

MAGAZINE BY ELEIKO

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ELEIKO.COM

# STRENGTH



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FOR A STRONGER WORLD

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ROY SIMONSON

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SILENCE SPEAKS

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NEXT GENERATION OF BARS

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SPEED POWER STRENGTH

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 **ELEIKO**

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# ELEIKO CELEBRATES 60 YEARS IN STRENGTH

Erik Blomberg for a stronger world.



## FOR A STRONGER WORLD

BY ERIK BLOMBERG, CEO ELEIKO

*"Set your bar high, be kind and do more of what makes you stronger"*

The above statement is meant to summarize three principles that are important to me both as a person and as the CEO of Eleiko.

Eleiko's history originates from the fields of professional weightlifting and powerlifting, where athletes over the past 60 years have broken more than 1,000 world records with an Eleiko bar. We strive to be an innovator and a leader in our field which has earned Eleiko a unique position as the only company that is certified by the IWF, IPF and Para-Powerlifting federations. We care profoundly about these communities and do our best to help develop the sports and the conditions under which the athletes can perform. Beyond these communities we work to offer the best possible strength training and functional fitness solutions. To set the bar high is about pushing ourselves to do the best we can for our customers and users.

I remember my first real encounter with an international weightlifting competition during the 2000 Olympic Games in Sydney. I was amazed by the incredible athleticism and ability displayed by professional weightlifters. To perform the Olympic lifting movements—a perfect composition of strength, explosiveness, agility and focus—truly shows what the human body is capable of. Even more inspiring to me though, is the effort that I know is behind such astonishing performance, clear and ambitious goals and years of hard training. It becomes less about the load on the bar and much more about the journey to get stronger and better—be it a world class athlete or a beginner that is just discovering the rewards of lifting or strength training. Probably the most beautiful thing of all is to

watch young people with the motivation to train and get stronger, building physical abilities to make the most of life. Do more of what makes you stronger encapsulates my appreciation for that kind of dedication.

In 2012 I took over the position as CEO from my father who had been running the company for many years. My father was a true humanist who cared deeply about his family, friends and human beings in general. One of his favorite sayings was "you should always put the human being at the center", which he voiced countless times to guide either himself or others on how to act in certain situations. To him that principle resulted in leadership that was built on humor, optimism and kindness and it became his platform for growing the company. I believe that such traits can never be emphasized too much. Be kind is a simple yet powerful principle in business and life.

At Eleiko we work to make people stronger so they can perform better – in sports and in life. We are passionate about strength and strive to offer equipment and knowledge - Strength Essentials as we call it - that best develops strong human beings capable of performing at high levels.

Sincerely,

CEO, Eleiko Group AB





*Dear all.*

*"Raise the bar" is the motto that drives us - on the gym floor, on the podium and in our everyday life.*

*Kind regards,  
The Eleiko Team*

**STRONG**

**IS**

*life*

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FOLLOW THE FUTURE OF  
STRENGTH AT ELEIKO.COM

RAISE THE BAR. **ELEIKO**



# THE ELEIKO STORY

IT ALL BEGAN WITH A WAFFLE IRON

Eleiko first started as a manufacturer of small kitchen appliances such as waffle irons, when in 1957 an inspired idea forever changed the company's direction.

Eleiko's factory supervisor Mr. Hellström, an avid weightlifter, frustrated and tired of barbells constantly bending and breaking was determined to find a better solution. He approached Mrs. Johansson, the managing director, with his idea and received permission to pursue the project. Eleiko worked closely with a Swedish steel company to formulate a special hardened steel – a propriety mix perfected over time and still in use today. The barbell appropriately received a waffle pattern knurling, a nod to the company's history. To complement this much-improved barbell, Eleiko produced a collection of metal weightlifting discs setting a new course for the company's future.

## 1,000 WORLD RECORDS

Since that day, the Eleiko brand has set a new standard, revolutionizing the world of weightlifting as we know it. Big words, we know, but with hundreds of championships and more than 1,000 world records, the Eleiko brand has proven itself.

