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Fitness trainer offers Equalizer for exercise

Julia Le
Aug 20, 2006

Marc Lebert is pumped about fitness.

The long-time Mississauga resident has been a certified personal trainer for more than 10 years, is the owner of Fuel Fitness, has a black belt in taekwondo and has even invented a fitness product, the Lebert Equalizer.

"I came up with the idea (for the Lebert Equalizer) four years ago while training people in their homes," said the 38-year-old family man. "It wasn't always easy to do chin-up exercises."

He said he welded and developed some prototypes four years ago, originally designing it to do a vertical row and chin-up safely. But, the product quickly evolved with the ability to do 75 different exercises with it, including push-ups, dips and abdominal workouts.

"It's a full-body workout and the beauty of it is, unlike the Bowflex that is \$2,600, this is under \$100, and can train people in their homes," said Lebert about his eight-pound product. "And, they don't have a giant piece of equipment lying around."

Now, two years after the product was first introduced to the market, Lebert is reaping the benefits.

He said the market for the Equalizers is constantly growing, with the product being incorporated into group exercise at fitness centres and personal fitness training.

"These exercises weren't in aerobic classes originally, but now it's really starting to pick up in group exercise classes that are always looking for new innovative products," said Lebert. "A lady in California wants to be the first studio in the U.S. with the product."

Shannon Condie and her younger sister, Courtney, use the product about three times a week. The 18 and 16-year-old black belts in taekwondo have been training with Lebert to increase their strength.

"It helps with my agility, my expulsion and power," said Shannon, who's ranked number one in the senior division bantam weight and is slated to go to the Olympics. "I have seen lots of results. Physically, I am more muscular-shaped, and, in competitions, I feel much stronger against my opponents."

Courtney, who entered the senior division this year and came in second, said the equalizer definitely keeps her active and Lebert is an excellent trainer.



Marc Lebert demonstrates his fitness invention, The Lebert Equalizer.



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"He's really positive and gets you going. He motivates you a lot and he makes you want to enjoy the workout even more."

Elizabeth Hill, the fitness co-ordinator for two City of Toronto community centres, said Lebert is nothing but professional and the product speaks for itself.

She first saw the product at a fitness tradeshow and thought it was an excellent tool to work the upper and lower body and the core for all ages.

"I'm always looking for new advances in equipment to help our patrons who are always evolving," said Hill.

She said the equipment is widely-used, even in the gymnastics training program for summer camps and other group exercises.

"It's a lot more intense for people who are used to working with free weights," she said. "This helps to bring it up a little bit from that."

Lebert will be at the Can-Fit-Pro tradeshow in Toronto at the end of August to promote his product. He also hopes to introduce a kickboxing class that uses the equalizers.

For more information, visit www.libertequalizer.com.



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