



STRETCH IN STYLE

Get your members up off the mats!

Selling club owners on the value of stretching equipment has never been a problem for Terry Thompson.

"I just ask them to come with me to watch their stretching area for two minutes," explains Thompson, president of fitness equipment distributor National Fitness Products.

And what do they see? Sweaty members literally rolling around on mats – usually on a dirty floor – and many of them struggling to get up at the end of their routines.

"Getting down isn't an issue," says

Thompson, "it's getting back up that tends to be the problem. They're at the end of their workouts, they're sweaty and dead tired. The deconditioned members and beginners especially have problems."

According to Thompson, whose company is based in Inglewood, Ontario, "One of the biggest benefits of stretching equipment is that it gets people off the floor."

He also notes that clubs that use mats for stretching find their equipment layout plan is often more complicated.

"You wouldn't put ellipticals or climbing machines right beside your recumbent bikes because someone's butt will be at someone else's eye level," he explains. Likewise, a mat stretching area shouldn't

be immediately adjacent to cardio or resistance equipment where the stretchers on the floor will be in a psychologically and physically vulnerable position.

"Using equipment instead of mats puts everyone in the club on a similar level," says Thompson.

Its relatively modest cost also helps clinch the deal.

"Our stretching equipment is about one-third the price of a recumbent bike," says Thompson, who sells the Reebok Body Stretch. "It doesn't have electronics, resistance mechanisms or any of the bells and whistles. It's a sturdy piece of equipment that doesn't require regular service or maintenance."



1. StretchMate Flexibility Systems allow users to safely simulate everyday functional movements and progress safely from basic flexibility to more advanced levels. The units allow exercisers to stretch in all three planes of motion and help to improve balance and stabilization. A self-adjusting cord provides optimal tension across a full range of flexibility. Each unit includes placards illustrating how to properly perform a variety of stretches. Life Fitness is the exclusive distributor of StretchMate Flexibility Systems to commercial markets worldwide. *Contact Life Fitness at www.lifefitness.com or call 1-800-634-8637.*

2. Flexibility training is an essential component of any fitness program for both members and personal training clients. The **Reebok Body Stretch™** features easy to follow instructions, progressive flexibility exercises and presents proper form and technique. Service oriented fitness facilities can use it as an assessment tool or incorporate it into any beginner or advanced fitness program. Watch your clients' flexibility and range of movement increase while diminishing chances of injuries and muscle soreness. *Contact National Fitness Products of Canada Inc. at www.nationalfitnessproducts.com or 1-877-348-4111.*

3. Precor's **StretchTrainer C240i** offers eight essential stretches that enable users to increase their range of motion and flexibility in as little as eight to 10 minutes. Isolating muscles from a comfortable seated position, the StretchTrainer offers unmatched control and consistency over stretch intensity and duration. It's also portable and space-efficient. *Contact Precor at www.precor.com or 425-486-9292.*

4. The Keiser Stretch Zone: Stretching is one of the most vital components of a fitness regime, but it's also one of the most overlooked. To solve this, Keiser created a simple workstation where your members can perform a minimum of 17 essential stretches from neck to calf. The Stretch Zone accommodates up to eight exercisers at a time on a frugal 40 sq. ft./3.7 m. surface. It lets people of all ages and types stretch standing up instead of sprawling over floor space or leaving fingerprints on your walls. *Contact Keiser at www.keiser.com or 1-800-888-7009.*

5. The Lebert Equalizer Total Body Strengthener: The Equalizer was developed primarily for home exercisers as a portable and effective tool to work the back muscles. It is also used by trainers and group exercise instructors. It is great for stretching the hamstrings, quads and adductors from a standing position. For a glute stretch, participants stand between the bars (hands on grips), cross one leg over the knee and slowly sit into a deep stretch. For leg training, it is easy to go from a single-leg squat, right into a hamstring stretch on the top of the Equalizer. *Contact Lebert at www.lebertequalizer.com or info@lebertequalizer.com.*

6. Inversion Stretch Station: Many doctors, hospitals and rehabilitation clinics use the same methods as this machine which decompresses the spine and increases blood circulation. Users report that pain is relieved and stress is reduced. The Inversion Stretch Station lets users invert to multiple angles which helps put the spine into traction and decompression. It adjusts to three positions to control inversion, is lightweight, portable and folds for easy storage. It has a heavy-duty steel frame construction, nylon stitched support pad and foam padded ankle collars for added comfort and support. Rejuvenate and stretch your muscles. *Contact Fitness Source at www.fitnesssource.ca or 1-800-668-4857.*

7. TrueStretch is True Fitness' state-of-the-art flexibility trainer. Designed by renowned physical therapist, Gary Gray, the TrueStretch is designed to focus on the body's correct biomechanical functions, natural muscle movements and true function. The TrueStretch incorporates natural weight-bearing upright positions to facilitate the correct stretching of the human body. Hundreds of stretches can be self-taught and customized to the user's individual needs. TrueStretch allows the body to achieve improved flexibility by keeping the body in intuitive, natural upright positions. It is ideal for restoring and maintaining muscle and joint flexibility. Its benefits include enhanced energy, improved posture, reduced stress, enhanced stamina and increased flexibility. *Contact True at www.truefitness.com or 1-800-426-6570.*



Short on space or money?

Sure, you can stretch your calves on a stair step or by leaning into a wall. But if the **ProStretch PT 100** – a gizmo that really works – gets members more excited about stretching, why not buy one or two? \$32.95. Available at www.optp.com.