

An Engraved Invitation



By Tom Lincir, President and Founder, Ivanko Barbell Company

The most revered names in commercial fitness have earned their reputations. They have devoted millions every year to making their products and facilities better than they were the previous year. They're never satisfied, never finished. When you see one of their names on a piece of equipment, or on the entrance to a club or gym, you can see, touch, and feel the work of many hands, hearts and minds in the unending pursuit of excellence.

Since the beginning of time, Man's nature has been to record his most revered images and ideas on media deemed suitable and proper. When the ancient Greeks wanted to preserve their wisdom, they inscribed their words onto buildings. When the ancient Romans wanted to have their names and works remembered, they asserted that their fame would last longer than the art and monuments made from marble and bronze.

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The ancient Romans laid claim to honor and fame in their monuments. (Tomb of the Scipios, Tarragona, 1st century).

So let it be with weight plates. When Ivanko embarked on its quest for the perfect urethane plate, we not only sought a result worthy of our name, but worthy of the best names in the industry whom we would invite to be emblazoned next to ours. Our work is now at a point where we believe club members will experience the quality they’ve come to expect from the best equipment and the best facilities. We have made a considerable investment in new technology so that the result will measure up to the highest standards.

Horace (65-8 BC), one of Rome’s greatest poets, wrote:

*Exegi monumentum aere perennius
regalique situ pyramidum altius,
quod non imber edax, no Aquilo impotens
possit diruere aut innumerabilis
annorum series et fuga temporum.
non omnis moriar multaue pars mei
vitabit Libitinam.*

*I have finished a monument more lasting than
bronze and loftier than the Pyramids,
One that neither wasting rain, nor furious north
wind destroy, nor the years erode.
I shall not altogether die, but a mighty part of me
shall escape death.*

*On and on shall I live and my reputation grow,
ever fresh with the glory of time.*

[In part from Loeb Translation].



The poet Horace (65-8 BC), one of Rome’s greatest lyricists.

Horace wanted his work to last as long as bronze. It was one of the ancient world’s most durable materials and the Romans knew that Bronze would last forever. They were right. Today, archeologists are still finding bronze tablets, vessels, armor, and other artifacts when they excavate in Italy.

When you pursue your craft with vision and passion, you want to leave a proper impression, recorded and displayed in the most fitting manner. The Romans could have scratched their words in the dirt, on rocks or clay tablets. They chose marble and bronze. You can choose urethane. Better yet, you could choose Ivanko urethane.

Ivanko Urethane Plates, made in the USA, are round or “fully functional”, so that users can perform floor exercises such as power cleans and dead lifts properly. We have fused the urethane plate material to the iron core using proprietary bonding technology that is stronger than the urethane itself. Further, we’ve given the surface a matte finish that looks better than shiny plastic. Because grip slots are widely perceived as a good thing, we have designed our plates with multiple grip slots for easier handling.

In a recent article, we discussed our quest for the perfect weight plate. But we also told you candidly of the limitations of urethane plates, along with the strengths. Since that writing, Ivanko has found ways to overcome some of these limitations, and our discoveries are patent-pending. Look for a discussion of these innovations in a future article.

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Having your logo engraved in urethane can be a good thing if your name is associated with a company whose reputation and quality are universally admired.

Because weight plates can last forever, there's another consideration involved with putting your name on a plate. Once you do it, you and club members will behold that decision day after day. This can be a good thing if your name is in the right place, associated with a company whose reputation and quality are universally admired. You must weigh whether engraving your name on a permanent surface is a monument to excellence, or something less. Is it associated with a vision and passion for perfection? Is it connected to the traditions, innovations, and respect

that a long-time participant in the Iron Game has earned?

I think club members are going to like these new plates, for easier handling and classic good looks. But perfection is an elusive goal. If you have a passion for it, you live on an upward sloping curve of innovation. In weight training, you frequent the realm of serious ideas — the gym. For it is in the gym — the true proving ground of this sport — that Ivanko has learned what we know about weight lifting. It is in the gym where we have labored since 1967 to earn and cultivate our reputation, and live it, one rep at a time.

We are proud to put our name on these urethane plates, and we would be proud to have your name next to ours.

So whaddya waiting for? An engraved invitation?

Ivanko Barbell Company was founded by Tom Lincir in 1967, and it is the leading provider of professional and commercial grade barbell and dumbbell products worldwide. Your comments or questions are welcome. Write Tom Lincir at Ivanko Barbell Company, P.O. Box 1470, San Pedro, CA U.S.A. 90733, e-mail tom@ivankobarbell.com, or call 310.514.1155, ext. 205.

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