



ANYTHING ELSE
IS A COMPROMISE.



IRON GRIP[®]
BARBELL COMPANY

WEIGHT PLATES

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.



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. Significant because it improves safety, functionality and usability. And it is the preferred weight plate in premier fitness facilities around the world.

Fully protected by several patents and designed using sophisticated computer technology, 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.



100 lb. plate has a slightly different handle design. Available in iron only.



*Iron insert encased in durable,
heavy-duty urethane.*



URETHANE PLATES

Iron Grip weight plates are available encased in durable, 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.

Available in 2.5 lb., 5 lb., 10 lb., 25 lb., 35 lb. and 45 lb. sizes.



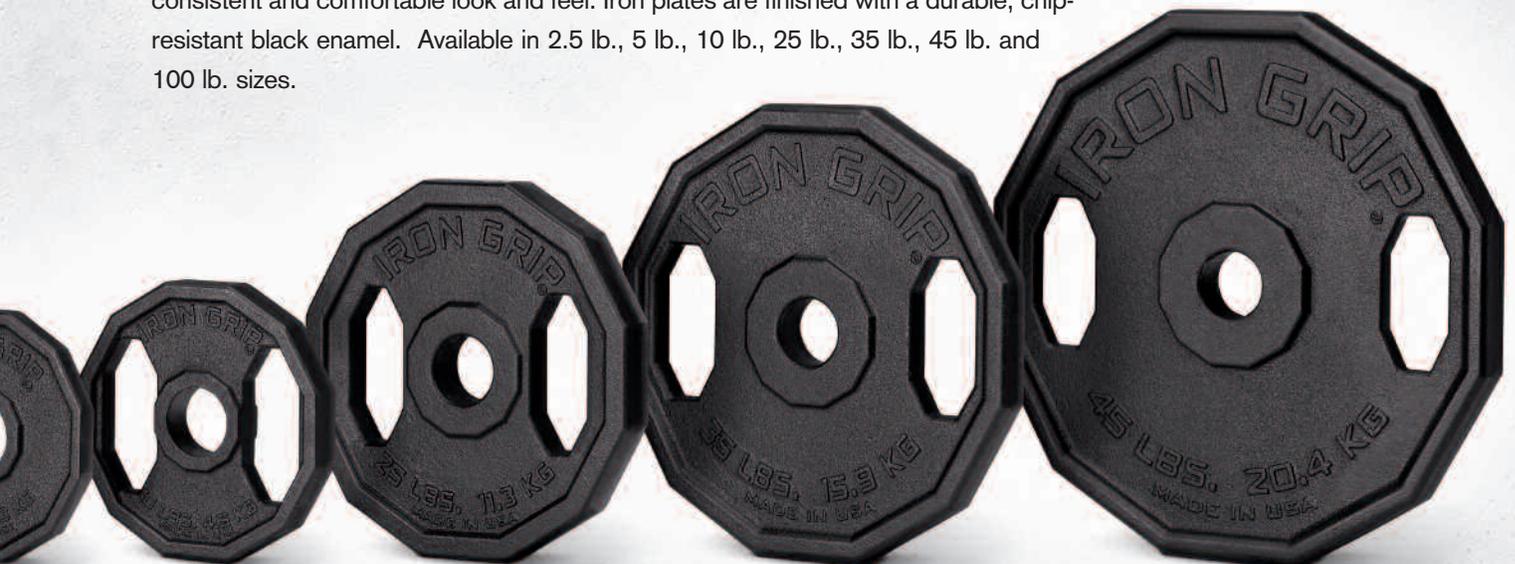
WHY URETHANE?

Why does Iron Grip use urethane instead of rubber for our premium line of free weight equipment? Urethane is not only highly impact-resistant and shock-absorbent, but it is also exceptionally durable. Compared to rubber, it has a much higher tear strength. Plus it has a smooth, non-tacky feel and no odor.

We've spent years perfecting 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. Our experience and technical expertise allow us to produce the most durable and reliable urethane-encased strength products available.

