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*The Industry Guide for Club Owners*

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## *Mirror, Mirror, Off The Wall*



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**IVANKO<sup>®</sup>**  
Engineered Passion

# Mirror, Mirror, Off The Wall

## *The Rise of Vanity in a Down Economy*

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



By Chet Groskreutz, VP Sales & Marketing, Ivanko Barbell Company

I didn't believe it myself until I Googled it. Vanity is a recession industry! Liposuction, anti-aging products, and cosmetics are all booming. Even health club memberships are up. Perhaps it's because people think it will help them land a job, or find a mate to bolster their economic security. Whatever the reason, they will appreciate clubs who help them check out their progress in the mirror.

Ivanko's lightweight glassless mirrors are the easiest, safest way to respond to this emerging demand, especially at a savings of several hundred dollars over plate glass. Every little perk helps keep members satisfied and coming back. The superior reflective clarity of these mirrors sends a signal of quality that members look for in all of a club's equipment and furnishings.

Considering the number of times members will look in the mirror, this piece of equipment delivers a lot of quality impressions for the investment.

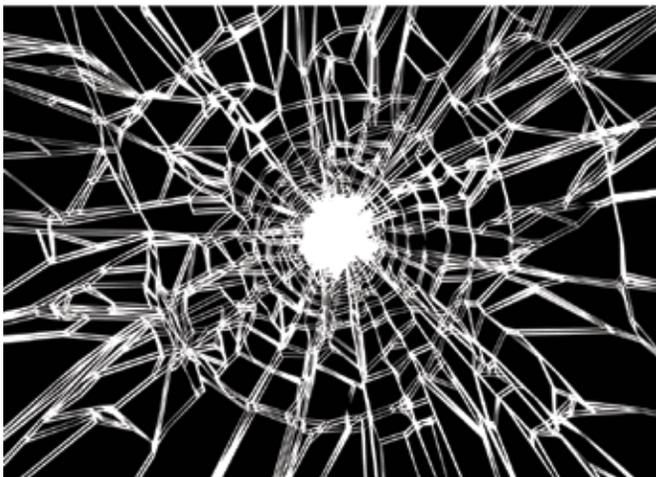
*"The superior reflective clarity of these mirrors sends a signal of quality that members look for in all of a club's equipment and furnishings."*



**Mobility enables positioning the mirrors for a 360° view of all the benefits from your exercise program.**

The most popular version is a 4' x 6' panel, but we offer 6 sizes on our web site. Special orders for larger sizes and shapes are possible for unusual visual effects.

The mirrors can be positioned in any number of creative ways. And because they weigh only 8 pounds, it doesn't take Herculean fastening measures to keep them in place or suspend them in space for unique effects. Even in the unlikely event that they come loose, they are completely shatterproof, and their 8-pound weight is not likely to do any harm. Nearly all the risk factors associated with glass mirrors are gone.



**A conventional glass mirror can shatter into hundreds of hazardous splinters.**

Another safety advantage is installation. Installing an 8-pound mirror is a one-man cakewalk for anyone on your staff. It does not require expensive skilled tradesmen and heavy lifting, a process that can be a workers comp claim waiting to happen. And when the expensive two-man crew is finished, all you have is a stationary mirror on the wall.

***“Nearly all the risk factors associated with glass mirrors are gone.”***

With Ivanko Mirrors, you can go completely off the wall. They can be creatively displayed in a variety of ways. You can hang them from the ceiling so members can check their form for flat bench presses, or proper body positioning and alignment in supine exercises on Pilates Equipment. Two or three mirrors can be set at angles for full 360 degree viewing. Or they can be mounted on wheels for portability to any location in

the club, for any purpose. And again, there's no glass to break, splinter, or otherwise present any safety issues in the process.

***“Whenever something starts to take off, that's when you see the “me too” knock offs trying to make a quick buck.”***

Whenever something starts to take off, that's when you see the “me too” knock offs trying to make a quick buck. So it is important to know what separates an Ivanko Mirror from a Johnny-come-lately mirror.

The secret, as with many products manufactured for clubs, is the structural beefiness. This is critically important when you're moving the mirror around and doing creative things with it. If the frame or inner core bends or warps to the slightest degree, your workout area can start to look like a carnival fun house.

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The technology incorporated into Ivanko Mirrors is true to the engineered passion that drives all of Ivanko's product development. These mirrors have been through a 50-year program of refinement and fine-tuning in the pursuit of ultimate flatness, reflectivity, and structural rigidity. The end result is not likely to be copied in a matter of a few months or even a few years. As with all Ivanko products, there are look-alikes, until you look closer.



**Checking safe and proper form from all angles helps get the most benefit out of every exercise and stretch.**

*"If the frame or inner core bends or warps to the slightest degree, your workout area can start to look like a carnival fun house."*



**Sleek profile, light weight, and mobility to anywhere in the club - all exemplify Engineered Passion.**

The Ivanko frame is a one-piece 1.25 inch thick custom-extruded aluminum piece that is ultra straightened from the factory. There are only 2 suppliers in the world who can meet these specifications. The frame is then affixed around a rigid lightweight board to enhance the tensile strength. If you were strong enough to hold this 4' x 6' inner core by a corner in your fingers, it would jut out perfectly straight.

This strong tensile strength in the frame and inner core is necessary because the reflective film is stretched to a tension of 100 pounds, which is why the surface is 100% flat with no distortion. In fact, the next time you see a large glass wall mirror, look carefully. You'll see noticeable distortions because glass warps. Not so with Ivanko's ultra flat surface technology. In addition, the ultra taut film floats 1/8" off the inner core surface, for a trampoline-like effect that absorbs impact and bounces back unharmed.

The reflectivity is achieved through an enhanced optical grade film, the same highly reflective material used in the Hubble Telescope and flight simulators. While other mirrors might look acceptable in a doctored photo or standing alone, when they are side

by side with an Ivanko Mirror, the difference puts a smile on your face.

Health Clubs are just one of the many places where these same glassless mirrors are preferred over plate glass. When the U.S.S. Cole was attacked, glass mirrors all over the ship were shattered. Now the U.S. Navy uses these same shatterproof mirrors to prevent a recurrence of this problem. At the other end of the spectrum, these same mirrors are used in stage performances by entertainers such as Madonna and the Back Street Boys, and in movies such as Dreamgirls and The Matrix. In fact, most Hollywood producers don't use glass mirrors anymore.

**Multiple perspectives provide an advantage in rehearsing posing routines for fitness competitions.**



With vanity on the rise, your members will be grateful for the ability to monitor their progress toward physical and economic recovery. Your maintenance people will appreciate the lighter work load. And your attorneys will applaud your reduced exposure to episodes of shattered glass and sharp splinters. Just make sure the mirrors that make this all possible are Ivanko Mirror.

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*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 1.310.514.1155 ext. 209, send correspondence to P.O. Box 1470, San Pedro, CA U.S.A. 90733, or e-mail [chet@ivankobarbell.com](mailto:chet@ivankobarbell.com)*