



Hard Abs Made Easy



2015



Give Your Members What They Want... More Ab Machines

DID YOU KNOW that one of the top fitness goals every year is a flatter, trimmer waistline? When members and prospects are in your club it's important to give them what THEY want. That's why they join, that's why they stay. On a typical tour of the club you might say... "Over here is our Cardio Area for improving your heart... this is our Strength Area to strengthen and tone muscles. We also have rooms for different fitness classes".

Now... what if the last part of your tour went like this... "Let me show you **The Core Strength Zone**, where we have equipment dedicated to training your core." And then let your prospect try the **Ab Coaster**, **Ab Solo**, the **Abs Bench** — all fun, easy, and very effective.

Before you hire another salesperson or run more ads in the hope of increasing sales, think about adding more ab machines to your club. Your members want to reduce their waistline, shrink their belly, and lose their love handles. By offering a variety of unique and effective ab machines, or a dedicated area in your club for core training, you will show members and new prospects that they can get what they really want when they join your club: **Great-looking abs and a slender waistline.**

ENTER THE CORE STRENGTH ZONE



Create Your Own Core Strength Zone

Your health club probably has a cardio area for treadmills and elliptical machines, and a resistance training area with free weights and strength training equipment. Your club might also have areas for group classes, and yoga and functional training.

These areas are the common backbone to any successful health club, but there is another area that club members and prospects would like to see: **a dedicated core training area.**

Every person — members and future members — want to improve their midsection, and they all desire a lean, defined waistline. So it only makes sense to provide a separate area of your club that is focused on the core. Many successful health clubs have figured this out and are now dedicating space specifically for core training. It is proving to be smart business because members love to work their abs.



THE **CORE** STRENGTH **ZONE**

Add a Core Strength Zone to Your Club...

The Abs Company recognizes the growing trend in Core Strength Training and has designed several turnkey packages of Core Training equipment. The Abs Company assists Health Clubs in laying out special dedicated "core strength zones" to fit into the existing environment of your Club. The Abs Company manufactures 8 different machines that work your Abs at every angle, so you can now provide your members with a complete Core Strength Zone filled with effective ab training equipment. The Abs Company offers several packages for every budget, including 4 pack, 6 pack or 8 pack.

4 PACK



4 PACK INCLUDES: AbCoaster CS3000, AbSolo, The AbsBench, and Vertical Crunch.
(space requirement: 225 sq. ft.)

6 PACK



6 PACK INCLUDES: AbCoaster CS3000, AbSolo, The AbsBench, Vertical Crunch, Target Abs, and Ab Coaster FT. Plus **FREE** Lumbar-X!
(space requirement: 350 sq. ft.)

Give Your Members a 4 Pack, 6 Pack or 8 Pack!



8 PACK



8 PACK INCLUDES: Ab Coaster CS3000, AbSolo, The AbsBench, Vertical Crunch, Target Abs, Ab Coaster FT, Ab Coaster CTL, and VKR. Plus **FREE** Lumbar-X! (space requirement: 500 sq. ft.)

FREE Lumbar-X!



**with 6-Pack
or 8-Pack
Order**

NOTE: The AbsBench can be upper or double crunch. Also, the Ab Coaster CS3000 and CTL can be swapped in any package.

