

A Mirror Image of Ivanko's Focus on Safety

This is not an advertisement. It is a public interest article.



**By Chet Groskreutz,
Vice President Sales & Marketing
Ivanko Barbell Company**

Recently, at the IHRSA show in Las Vegas, Ivanko introduced another industry innovation to rave reviews — the “Glassless Mirror”. Club owners, our sales reps, and our distributors all expressed excitement and enthusiasm about the benefits of this new Ivanko product offering.

Some may wonder what a Glassless Mirror has in common with the rest of Ivanko's product line. Whenever you see us doing something “outside the box”, the reason often traces back to “safety”. “Safety” is why we don't trust welding in our dumbbells and Olympic bars. We want to make absolutely sure the product doesn't break apart while someone is working out with it. Similarly, a conventional glass mirror can shatter when someone bumps it accidentally while working out. For years clubs have lived with this risk factor because there were no other options available. Now there is.

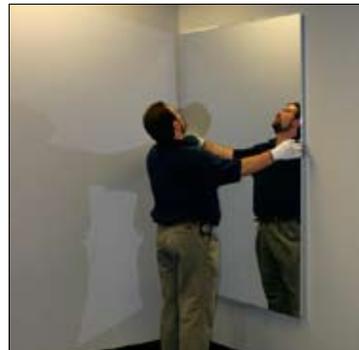
“And our promise of a safer mirror doesn't contain an asterisk with a footnote in small print that reads to the effect, ‘Invalid if struck with a hard object’”.

The virtue of this new Glassless Mirror is that it is shatterproof. It's another measure of safety for club members and owners, a benefit that is especially important in today's litigious environment. There is no question that safety is of primary concern in the minds of all of us who are involved in the club business today. We all need to be more diligent in our pursuit of ways to make our clubs safer. And our promise of a

safer mirror doesn't contain an asterisk with a footnote in small print that reads to the effect, “Invalid if struck with a hard object”. It is absolutely shatterproof.

In addition to safety, there are four other basic functions that a mirror should satisfy in a fitness center, health club, spa, ship, military installation, home, corporate, collegiate or high school or rec fitness center, or other facility.

1. Optical clarity - As you know, there are plastic and metal mirrors that are also shatterproof. However, the image they reflect is a distorted one that lacks optical clarity. Our Glassless Mirror solves this problem. It is made of a thin reflecting film stretched over a sturdy lightweight substrate. Because the film is so tightly stretched, the surface is almost perfectly flat, which is why it provides ultra precise reflection and optical clarity. In fact, this “Glassless Mirror” reflects an image that is amazingly clearer and brighter than all but the most expensive glass mirrors on the market.



The lightweight Glassless Mirror is easy for one person to mount with a lot less time, effort, and worry.

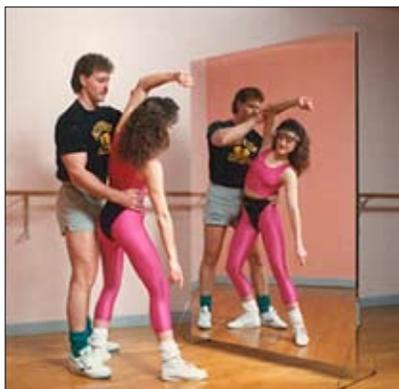


2. Lightweight – The mirror panels are extremely lightweight which allows for easy handling and installation. A 4 foot by 6 foot Glassless Mirror weighs just 8 pounds, compared to 80 pounds or more for its glass counterpart. One person can attach this mirror to a wall with a minimum of time and effort, and with less worry that its mountings will give way over time. The lightweight panels are also easily removed and relocated when remodeling.

“With the money a club can save on a remodeled or new facility, they can afford to upgrade the standards of quality and safety in their weight room equipment”.

3. Versatility and Mobility – The panels can be made in any desired size or shape to accommodate any facility or any application. They can be mounted securely and safely on ceilings, walls, or stands for free standing mirrors. They can even be custom mounted at our factory on casters, resulting in a portable, lightweight mirror that can be moved from room to room for different class activities or personal trainer sessions.

Ivanko stocks the basic wall mount panels which are 4 foot by 6 foot, a size that 95% of facilities use for their wall mounted mirrors. Each mirror includes mounting hardware and are ready to install once unpacked.



These lightweight mirrors can be mounted on casters, so they can be moved from room to room for different class activities or personal trainer sessions.

4. Cost - The Ivanko Glassless Mirror costs \$295 for each 4 foot by 6 foot panel, which represents a savings opportunity of \$500 to \$600 per panel over conventional beveled glass mirrors. With the money a club can save on a remodeled or new facility,

they can afford to upgrade the standards of quality and safety in their weight room equipment. They can also have money left over for enhancements in furnishings and equipment in other areas of the facility.

Ivanko’s new Glassless Mirrors offer exceptional reflective precision and optical clarity in a mirror that is easier to install, and safer once installed. It’s another example of new technology replacing yesterday’s technology. When we see something this clever, we want to get involved, especially when its cost savings frees up resources for other enhancements for the club and its members. It’s a win win win for everyone.

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. Contact Chet Groskreutz at Ivanko Barbell Company, call toll free 1.800.247.9044 ext. 209, send correspondence to P.O. Box 1470, San Pedro, CA U.S.A. 90733, or e-mail chet@ivankobarbell.com

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