

Every Leader Has It...



Passion.

The best in their class all have a certain aura about them. You know it when you see it, touch it, taste it. The Urethane Plates on this page are emblazoned with the logos of the best strength training gym ever, the best business hotel in the world, the best bank in the Western Hemisphere, the best vodka in The Ukraine, the best collegiate football team.

People who create “the best” don’t stop at “good enough” like everyone else. They keep going. They’re never satisfied, never finished.

What drives certain people to press on long after others have rested? Passion. The pure joy of doing what they do. Find people who approach their work with passion. That’s where you’ll find perfection in the making.

IVANKO®
Engineered Passion



P.O. Box 1470 • San Pedro, CA 90733 • USA
Phone 310.514.1155 • Fax 310.514.1363
Email: chet@ivankobarbell.com
Web Address: www.ivankobarbell.com

The Only Thing Certain Is Change

Anything that stays the same too long starts looking old, dated, ho-hum. That's why even the most popular automobile designs are changed after a few years. That's why clubs are constantly updating equipment and surroundings to attract and retain members. And that's why Ivanko's new Ultrathane E-Z Lift Plates will give your weight room users an exciting lift. Not just urethane, Ultrathane, because these plates are "fully functional" and safer for floor lifting. Ultrathane, because they have more grip places for easier handling. Ultrathane, because Ivanko quality is recognized worldwide as the best there is.

At Ivanko, change is limitless, and better ideas are the reward, since 1969.

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IVANKO

45

DESIGN NO. 87
RUEZ-45

DESIGN NO. 55
OMEZS-45

DESIGN NO. 43
OMEZH-45



DESIGN NO. 71
ROEZH-45R
ROEZH-35B
ROEZH-25Y

DESIGN NO. 62
ROEZH-45

WHO WANTS TO LIVE IN A ONE-SIZE-FITS-ALL WORLD?

Each club has a unique vision of how to differentiate their facility and equipment from the club down the street and across town. That's why Ivanko offers the industry's broadest assortment of original, patented designs and vibrant visual looks. Club owners and members tell us they appreciate the clean eye appeal almost as much as the superior performance, safety, and durability. Available in pounds and kilos, what you see and feel in Ivanko plates comes from 36 years of thinking outside the one-size-fits-all world.



See your rep for
IVANKO'S PLANOGRAM
to help you determine the
proper amount and ratio of
Ivanko plates to your equipment

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DESIGN NO. 23

23 Steps Beyond "Good Enough"



Approved for International Competition,
International Powerlifting Federation

IVANKO STAINLESS STEEL OLYMPIC BAR

When your goal is just to sell a product, your Olympic bar design is finished when it's "good enough". When your goal is perfection, you're never finished, never satisfied, even 23 Design cycles later! For example, a tensile strength of 150,000 PSI is "strong enough" for most manufacturers. We heat treat our stainless steel bar to 218,000 PSI, because our tests tell us anything weaker will bend. Most think bar stock is "straight enough" if it meets the mill standard of 89/1000 inch over the 7 foot length of the bar. We further straighten our bar to a tolerance of 10/1000 inch, because anything less straight will cause rotational torque during heavy lifting. Most think there is a coating or plating that is "durable enough". We chose stainless steel because it needs no coating, so there's nothing to peel off, chip, or rust. Most think a bar is "safe enough" just because it's made of steel. We ultrasonic test and magnetic particle test every bar to detect internal and external cracks because they can spread over time and cause the bar to snap. The International Powerlifting Federation (I.P.F.) counts our stainless steel Olympic bar among the very few that it approves for International Competition. We appreciate the endorsement, I.P.F., but we're pressing ahead with Design No. 24 anyway.

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