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## *Mirror, Mirror, Off The Wall*



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**IVANKO<sup>®</sup>**  
Engineered Passion

# Mirror, Mirror, Off The Wall

## *The Rise of Vanity in a Down Economy*

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



By Chet Groskreutz, VP Sales & Marketing, Ivanko Barbell Company

I didn't believe it myself until I Googled it. Vanity is a recession industry! Liposuction, anti-aging products, and cosmetics are all booming. Even health club memberships are up. Perhaps it's because people think it will help them land a job, or find a mate to bolster their economic security. Whatever the reason, members will appreciate clubs who help them check out their progress in the mirror.

Ivanko's lightweight glassless mirrors are the easiest, safest way to respond to this emerging demand, at a significant savings over plate glass. Every little perk keeps members satisfied and coming back. By enhancing workout visual feedback for members, these mirrors deliver a lot of member appreciation for the investment.

The most popular version is a 4' x 6' panel, but we offer 6 sizes on our web site. We welcome special orders for larger sizes or unusual shapes.

Because these mirrors only weigh about 8 pounds, they don't require Herculean fastening measures to keep in place or suspend in space for unique effects. Installing an 8 pound mirror is a one-man cake walk for anyone on your staff. It does not require expensive skilled tradesmen and heavy lifting, a process that can



**Mobility enables positioning the mirrors for a 360° view of all the benefits from your exercise program.**

be a Workers' Comp Claim waiting to happen. Even in the unlikely event that they come loose, they are completely shatterproof, and their 8 pound weight is unlikely to do any harm. Nearly all the risk factors (and costs) associated with glass mirrors are gone.

With Ivanko Mirrors, you can go completely off the wall. They can be creatively displayed in a variety of ways. You can hang them from the ceiling so members can check their form for flat bench presses, or proper body positioning and alignment in supine exercises on Pilates equipment. Two or three mirrors can be set at angles for full 360 degree viewing. Or they can be mounted on wheels for portability to any location in the club. Ivanko offers a full range of attractive rolling mirror

*Like our other urethane products and Olympic bars, these mirrors are manufactured from precision American tooling.*



**A conventional glass mirror can shatter into hundreds of hazardous splinters.**

stands to accommodate these mirrors. And again, there's no glass to break, splinter, or otherwise present any safety issues in the process.

Whenever something starts to take off, that's when you see the "me too" knock offs trying to make a quick buck. Decades ago, Ivanko established itself as the premiere manufacture of weightlifting equipment. Since that time, we've seen everyone copy our equipment – from the "shape" of our rubber dumbbells, and the color of our painted grey cast-iron plates, to radius on our Urethane dumbbell heads. Everyone wants that Ivanko "look," but even our competitors have admitted to us, with some chagrin, that they can't approach our quality. So what separates an Ivanko Mirror from imitators that have lately arrived on the scene?

The secret, as with other Ivanko products such as our Olympic bars and urethane dumbbells manufactured for clubs, is structural beefiness. This quality is critically important when you're moving the

mirror around and doing creative things with it. If the frame or inner core bends or warps to the slightest degree, your workout area can start to look like a carnival fun house.

The technology incorporated into Ivanko Mirrors is true to the engineered passion that drives all of Ivanko's product development. These mirrors have been refined and fine tuned in the pursuit of ultimate flatness, reflectivity, and structural rigidity. The end result is not likely to be copied in a matter of a few months or even a few years. As with all Ivanko products, there are look-alikes, until you look closer.

Like our other urethane products and Olympic bars, these mirrors are manufactured from precision American tooling. The Ivanko frame is a 1.25 inch thick custom-extruded aluminum piece that is ultra straightened from the factory. (Our competitors simply cut their frames with hacksaws -- and they never get the alignment completely right – and if you don't get the alignment right – you might as well forget it). The frame is then affixed around a rigid lightweight board to enhance the tensile strength. If you were strong enough to hold this 4' x 6' inner core by a corner in your fingers, it would jut out perfectly straight.



**Checking safe and proper form from all angles helps get the most benefit out of every exercise and stretch.**



**The Sleek profile, light weight, and mobility to anywhere in the club - all exemplify Engineered Passion.**

This strong tensile strength in the frame and inner core is necessary because the reflective film is stretched to a tension of 100 pounds, which is why the surface is 100% flat with no distortion. In fact, the next time you see a large glass wall mirror, look carefully. You'll see noticeable distortions because glass warps. Not so with Ivanko's ultra flat surface technology. In addition, the ultra taut film floats 1/8" off the inner core surface, for a trampoline effect that absorbs impact and bounces back unharmed.

The reflectivity is achieved through an enhanced optical grade film, the same highly reflective material used in the Hubble Telescope and flight simulators. While other mirrors might look acceptable in a doctored photo or standing alone, side-by-side with an Ivanko Mirror, the difference puts a smile on your face.

The distinction between Ivanko and the imitators isn't confined to the surface of the mirror alone. The foam backing used in the Ivanko mirrors is non-flammable and meets universal building codes. Its interior components have earned it a unique award in the industry: it is the only mirror manufactured to Underwriters' Laboratories specifications for interior use. Not only will this quality difference be appreciated for its safety benefits, but it will also insure that the integrity of the mirror's reflective surface stands up to long-term use, the way other Ivanko products continue to be used in gyms world-wide after decades of use.

Health Clubs are just one of the many places where these same glassless mirrors are preferred over plate glass. When the U.S.S. Cole was attacked, glass mirrors all over the ship were shattered. Now the U.S. Navy uses these shatterproof mirrors to prevent a recurrence of this problem. At the other end of the spectrum, these mirrors are used in stage performances by entertainers such as Madonna and the Back Street Boys, and in movies such as Dreamgirls and The Matrix. In fact, many Hollywood productions don't use glass mirrors anymore.



**Multiple perspectives provide an advantage in rehearsing posing routines for fitness competitions.**

With vanity on the rise, your members will be grateful to be able to monitor their progress toward physical and economic recovery. Your maintenance people will appreciate the lighter work load. And your attorneys will applaud your reduced exposure to episodes of shattered glass and sharp splinters. Just make sure that the mirrors that make this all possible are Ivanko Glassless Mirrors.

For mirror product information and pricing, see our website [ivankobarbell.com](http://ivankobarbell.com).

*Ivanko Barbell Company was founded by Tom Lincir in 1967 and 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 1.310.514.1155 ext. 209, send correspondence to P.O. Box 1470, San Pedro, CA U.S.A. 90733, or e-mail [chet@ivankobarbell.com](mailto:chet@ivankobarbell.com).*