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IRON GRIP

ANYTHING ELSE  
IS A COMPROMISE



**IRON GRIP®**  
BARBELL COMPANY



## THE REVOLUTION BEGAN IN 1993.

That's when Iron Grip transformed the fitness industry with an unwavering commitment to groundbreaking design and state-of-the-art production processes—a commitment that raised the standard for commercial free weights forever. Now the choice of premium fitness centers worldwide, Iron Grip is still the only manufacturer to offer a complete line of equipment that is 100% American-made, and one of the few that operates our own state-of-the-art manufacturing facility. That's why our name is now synonymous with outstanding quality and durability. In fact, our commitment to quality is matched only by our commitment to product innovation and customer service, which is why we're the largest producer of commercial free weight equipment worldwide.



Iron Grip urethane is not only highly impact resistant and shock-absorbent, but it also has a much higher tear strength than rubber, making it exceptionally durable. Our urethane coating also offers a unique, uniformly textured finish to better resist wear and tear and keep your equipment looking new longer.

Steel dumbbell insert encased in durable, heavy-duty urethane.



Iron plate insert encased in hard-wearing urethane.



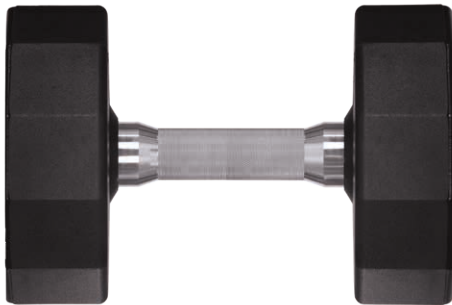
## THE FIRST AND LAST WORD IN URETHANE

Iron Grip led the way in urethane manufacturing technology to create the first fluid injection molding line for heavy parts such as dumbbells and Olympic plates. Over the years, we've perfected our proprietary urethane composition and manufacturing process to maximize durability and adhesion, and we continue to produce our urethane line in the United States to ensure strict quality control. We blend our proprietary urethane formula exclusively in our own factory, and rigorously test each batch for stability and consistency. Our many years of experience and technical expertise allow us to produce the strongest and most reliable urethane-encased strength products available.

# DUMBBELLS & BARBELLS

## URETHANE DUMBBELLS

Iron Grip's heavy-duty dumbbells are built in the USA to deliver superior safety and durability. We press-fit a beefy solid steel handle into a precision-machined solid steel head under extreme pressure, and then expertly weld the joint for added stability. This solid construction results in a thoroughly reliable and maintenance-free assembly. The compact design makes our dumbbells safer and easier to use than bulky pro-style dumbbells, and the flat, boltless ends make them more comfortable, stable, and tip-resistant. Our unique 12-sided design minimizes dangerous rolling.



Our patented, ergonomic handle features an extra-wide  $1\frac{3}{4}$ -inch diameter on each end to position your hand comfortably in the center. The heavy-duty handle thickness at the point of insertion also makes these the most durable dumbbells on the market.

Dumbbells are available with your choice of handle. All options feature Iron Grip's hardwearing engineered chrome that resists rust and abrasion. Our unique XL® Handle offers a hefty  $1\frac{3}{4}$ -inch diameter from end to end.

STRAIGHT HANDLE



XL® HANDLE



CONTOUR HANDLE



Iron Grip dumbbells and fixed barbells are encapsulated in long-lasting, American-made urethane that will never split, peel, or delaminate from the steel insert. Urethane-encased heads won't scuff or damage equipment, walls, or floors. High-contrast, easy-to-read weight markings are permanently engraved and bonded into the surface.



Fixed barbells are available with straight or EZ-curl bars.



# OLYMPIC PLATES & BARS

## OLYMPIC PLATES

The Iron Grip Olympic plate is our signature product. Revolutionary when it was first introduced, the 12-sided anti-roll design with integrated handgrips still has no equal in the market today. It remains the single most significant change to one of the oldest fitness products in the industry. Our design improves safety, functionality, and usability, making Iron Grip the preferred weight plate in premier fitness facilities around the world.

