

**SOME SEE URETHANE AS
AN EXCITING NEW OPTION.
EIGHT YEARS AGO,
WE FELT THE SAME WAY.**

You may have noticed lately some manufacturers touting the benefits of their new urethane-coated plates and dumbbells. It's about time. While they've just begun looking into urethane equipment, we've been refining our line for the past eight years. Improving our formula's durability. Designing more efficient production methods. Making our urethane look even better and last even longer. And during this time, we've produced more urethane-coated equipment than all of our competitors combined. So while others are busy trying to enter a category we created, we've been busy perfecting it. For more information call 800-664-4766 or visit us at www.irongrip.com.



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