

FITNESS BUSINESS CANADA

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WHAT'S NEW



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The **Competition Series Olympic Bar** is built exactly to International Weightlifting Federation specifications. It is built with a 28 mm product-specific premium steel shaft and features a heavy-duty swaged steel sleeve/collar assembly. Each sleeve houses a combination of one heavy-duty ball bearing and four needle bearings providing free and constant sleeve rotation. A proprietary snap ring locking system secures the shoulder bearings in position. The durable hard chrome finish protects against flaking or peeling and is specifically treated to eliminate any hydrogen embrittlement. For more information, call 800-664-4766 or visit www.ironrip.com.



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The **Power Pouch sports bra** securely holds a woman's workout essentials, such as keys, any iPod or a cell phone while providing the total support and comfortable fit that women expect from a traditional sports bra. Power Pouch is available in full-torso style, as seen here, or traditional short versions. For more information and to see the entire Gracie's Gear collection, visit www.graciesgearandtraining.com.



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WHAT'S NEW

The latest products and services from industry suppliers

The launch of the **Elevation Series** delivers a newly designed 95T Treadmill and 95X Elliptical Cross-Trainer offering three new, unique options – the Engage™, Inspire™ and Achieve™ consoles. The Engage Console, pictured here on the 95T Treadmill, features: a 15-inch LCD touch screen with integrated TV; seamless iPod integration; USB connectivity to create, track and store workout information; a virtual trainer; and vibrant Workout Landscape™ Perspectives. For more information, call 1-800-634-8637 or visit www.lifefitness.com.



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The **Expresso Fitness S2u Bike** is a virtual, reality-enhanced stationary bike that integrates premium fitness and computer systems and offers customized, engaging programs to motivate riders. The S2u features a 17-inch high-contrast LCD screen and steering, shifting and customization options. When combined they create an integrated fitness system that fully engages both the body and mind. The Web-enabled Expresso S2u bike offer riders the option of racing against their best personal time or competing against others. For more information, call 408-636-2200 or visit www.expressofitness.com.