



# the ZONE

»» FEATURING THE FRESHEST GEAR ON THE MARKET TODAY ««

There's no place like the GearTrends® Product Zone to see and be seen. These mini-product blurbs—granted, pay-to-play ones—offer a peek at what's new and what's coming from leading industry companies during the trade show season.

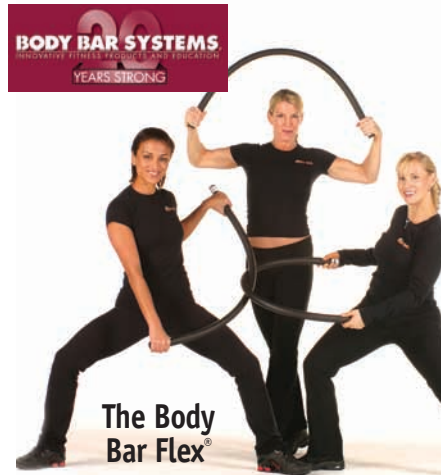
*Wish your company's product was in this magazine for the world to see? For details on how to become a part, contact Gene Treacy at the GearTrends® sales office: Gene@gearrends.com or 865-675-2052.*



**ACCUFITNESS**  
FITNESS IN A PINCH

### FatTrack GOLD

As a follow up to our Accu-Measure Fitness 3000 Personal Body Fat Caliper, the FatTrack GOLD is a digital do-it-yourself body fat caliper. Simply measure 3 sites and the unit will automatically calculate and store body fat %. A FREE MyoTape Body Tape Measure is included, which lets you measure any body part.



**BODY BAR SYSTEMS**  
PROUDLY FITTING PEOPLE AND FLEXION  
YEARS STRONG

### The Body Bar Flex®

is a flexible rod with soft easy-grip durable rubber casing and end caps. Weighs 1 pound and is available in two lengths, 3 and 4 feet. Can be used for balance and stretching when straight, but offers resistance ranging from zero to 40 pounds when bent into an arc.



### Diamondback Fitness

A leader in quality, value and technology. We've been a dominant force in home use cardio equipment for over 16 years. Our reputation for innovation, integrity, performance and service is unmatched... and the reason that Diamondback products are one of the best values in the industry.

[www.diamondbackfitness.com](http://www.diamondbackfitness.com)

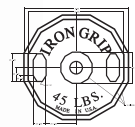


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**IRON GRIP®**  
BARBELL COMPANY

### Iron Grip Olympic Bar Line

Iron Grip's newly redesigned Olympic bar line features a swaged sleeve-collar assembly that has proven stronger than welding, even under severe testing. The line includes a 7' Olympic bar, a 5' Olympic bar, and a 54" EZ Curl bar. All bars still feature Iron Grip's aircraft-quality Hard Chrome, are manufactured exclusively in the U.S., and carry a five-year warranty against breakage.

Iron Grip Barbell Company, 800-664-4766  
info@irongrip.com • [www.irongrip.com](http://www.irongrip.com)



**WALK.**  
**JOG.**  
**RUN.**

**The Hiker XT by Advantage** is the first true cross-training unit that provides three distinct fitness motions: walking, jogging and running without the impact. Its patented adjustable ramp and resistance program allow users to cross-train utilizing a fitness program designed specifically for different levels of fitness.



## LUBE-N-WALK

### Lube-N-Walk® Treadmill Care Kits

Treadmill Care Kits are the #1 selling treadmill accessory. The Lube-N-Walk® Treadmill Care Kits are recommended by leading treadmill manufacturers. They are an easy add-on sales item for treadmills. The kits come in several models to lubricate, wax and clean treadmills. [www.lube-n-walk.com](http://www.lube-n-walk.com). Toll Free 800-877-3486, Fax 760-843-3803

## Octane FITNESS



### Q47 SERIES

The Q47 Series is Octane's newest, top-of-the-line elliptical line for home use that comes fully loaded with the company's signature SmartStride and Converging Path handlebars for the ultimate ergonomic experience. Add on electronically adjustable stride from 18"-26," Converging Path handlebars, X-Mode, GluteKicker and ArmBlaster, and the Q47 Series performance is unparalleled.



