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IRON GRIP

ANYTHING ELSE
IS A COMPROMISE



IRON GRIP[®]
BARBELL COMPANY

THE REVOLUTION BEGAN IN 1993.

That's when Iron Grip transformed the fitness industry with an unwavering commitment to groundbreaking design and state-of-the-art production processes—a commitment that raised the standard for commercial free weights forever. Now the choice of premium fitness centers worldwide, Iron Grip is still the only manufacturer to offer a complete line of equipment that is 100% American-made, and one of the few that operates our own manufacturing facility. That's why our name is synonymous with outstanding quality and durability. In fact, our commitment to quality is matched only by our commitment to product innovation and customer service, which is why we're the largest producer of commercial free weight equipment worldwide.



OFTEN IMITATED, NEVER MATCHED.

The Iron Grip Olympic plate is our signature product. Revolutionary when it was first introduced, the 12-sided anti-roll design with integrated handgrips still has no equal in the market today. It remains the single most significant change to one of the oldest fitness products in the industry.

Our design improves safety, functionality, and usability, making Iron Grip the preferred weight plate in premier fitness facilities around the world. Iron Grip Olympic weight plates surpass all others in quality, accuracy and reliability. And because they're manufactured in the U.S.A., we confidently offer a 5-year guarantee for the original owner.

Iron plate insert encased in hard-wearing urethane.



DUMBBELLS & BARBELLS

URETHANE PLATES

Iron Grip weight plates are available encased in heavy-duty urethane to prevent scuffing or damage to equipment, walls and floors. Iron Grip urethane plates are exceptionally durable, and will not split, peel or delaminate from the

insert. They are also impervious to rusting, chipping, flaking and losing their color. And the plate's integrated metal sleeve prevents contact between the urethane and the bar, providing a smooth, secure fit.

Iron Grip's unique design with dual opposing grips makes them the most ergonomically correct weight plates on the market. The integrated handgrips offer ultimate handling, versatility, comfort, and safety.



Urethane Plates are available in 45, 35, 25, 10, 5, and 2.5 pound sizes.

OLYMPIC BARS

All Iron Grip Olympic bars are manufactured in the U.S.A. in our own onsite facility, from heat-treated, turned, ground and polished steel, developed specifically for use in Olympic bars. Iron Grip bars feature machined steel sleeves with exceptionally slick, product-specific bearings and bushings. The integrated collars are attached to the bar using our proprietary design, to ensure maximum durability. Iron Grip's industrial chrome finish is extremely abrasion-resistant, and will not chip, flake, or peel. All bars feature

comfortable, medium diamond knurling for a safe and secure grip, and the Power bar has a center knurl for added safety. Our oversized 54" EZ-Curl bar fits all racks, stands, and curl benches. Our Competition Series Olympic Bar is built exactly to International Weightlifting Federation (IWF) specifications and then calibrated for accuracy, making it perfect for IWF Olympic-style competition. It features a 28 mm product-specific

premium steel shaft and a precise combination of needle and ball bearings for unprecedented spin.

All Olympic bars are backed by Iron Grip's standard 5-year guarantee against breakage for the original owner.

The Iron Grip Olympic Bar line includes:
20 kg Competition Series Olympic Bar
15 kg Competition Series Olympic Bar (not pictured)
7' Power Bar
5' Straight Bar
EZ Curl Bar



DUMBBELLS & FIXED BARBELLS

URETHANE DUMBBELLS

Iron Grip's heavy-duty dumbbells are built in the USA to deliver superior safety and reliability. We press fit a beefy solid steel handle into a precision-machined solid steel head under extreme pressure, and then expertly weld the joint for added stability. This solid construction results in a thoroughly reliable and maintenance-free assembly. The compact design makes our dumbbells safer and easier to use than bulky pro-style dumbbells, and the flat, boltless ends make them more comfortable, stable, and tip resistant. Our unique 12-sided design minimizes dangerous rolling.



Solid one-piece construction encased in durable urethane.

We designed our patented handle with an extra-wide $1\frac{3}{4}$ -inch diameter at each end. The increased thickness at the insertion point makes these the strongest dumbbells on the market. The flared ends also help position your hand comfortably in the center of the handle.