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. The grips and perimeter are machined using a robotic grinder to ensure a consistent and comfortable look and feel. Iron plates are finished with a durable, chip-resistant black enamel. Available in 2.5 lb., 5 lb., 10 lb., 25 lb., 35 lb., 45 lb. and 100 lb. sizes.





OLYMPIC BARS

All Iron Grip Olympic Bars are manufactured in the U.S.A. in our own onsite facility, and feature our unique industrial **Hard Chrome** finish.

Our **Hard Chrome** is aircraft-quality and is manufactured to military specifications, ensuring an extremely durable satin finish that will resist chipping, flaking or peeling. Iron Grip bars are manufactured from heat-treated, turned, ground and polished steel, developed specifically for use in Olympic bars. They feature machined steel sleeves with exceptionally slick, product-specific bearings and bushings. All bars feature integrated collars that are attached to the bar using our proprietary design, to ensure maximum durability. Our oversized 4 1/2 foot EZ-Curl bar is the most heavy-duty, durable curl bar available anywhere. Quick Collars are machined from 2", high-impact chromed steel. Muscle Clamp collars are constructed of lightweight yet durable glass-filled nylon. Both types of collars feature simple, one-handed operation, and both are sold by the pair. All Iron Grip Olympic Bars are backed by Iron Grip's standard 5-year guarantee against breakage for the original owner.



Fixed barbells are also available. Bar options include straight round and EZ-Curl, both with our unique **Hard Chrome** finish.



All dumbbell handles feature the same hard-wearing **Hard Chrome** finish found on our Olympic bars. Available with two handle options: standard straight round and contoured.



Iron Grip's heavy-duty, American-made dumbbells and barbells are maintenance-free and protected by a 5-year guarantee against breakage. Created by welding precision-machined steel handles into drilled, chamfered and precision-machined heads, ours are the safest dumbbells on the market. They feature compact, flat heads which provide a comfortable, tip-resistant surface, and they are far smaller in length than imported, bolted-together dumbbells.

URETHANE

Our urethane dumbbells and fixed barbells are built by encapsulating a welded steel insert in durable urethane that will never split, peel or delaminate from the insert. Urethane-encased heads won't scuff or damage equipment, walls or floors, and they feature our unique 12-sided anti-roll design. Available in black with the weight permanently engraved and bonded into the surface.



SOLID STEEL

Solid Steel dumbbells and fixed barbells feature fully machined steel heads with a hard-wearing, commercial grade finish. Available in black, with the weight permanently engraved and painted on each head.



**DUMBBELLS
& BARBELLS**

CUSTOM ENGRAVING



CUSTOMIZATION

Customized weight plates and dumbbells from Iron Grip show that your facility cares about its brand and image. For club chains that want to project their corporate image, 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 make 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 patented 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.

No other strength company can offer the unique customization capabilities that Iron Grip can. Facility names and complex logos can be duplicated and custom-color matched to reproduce your own distinct look. Our custom engraving process results in vivid, permanent images that will not degrade, rub off or loosen through years of heavy use. Iron Grip's exclusive customization process can be applied to all urethane equipment.





GROUP STRENGTH

With the **Group Strength™** line, Iron Grip offers the most comprehensive family of innovative free weight equipment in the industry. And like everything else in the Iron Grip line, **Group Strength** offers plenty of benefits for you and your members. It's easy to use, due to the patented handgrips and the commercial grade, quick release collars. It's exceptionally sturdy, due to the longer bar design, capable of handling up to 100 pounds. It's safe, due to the plates' integrated handgrips and their 12-sided anti-roll design. It's facility friendly due to the urethane-encased plates. And **Group Strength** is brought to you by a name you and your members know and trust. Iron Grip.