### Titanium Finger Pocket Glove

This new high-tech glove covers all the angles. Durable double stitching, top grain leather, padded fingers and palm with special pressure absorbing padding on inner thumbs, Lycra finger panels for expansion and ventilation, ergonomic design and fit, 2" Neoprene wrist wrap for full and complete support, Patented Pull-EEZE Finger Pockets! to remove your gloves in one easy pull. [www.progryp.com](http://www.progryp.com) • 1.866.299.9969

## PRECOR<sup>USA</sup> move beyond<sup>®</sup>



### Precor EFX<sup>®</sup> 5.23 Elliptical Fitness Crosstrainer<sup>™</sup>

Recognized as the global leader in elliptical crosstrainers, Precor brings the club experience to the home with the EFX<sup>®</sup> 5.23 Elliptical Fitness Crosstrainer<sup>™</sup>. Offering unmatched smooth, fluid motion, the EFX 5.23 delivers a superior workout through patented CrossRamp<sup>®</sup> technology that varies the stride motion to engage a variety of muscle groups. [www.precor.com](http://www.precor.com)

**// You guys really do the best job finding and relaying pertinent information to retailers and manufacturers! //**

—Bobby Krause, LifeSpan Fitness



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## SportsArt FITNESS

### E81

Now you can get SportsArt quality for well under \$2,000! The E80 and E81 feature a space-saving design and the pre-



cision engineering and smooth operation you've come to expect from SportsArt Fitness. The E81 features a brightly lit blue LCD display, a 19" stride, HRC, and 8 varieties of user feedback.

## SportsArt FITNESS

### E83

The new from-the-ground-up E83 features 6 stride length adjustments, from 18.5" to 25.5". The dot matrix display features multiple Glute Trainer programs, HRC, and the all-new ZoneTrainer<sup>™</sup> program. Another key innovation is the MyFlex<sup>™</sup> air-suspension cushioning system. These features along with a lifetime frame and 10-year parts warranty make this a superior value.



## SportsArt FITNESS

### E85

The all-new E85 features patented electronically controlled stride length adjustment of 17"-26". Key programming breakthroughs include several Glute Trainer and VariStride<sup>™</sup> options. User interface enhancements include CardioAdvisor<sup>™</sup> and ActivZone<sup>™</sup>. For maximum comfort, the E85 features the new MyFlex<sup>™</sup> air-suspension cushioning system.



## SportsArt FITNESS

### E86

This all-new benchmark in high-end ellipticals features superior user interface, programming, and features. For convenience, fingertip controls for resistance and stride adjustment are integrated into the handles. Heartrate training? The E86 features multiple HRC programs, including ZoneTrainer<sup>™</sup>, along with CardioAdvisor<sup>™</sup> and contact heart rate. The innovative MyFlex<sup>™</sup> air-suspension cushioning system rounds out this fully featured unit.



**BH**  
Fitness

**SEE US AT BOOTH  
1041**

European styling with the value of Asian base manufacturing - the best of both worlds.

After 30 years of building great products, BH Fitness comes to America with a full line of specialty dealer cardio and strength products from entry level home use to full commercial quality.

Great warranties, great margins, equals a great business opportunity!

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### ELLIPTICALS



### BIKES



### STRENGTH



### TREADMILLS



# All-New, All-WOW!

The company that invented adjustable stride, dual-action ellipticals is BACK with 6 all-new from the ground up models, including 2 fixed stride, space-saving units!



E80/81

- 2 Great New Units for Well Under \$2,000!
- Space-Saving Design
- 3 Glute Trainer Programs
- One of the Smallest Footprints in the Industry
- Heart Rate Control (E81 only)
- 19" Fixed Stride



E83

- 6 Stride Length Adjustments
- Stride Range 18.5" - 25.5"
- Heart Rate Control
- ZoneTrainer™
- MyFlex™ Air Suspension Cushioning System



E85

- Electronically Adjustable Stride, 17" - 26"
- GluteTrainer™ Programs
- VariStride™ Programs
- ZoneTrainer™
- CardioAdvisor™
- ActivZone™
- MyFlex™ Air Suspension Cushioning System



E86

- Fingertip Controls for Resistance and Stride Adjustment
- GluteTrainer™ Programs
- VariStride™ Programs
- ZoneTrainer™
- CardioAdvisor™
- ActivZone™
- MyFlex™ Air Suspension Cushioning System
- Contact Heart Rate



E87

- Fingertip Controls for Resistance and Stride Adjustment
- Stride Range 17" - 29"
- GluteTrainer™ Programs
- VariStride™ Programs
- ZoneTrainer™
- CardioAdvisor™
- ActivZone™
- MyFlex™ Air Suspension Cushioning System
- Contact Heart Rate

Fuel your high-end sales with the latest from SportsArt Fitness.