High-contrast weight markings are permanently engraved and bonded to the surface, so the right dumbbell size is always easy to find.

Dumbbells are available with your choice of handle. All options feature Iron Grip's hardwearing engineered chrome that resists rust and abrasion. Our standard Straight Handle is an enduring best seller. Our innovative XL Handle, designed specifically for athletic training, is a beefy $1\frac{3}{4}$ -inch diameter from end to end. Our Contour Handle is slightly rounded for an ergonomic feel.



STRAIGHT HANDLE



XL® HANDLE



CONTOUR HANDLE

URETHANE BARBELLS

We build our fixed barbells with the same dependable construction as our industry-leading dumbbells. After being machined, press fit and welded, they are encapsulated in sturdy urethane that will never split, peel, or delaminate from the steel insert.



Fixed barbells are available with straight or EZ-curl bars.



BUILT TO LAST

Iron Grip's American-made urethane is highly impact resistant and shock absorbent, and has a much higher tear strength than rubber, making it exceptionally

hardwearing. It also has a unique textured finish to better resist wear and tear and keep your equipment looking new longer.



THE FIRST AND LAST WORD IN URETHANE

Iron Grip led the way in urethane manufacturing technology to create the first fluid injection molding line for heavy parts such as dumbbells and Olympic plates. Over the years, we've perfected our urethane composition and manufacturing process to maximize durability and adhesion, and we continue to produce our urethane line in the United States to ensure strict quality control. We blend our proprietary urethane formula exclusively in our own factory, and rigorously test each batch for stability and consistency. Our decades of experience and technical expertise allow us to produce the strongest and most reliable urethane-encased strength products available.

CUSTOM ENGRAVING



Customized weight plates and dumbbells from Iron Grip show that your facility cares about its brand and image. For club chains that want to reinforce their brand, or premier health clubs that want to achieve a dramatic visual presentation, Iron Grip customized weights will make an outstanding impression.

For professional sports teams and schools, they foster pride and team spirit, not to mention that they can be a powerful recruiting tool. But enhancing your image is just the beginning.

They also improve your facility's appearance, minimize its maintenance, and contribute to its overall safety. Iron Grip plates feature integrated

handgrips, and both the plates and urethane dumbbells feature our patented 12-sided anti-roll design. And our urethane-coated equipment won't scuff, scratch, mar, or chip equipment, walls, or floors.

By using multiple custom-matched colors and our highly detailed engraving method, we can reproduce a wide variety of text, logos, mascots, and other artwork. Our unique process results in vivid, permanent images that will not degrade, rub off or loosen through years of heavy use. No other strength company offers the level of expertise in custom engraving that Iron Grip can.

Customization is available on Iron Grip Urethane Olympic plates, dumbbells, and fixed barbells.



AMERICAN INNOVATION

**OUR PRODUCTS AREN'T JUST
MADE IN THE U.S.**

THEY'RE MADE BY US.

Iron Grip dumbbells, barbells and weight plates are manufactured in the USA—by us—from start to finish. Our fully in-house production capabilities surpass the most rigorous standards in the industry and deliver the promise of continual innovation.

So when you see “Made In America,” you see a guarantee that our products will consistently deliver the quality and performance that have made Iron Grip the preeminent manufacturer of free weight equipment in the world.



WORLD CLASS MANUFACTURING

With operations spanning multiple locations, our facilities encompass precision cutting, machining, welding, molding, and engraving equipment. Our state-of-the-art production lines, along with our highly skilled workforce and on-site R&D resources, are essential to delivering innovative, accurate, reliable products. We've custom designed and built our one-of-a-kind factories for a single purpose—producing the finest commercial free weight equipment available.



HIGH STANDARDS

We oversee the entire production process, from raw material to finished goods, and take direct responsibility for quality control.

ADVANCED MATERIALS

We've developed our own American-made urethane formula that is constantly refined to improve durability and longevity. We blend and test each batch in our lab to ensure quality and consistency.

EXPERT WORKMANSHIP

We operate our own manufacturing facilities, because choosing the right materials means nothing if you don't control how your products are built.



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