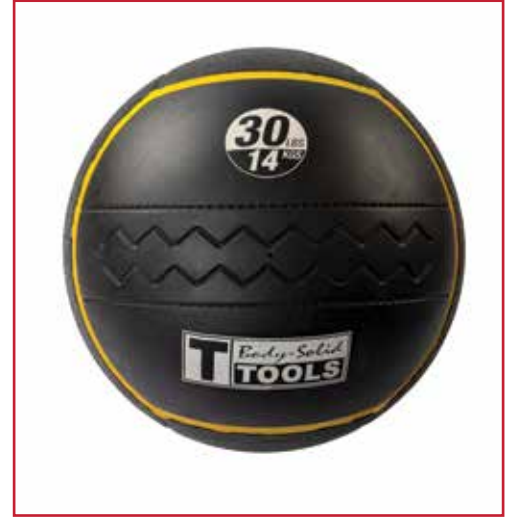
BSTSH SLED HARNESS

- Fully adjustable fit
- Quick-release strap
- For use with weight sleds and parachutes
- Dims: 11.8"L x 7.9"W x 4.3"H, 2.4 lbs.



BSTDYN DYNAMAX BALLS

- Non-bouncing, impact-absorbing soft medicine balls
- Heavy-duty, vinyl-coated nylon cover
- Available in 11 different weights (4-30 lbs.)
- 14" diameter
- Two-year commercial warranty



BSTHRB HEAVY RUBBER BALLS

- Durable and guaranteed to never break open or lose shape
- Six weight options: 20, 30, 40, 50, 60 & 70 lbs.
- Color-coding and weight displays (lbs. and kgs.)
- 13.6" diameter
- Lifetime commercial warranty



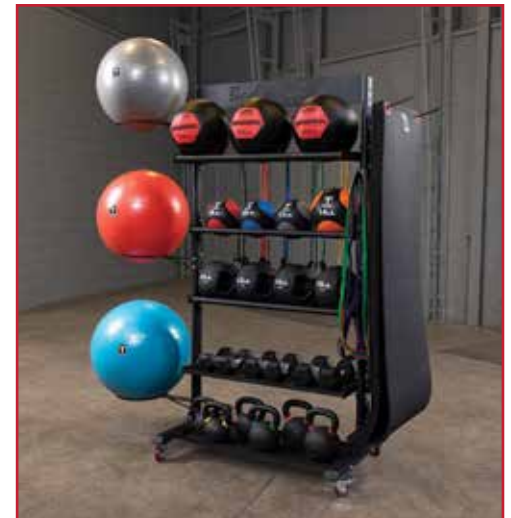
SBBR100 FIXED BARBELL RACK

- Easy access storage for up to 10 Fixed-Weight Barbells
- Holds SBB and SBZ barbells
- Composite lining protects bar finish
- Dims: 40"L x 37"W x 62"H, 139 lbs.



GAR100 MULTI ACCESSORY RACK

- Holds up to six medicine balls or slam balls
- Holds three stability balls
- Holds four foam rollers or yoga mats
- Four prongs for tube and band storage
- Included transport wheels for convenient mobility
- Dims: 32"L x 36"W x 74"H, 71 lbs.



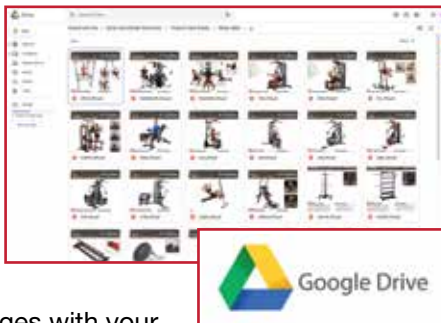
GAR250 ACCESSORY TOWER

- Multi-use storage tower for dumbbells, kettlebells, medicine balls, stability balls and mats
- Included transport wheels for convenient mobility
- Dims: 32"L x 79"W x 87"H, 156 lbs.

DEALER RESOURCES, GOOGLE DRIVE

Body-Solid is pleased to announce a new and easy way to access all of our photos, videos, and other dealer-specific information: bodysolid.com/drive. Housed on Google Drive, bodysolid.com/drive is a cloud-based dealer resource hub that will allow you to view and download brochures, logos, product data sheets, product images, product videos, and more.

Our goal is to make it easier for you to access the Body-Solid information you need from a phone, computer, or tablet and greatly simplify the process of viewing, downloading, and sharing



images with your customers on your website or social media.

For more information about our new Dealer Resources, please contact your Body-Solid representative.

NEW ROOM PLANNER



The new Body-Solid 3D Room Planner helps our dealers and fitness equipment retailers sell more effectively and efficiently by allowing buyers to plan and preview their spaces with Body-Solid products before purchase.

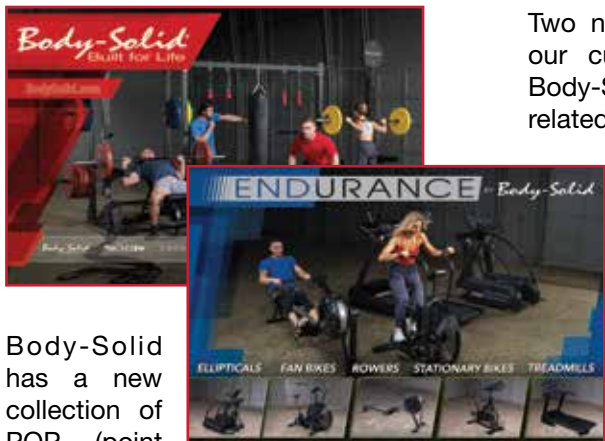
Now, you and your customers can enjoy the process of designing the perfect workout space with the Body-Solid 3D Room Planner's intuitive interface and simple drag & drop system.

Look through our vast product catalog and pick the items that suit you or your customers the best then share, render, copy, or save your project plan.

Body-Solid's 3D Room Planner can render floor plans both in 2D and 3D and will allow you to look at it from every angle and see how perfectly each detail fits in a workout space.

Once completed, you can export and share your design as well as receive a quote on the pricing of all items in your plan. Visit bodysolid.com/roomplanner today and try out the new 3D Room Planner for yourself.

LATEST BODY-SOLID POP



Body-Solid has a new collection of POP (point of purchase) posters, window clings and artwork to help beautify your storefronts and better feature Body-Solid products.

Two new and unique designs highlight our current lineup. The first features Body-Solid's vast array of strength-related products including weights, benches, bars, racks, and more featuring a multi-person rack rig.

The second focuses on the improved Endurance by Body-Solid cardio lineup featuring our refreshed ellipticals, fan bikes, rowers, stationary bikes, and treadmills.

If you're interested in adding Body-Solid POP to your store, please contact your Body-Solid representative.

Body-Solid
Built for Life

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