Iron Grip Olympic weight plates surpass all others in quality, accuracy and reliability. And because they're manufactured in the U.S.A., we confidently offer a 5-year guarantee for the original owner.



## OLYMPIC BARS

All Iron Grip Olympic bars are manufactured in the U.S.A. in our own onsite facility, from heat-treated, turned, ground and polished steel, developed specifically for use in Olympic bars.

Iron Grip bars feature machined steel sleeves with exceptionally slick, product-specific bearings and bushings. The integrated collars are attached to the bar using our proprietary design, to ensure maximum durability. Iron Grip's industrial chrome finish is extremely abrasion-resistant, and will not chip, flake, or peel. All bars feature comfortable, medium diamond knurling for a safe and secure grip, and the Power bar has a center knurl for added safety. Our oversized 54"

EZ-Curl bar fits all racks, stands, and curl benches. Our Competition Series Olympic Bar is built exactly to International Weightlifting Federation (IWF) specifications and then calibrated for accuracy, making it perfect for IWF Olympic-style competition. It features a 28 mm product-specific premium steel shaft and a precise combination of needle and ball bearings for unprecedented spin.

All Iron Grip Olympic bars are backed by Iron Grip's standard 5-year guarantee against breakage for the original owner.

The Iron Grip Olympic Bar line includes:  
20 kg Competition Series Olympic Bar  
(15 kg Competition Bar, not pictured)  
7' Olympic Power Bar  
5' Olympic Bar  
EZ Curl Olympic Bar





## URETHANE PLATES

Iron Grip weight plates are available encased in heavy-duty urethane to prevent scuffing or damage to equipment, walls and floors. Iron Grip urethane plates are exceptionally durable, and will not split, peel or delaminate from the insert. They are also impervious to rusting, chipping, flaking and losing their color. And the plate's integrated metal sleeve prevents contact between the urethane and the bar, providing a smooth, secure fit.



**Urethane Plates** are available in 2.5 lb., 5 lb., 10 lb., 25 lb., 35 lb. and 45 lb. sizes.

## IRON PLATES

Original iron Olympic weight plates are accurate to within 2% or better of stated weight. Iron Grip iron weight plates are cast from the highest quality gray iron, creating an exceptionally strong and durable product. Iron plates are finished with a durable, chip-resistant black paint.



**Iron Plates** are available in 2.5 lb., 5 lb., 10 lb., 25 lb., 35 lb., 45 lb. and 100 lb. sizes.



# CUSTOM ENGRAVING



Customized weight plates and dumbbells from Iron Grip show that your facility cares about its brand and image. For club chains that want to reinforce their brand, or premier health clubs that want to achieve a dramatic visual presentation, Iron Grip customized weights will make an outstanding impression.