Each **Group Strength** club pre-pack includes 20 individual user sets consisting of two 2.5 lb., two 5 lb. and two 10 lb. plates, a chromed straight bar, and one pair of commercial quality collars. **Group Strength** sets can be stored neatly and safely on the heavy-duty **Group Strength** rack. 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. The rack easily holds 20 **Group Strength** sets. Rack is approximately 65" H x 72" L x 28" D. Please allow clearance of at least 12" on both sides of rack to accommodate opening collar storage doors.

IGX STRENGTH

HEAVY ON PERFORMANCE, NOT ON PRICE.

IGX is brought to you by Iron Grip—the industry's leading free weight equipment manufacturer. IGX is a new concept in strength equipment design. One that redefines the standard of what to expect from a competitively priced strength product. IGX offers a broad selection of free weight equipment with innovative features. Like plates with patented, opposing handgrips. Dumbbells that feature permanently engraved urethane endcaps. Durable, chip-resistant **Hard Chrome**. All at very aggressive price points. With all it has to offer, IGX will change the way you look at strength equipment forever.



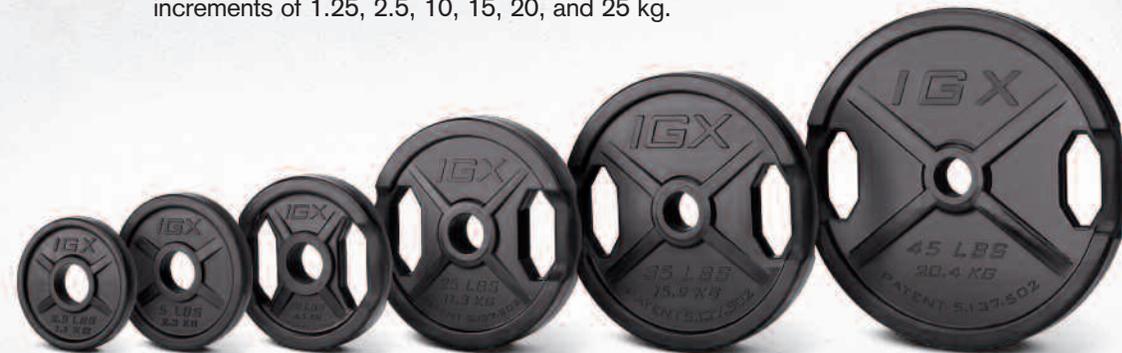
IRON PLATES

IGX plates feature our patented opposing handgrip design, making them safer and easier to use than plates with any other grip configuration. Lifting and carrying a plate with opposing grips allows the palms and wrists to face each other, distributing weight almost exclusively to the biceps. Since the biceps are biomechanically situated to lift and hold heavy objects, this method of lifting is ideal. Iron plates feature a baked-on hammertone gray enamel that is durable and rust-resistant.



URETHANE PLATES

Urethane IGX plates offer a heavy-duty coating to improve performance and durability, and their unique integrated metal sleeve design prevents unnecessary wear to the plate's exterior. IGX plates feature a solid metal center hole, so the bar only comes into contact with the metal insert. Also available in exact kilogram increments of 1.25, 2.5, 10, 15, 20, and 25 kg.



**WEIGHT
PLATES**

DUMBBELLS & BARBELLS



BEAUTY BELLS

The matte satin **Hard Chrome** plating on IGX Beauty Bells offers a distinctive look and a chip-proof finish. IGX Beauty Bells feature the weight permanently engraved on each head.



DUMBBELLS

IGX dumbbells are available in iron and imported urethane models. Both feature our innovative urethane-encased steel endcaps, with the weight permanently engraved and bonded on each end. To ensure a secure assembly, all IGX dumbbells are assembled in America using aircraft-grade hex bolts. Available with round handles.



FIXED BARBELLS

IGX fixed barbells are assembled in America using aircraft-grade hex bolts to ensure a secure assembly. Available in iron or imported urethane-coated models, both feature unique urethane-encased steel endcaps with the weight permanently engraved and bonded on each end. Straight or EZ-curl bars are available.



**DUMBBELLS
& BARBELLS**



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