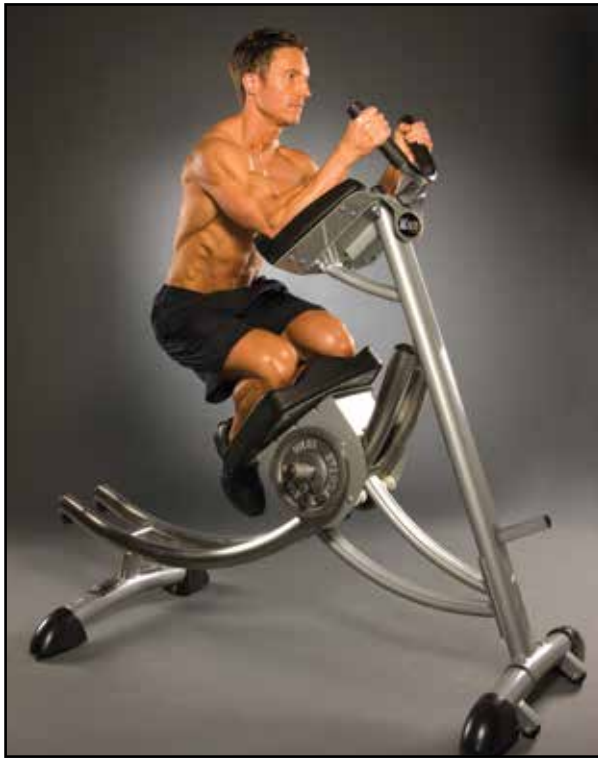
What Fitness Professionals Are Saying About The Core Strength Zone...

"I have the Core Strength Zone at all three of my Snap Fitness Clubs in California and Arizona. My members love the Ab Solo, Abs Bench and Ab Coaster CS-3000 so much that I am in the process of adding the Core Zone to my two new Snap Fitness clubs opening soon in Nevada and California."

— **Josh S.**
Owner, Snap Fitness (5 locations)

"The Core Strength Zone at my World Gym in Texas is a hot item. We've included an AbSolo, two Ab Coasters, and the Abs Bench. Our members gravitate to this area when working their core and we get lots of positive feedback on all the ab equipment. The Abs Bench is especially popular as it allows you to work upper or lower abs both individually or simultaneously. You can also add customer resistance levels to each. This equipment has been one of our most important purchases we have made and I would highly recommend adding a Core Strength Zone area to any fitness center."

— **Bill W.**
Owner, World Gym



AbCoaster CS 3000

The flagship product of the AbCoaster Commercial Series, the CS3000 features stainless steel rails for an ultra-smooth ride, adjustable hand grips, and a free-style motion seat.

FEATURES

- Heavy-Duty Steel Construction
- 2.5" Stainless Steel Rails
- Ultra-Glide Nylon Rollers
- Sealed Steel Bearings
- Urethane Molded Foam Pads
- Adjustable Hand Grips
- Free-style Motion Seat
- 450 lb. User Weight Capacity
- 40 lb. Olympic Weight Capacity
- Weight Storage Post
- Easy-Move Casters
- Extended Warranty
- Quick and Easy Assembly

DIMENSIONS & WEIGHT

L 61" W 33" H 58" Weight: 150 lb.

AbCoaster CTL

The CTL is a unique, alternative way to work your abs from the "bottom up"—without any rails. The trackless CTL features a frictionless resistance system making the motion very easy for any user, including deconditioned and rehab patients. The CTL makes for easy maintenance and super-quiet operation.

FEATURES

- Heavy-Duty Steel Construction
- Urethane Molded Foam Pads
- Adjustable Hand Grips
- Free-style Motion Seat
- 450 lb. User Weight Capacity
- 40 lb. Olympic Weight Capacity
- Weight Storage Post
- Easy-Move Casters
- Extended Warranty
- Quick and Easy Assembly

DIMENSIONS & WEIGHT

L 51" W 41" H 57" Weight: 130 lb.





AbCoaster CS 1500

The CS1500 is designed for personal training studios, hotels, and other light commercial use.

FEATURES

- All-Steel Construction
- 2" Stainless Steel Rails
- Ultra-Glide Nylon Rollers
- Steel Bearings
- Urethane Molded Foam Pads
- Adjustable Hand Grips
- Free-style Motion Seat
- 400 lb. User Weight Capacity
- 30 lb. Standard Weight Capacity

DIMENSIONS & WEIGHT

L 53" W 27" H 53" Weight: 90 lb.