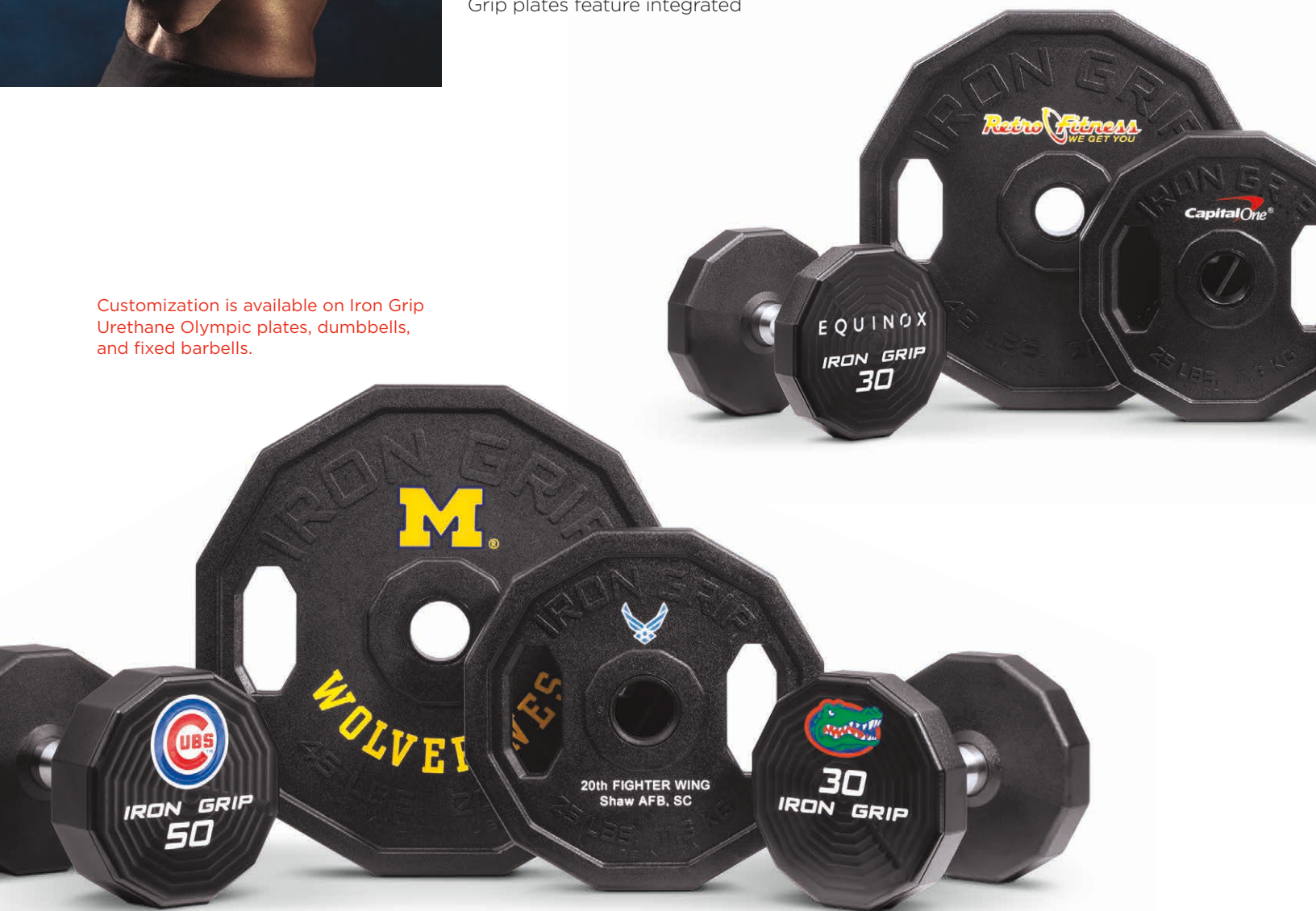
For professional sports teams and schools, they foster pride and team spirit, not to mention that they can be a powerful recruiting tool. But enhancing your image is just the beginning.

They also improve your facility's appearance, minimize its maintenance, and contribute to its overall safety. Iron Grip plates feature integrated

handgrips, and both the plates and urethane dumbbells feature our patented 12-sided anti-roll design. And our urethane-coated equipment won't scuff, scratch, mar, or chip equipment, walls, or floors.

By using multiple custom-matched colors and our highly detailed engraving method, we can reproduce a wide variety of text, logos, mascots, and other artwork. Our unique process results in vivid, permanent images that will not degrade, rub off or loosen through years of heavy use. No other strength company offers the level of expertise in custom engraving that Iron Grip can.

Customization is available on Iron Grip Urethane Olympic plates, dumbbells, and fixed barbells.



# GROUP STRENGTH

Group Strength® offers clubs a truly commercial-quality equipment system for group strength training classes. Group Strength plates have two integrated handgrips for improved handling, versatility, and safety.

Plates can be held comfortably by the grips for use in a variety of exercises that would typically require a dumbbell. Plus, their distinctive 12-sided shape minimizes dangerous rolling.

Group Strength is available as a pre-pack of 20 barbell sets and a storage rack.

Each individual barbell set includes two 10 lb., two 5 lb. and two 2.5 lb. standard plates; a chromed straight bar; and a pair of commercial-grade 1" Lock-Jaw collars.

The heavy-duty, welded Group Strength rack is designed to hold a complete pre-pack of 20 Group Strength barbell sets neatly and safely.



The rack is designed so that it can be locked quickly and easily with just one lock, keeping plates, bars, and collars secure during non-class hours.





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