

Shatter Proof Your Balance Sheet

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



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

With the possibility of recession on the horizon along with a continuing financial meltdown, everyone is wondering what is the best use for their precious financial resources. There are lots of ideas floating around — buy gold, stockpile food, buy generators — and it's hard to sift through them to decide what's right for you. I don't have those answers, but I would like to suggest a couple of guiding principles. The first one is to spend your money on hard assets now in case hyperinflation sets in or the currency collapses. The second one is to make sure those investments give you the most future bang for the buck in revenue impact for as long as you own them.

Finding ways to attract and keep members, is a sure-fire way to preserve your revenue flow.

In the club industry, the most profitable assets are those that deliver a lot of member appreciation at a small cost per member. In a tight economy, you still need to attract members and reward them with the look, feel, and experience of a quality workout environment. Finding ways to attract and keep members is a sure-fire way to preserve your revenue flow.

One product that works this way is Ivanko's ultra lightweight glassless mirrors. With them, you can completely transform the look and feel of a room for a small investment. One new cardio piece might impact a few dozen members a day. For the same money, a wall of mirror panels will impact everyone who enters the exercise room. Not only does it make the room look bigger and brighter, people like to see themselves in the mirror before, during, and after their workout.



The 4 x 6 foot panels can be assembled into a full wall mirror with seams that are nearly invisible.

Every little perk helps keep them satisfied and coming back. By enhancing the workout environment for members, every minute they are there, these mirrors provide a lot of long-term member appreciation for the investment.

These high tech mirrors have a number of advantages over conventional glass mirrors. They have greater clarity and reflectivity with near zero distortion. They require a fraction of the labor expense to install. They are shatterproof and therefore safer. See if you don't agree.

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In the area of clarity, these mirrors are made of the same highly reflective material used in the Hubble telescope. Stretched taut over rigid aluminum frames, the surface is 100% flat with no distortion. The result is an image that is clearer and brighter than all but the most expensive glass mirrors on the market. Members will definitely see and appreciate the dramatic difference which sends a quality signal to them with every glance.



Their 12-pound weight makes them easy for one person to install without the need for an expensive crew of skilled laborers.

And unlike heavy glass mirrors that require skilled tradesmen and many hours to install, Ivanko's ultra lightweight mirrors weigh only 12 pounds per 4x6 foot section, so you can install them yourself in no time. You can also easily take them down while remodeling or repainting, and put them back up again in minutes without expensive skilled labor charges. They are definitely low maintenance.

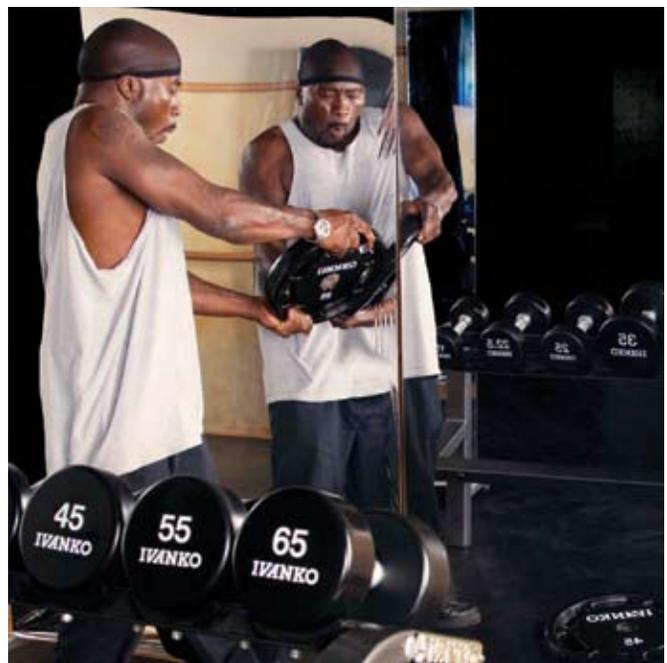
But the attribute that attracted us most to this product line is safety. Safety has always been of highest priority in the design and manufacture of Ivanko products.

Ivanko's ultra lightweight glassless mirrors fit right in with that aspect of our mission. 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.

Ivanko mirrors are completely shatterproof. It's another measure of safety for club members and owners, a benefit that is especially important in today's litigious environment. You might even get a break on your liability insurance premiums. 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.



A conventional glass mirror can shatter into hazardous splinters.



An Ivanko mirror can take a hit and snap back good as new.

"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'".

One more value to mention is versatility and mobility. The panels can be made in any desired size or shape to accommodate any facility or any application, but 95% of facilities prefer the 4 x 6 foot size. They can be mounted securely and safely on walls with the hardware provided, or they can be mounted on casters and moved from room to room for different class activities or personal trainer sessions.

These mirrors are just one more way in which we always think of the user experience in engineering and manufacturing Ivanko products. We want people to see quality and feel quality every time they pick up an Ivanko Olympic bar or dumbbell. The math is always interesting. If you assume an Olympic bar will be used 50 times a day, that's 18,250 opportunities to send a quality signal every year. If you pay \$200 more for an Ivanko Stainless Steel Olympic Bar, your cost differential is \$.01 per quality signal. In the case of

Ivanko mirrors, there might be 500 people a day that see and appreciate the superior reflective clarity, which translates to fractions of a penny per quality signal.



Ivanko's Stainless Steel Olympic Bar delivers a quality statement to each user at a cost of about \$.01 per encounter.

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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