AbCoaster Black

The AbCoaster Black is the premium AbCoaster in the Personal Series home market. The AbCoaster Black also includes an exercise mat, weights, and a Lifetime Warranty.

FEATURES

- All Steel Construction
- 1.5" Stainless Steel Rails
- Polyurethane Rollers
- Steel Bearings
- Vinyl Covered Molded Foam Pads
- Free-Style Motion Seat
- 300 lb. Weight Capacity
- 20 lb. Weight Plate Capacity
- Digital Workout Counter
- BONUS! Lifetime Warranty
- BONUS! Workout Mat
- BONUS! 5 lb. Weight Set

DIMENSIONS & WEIGHT

L 51" W 25" H 50" Weight: 70 lb.



AbCoaster PS 500

The PS 500 is the base model for the Personal Series home market.

FEATURES

- All Steel Construction
- 1.5" Steel Rails
- Nylon Rollers
- Steel Bearings
- Vinyl Covered Molded Foam Pads
- Free-Style Motion Seat
- 300 lb. Weight Capacity
- 20 lb. Standard Weight Capacity
- Powder-Coat Finish
- Digital Workout Counter

DIMENSIONS & WEIGHT

L 51" W 25" H 50" Weight: 70 lb.





AbCoaster FT

AbCoaster FT incorporates functional training into the original AbCoaster CTL. In addition to all the same features as the original CTL, the FT includes a knee pad that has been split into two, so you can now move your legs independently while exercising. A user can still move their knees together while exercising, but now a user can also move them independently as well, which allows a person to obtain functional training benefits during core exercise. One of the hallmarks of functional training is the ability to move your limbs independently while you exercise, which is now possible with the new AbCoaster FT.

FEATURES

- Split Knee Pad for Functional Training
- Heavy-Duty Steel Construction
- Urethane Molded Foam Pads
- Adjustable Hand Grips
- Free-style Motion Seat
- 450 lb. User Weight Capacity
- 40 lb. Olympic Weight Capacity
- Weight Storage Post
- Easy-Move Casters
- Extended Warranty
- Quick and Easy Assembly

DIMENSIONS & WEIGHT

L 51" W 41" H 57" Weight: 150 lb.



Targeting Your Abs is Fun and Effective...

AbSolo

The AbSolo is a fun and creative way to make traditional ab crunches more exciting and effective. The AbSolo features a patented ball-design within a compact footprint. The seat design features an air-filled lumbar support pad that provides a pre-stretch to maximize full range abdominal contraction. Three multi-color "touch targets" promote oblique training and to provide an opportunity for personal trainers to interact with clients while exercising, for example calling out a sequence such as "black, red, throw, red, yellow." AbSolo includes a counter/timer that gives instant feedback for counting reps or timing intervals.

FEATURES

- Heavy Duty Steel Construction
- Easy to Use Digital Counter
- Three Color-Coded Touch Targets
- Complete Core and Cardio Workout
- Strong Quieter Design
- Two 6 lb. and Two 8 lb. Medicine Balls Included
- Quick and Easy Assembly

DIMENSIONS & WEIGHT

L 84" x W 41" x H 70" - Weight: 275 lb.

AbSolo®



TARGET ABS™



Target Abs

Target Abs is an abdominal training bench that incorporates the Touch Target Technology popularized by the Ab Solo. Target Abs is a fixed angle bench that eliminates the guesswork from the user as to how to set up the bench for maximum results. Simply get on and perform a sit up motion touching the colored targets as you crunch forward and reach toward the top of the bench. Once you touch the target your rep is complete. Two complementary targets are positioned on either side of the main target allowing for effective oblique training as well. Increase the intensity of the workout by incorporating Medicine balls in to the routine.

DIMENSIONS & WEIGHT

L69" x W32" x H43" - Weight: 85 lb.

the AbsBench™

X2

The Abs Bench X2 is designed with dual pivot motion to naturally perform a double-crunch exercise using both a forward-crunch movement and a reverse-crunch movement. The forward crunch and reverse crunch can be performed separately or simultaneously for an innovative abdominal workout. The Abs Bench X2 is the only commercial-quality abdominal bench that works both the upper and lower abs at the same time. Integrated weight horns on the upper and lower parts of the machine allow users to add and vary the resistance level for the forward- and reverse-crunch movements for a more challenging workout. The ergonomically-angled pads and foot pegs provide superior comfort and stabilization regardless of exerciser's size.

FEATURES

- Heavy-Duty Steel Construction
- Forward Crunch and Reverse Crunch Design
- Dual Weight Horns
- 50 lb. Olympic Weight Plate capacity
- Quick and Easy Assembly
- Extended Warranty

DIMENSIONS & WEIGHT

L 82" x W 36" x H 41" - Weight: 175 lb.



the AbsBench™

The Abs Bench incorporates the same ergonomic design that has made The Abs Bench X2 so popular in clubs worldwide. The Abs Bench places the user in the proper position to perform a perfect ab crunch with every rep. Its stationary lower attachment saves space and makes this an economical alternative to the Double Crunch Abs Bench X2.

FEATURES

- Heavy-Duty Steel Construction
- Forward Crunch and Reverse Crunch Design
- Dual Weight Horns
- 50 lb. Olympic Weight Plate capacity
- Quick and Easy Assembly
- Extended Warranty

DIMENSIONS & WEIGHT

L 69" x W 37" x H 40" - Weight: 139 lb.



Traditional Core Training Equipment

the **Vertical** CRUNCH™

The space saving Vertical Crunch provides a complete abdominal workout — upper, lower and obliques in one machine. Its free swivel seat allows the user to seamlessly change from rectus abdominus to obliques without pausing the workout. Plate loading allows for increased intensity for advanced users and the built in weight storage keeps your fitness floor neat and orderly.

DIMENSIONS & WEIGHT

L36" x W42" x H63 - Weight: 195 lb.



the **VKR**™

The open design of the VKR makes the popular knee raise more inviting and comfortable for all users. The angled lumbar support puts the user in the proper position to perform the perfect knee raise every time. Its ergonomic design ensures that the user effectively raises the knees beyond the 90-degree point allowing for maximum abdominal contraction with every rep.

DIMENSIONS & WEIGHT

L56" x W70" x H39" - Weight: 110 lb.

LUMBAR X™

This 45-degree back extension bench is a versatile piece of equipment that is designed for development of the lower back, glutes, and hamstrings. Its comfortable padding and telescoping height make it the perfect complement for an entire core workout.

DIMENSIONS & WEIGHT

L50" x W32" x H35" - Weight: 75 lb.



Find Our Ab Products at All These Locations

What Fitness Professionals Are Saying About Our Products...



"My members love the new Abs Bench. It has been a hit in my club."

— **Thomas Huggie**
Anytime Fitness

"I have the Ab Coaster CS3000 in my gym and my members LOVE it! I recently added the Abs Bench and it has also been a hit. I will add the Ab Solo next!"

— **Dave DeYoung**
Quads Gym

"My members love the Ab Solo. It is one of the most popular pieces of equipment in my gym. We look forward to adding the Ab Solo to our other locations as well."

— **Dusty Mason**
Golds Gym

"We recently purchased 2 Ab Coaster CS 3000 for our Snap Fitness Clubs. We put them right by the front desk so that any member or prospect walking in gets to try it. Our members LOVE the Ab Coaster!"

— **Kim Dillow**
Snap Fitness

"We use the Ab Coaster as part of our conditioning program and our players love the way it provides a complete abdominal workout quickly and effectively."

— **Garrett Giemont**
Conditioning Coordinator
Pittsburgh Steelers



**In 10,000 commercial fitness facilities
in over 40 countries around the world**



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