## CONTINUOUS PRODUCT DEVELOPMENT

Today Eleiko offers a wide range of products for weightlifting, powerlifting, strength and conditioning. The range includes bars, collars, discs, dumbbells, kettlebells, platforms, benches, storage and accessories – all of which are made to Eleiko's high standards. Participating in international competitions is an important part of our evolution. It is there, surrounded by lifters and coaches, we get the inspiration for our product development. Our mission is to continue to serve athletes and coaches →

Tyra Johansson former Managing Director.





Sandor Sakarny, Eleiko craftsman since 1992.

worldwide with methods and products to obtain and develop maximum physical strength.

#### A GREAT PIECE OF CRAFTSMANSHIP

Our reputation for quality and craftsmanship is well earned. Each barbell – be it part of the competition or training line – is hand crafted in our Halmstad factory. Special Swedish steel forged for Eleiko serves as the foundation of our bars. From there, skilled craftsmen meticulously build each bar, from turning of the sleeves, to applying the knurling, and the final assembly. Eleiko bars are rigorously tested, the performance unmatched and quality guaranteed.

#### RIGOROUSLY TESTED

Every Eleiko product manufactured undergoes a stringent quality control test. Each stage of production is carefully executed to ensure the highest standards are upheld. For example, every Eleiko bar is placed in a vice and bent with a hydraulic jack subjecting it to a force of

1,500 kg. The bar must spring back to an exact straightness with a maximum deviation of 0.5 mm. No bar will ever be bent that much in competition or training.

#### SIGNED BY THE CRAFTSMAN IN CONTROL

As a testament to our commitment to quality, and to provide documentation that each bar has met our high standards, every Eleiko bar leave our Halmstad factory with a certificate stating the date of production, batch number, serial number and the craftsman in control. The bars are packed in high quality, custom made packing to avoid delays or damage during transport. That is what we call a great piece of craftsmanship. ■



Roy Simonson head of product development.

## ROY SIMONSON

**From his days creating Eagle**, to heading the CYBEX product development during its heyday and helping grow the popularity of functional training with Free-Motion, Roy Simonson has been responsible for countless of the industry's most used and recognized pieces of equipment. In his new role as the head of product development for Eleiko, we are taking this opportunity to explore Roy's design process, talk about an industry he has been part of for four decades, and discuss Eleiko's goals for product development.

#### Ideas and Design

Curiosity and passion drive ideas for product designs. I think about things I see around me, and constantly question what can be done to make them better. The design process is simple – I observe, get an idea, think about it, imagine the product in a 3D world and picture using it to see if it works. After that, I either make a quick sketch, or more likely go into my workshop and start to build things and bring the ideas to life. To some extent it is a trial and error process – seeing how things

come together and how they feel. Sometimes it clicks and sometimes it doesn't. A lot of what I do is driven by feel. A strong mechanical sense, mixed with an ability to notice even slight differences in positions and movement has been a big part of creating products that have been well received – identifying when things feel slightly off, adjusting to find that "just right" feeling, translates into equipment that performs and feels great.

#### Successful Products

A lot of what makes a product work is the timing, and being aware of what is going on in the market. You can have a great product, but if the market or customers aren't ready for it, then it won't be a success. It is a delicate balance, being aware of what the market is ready for, and being able to dictate and help drive the future directions with innovative new ideas and product. It is my belief that training and strength tools don't need to be difficult or complex. They should be simple, approachable, easy, and fun. →



*Eleiko intends to be part of creating that future, designing products people didn't know they needed, but can't imagine training without once they've been introduced to them.*

#### The Future of Fitness

The days of one product being appropriate for everyone are gone. Today there are so many options, so many techniques and training tools that are available, and have potential to gain traction and grow exponentially. I think there will continue to be increasingly creative ways of training and customizing training to individual needs. Eleiko intends to be part of creating that future, designing products people didn't know they needed, but can't imagine training without once they've been introduced to them.

I think we will see less distinction between strength and cardio, and continue moving towards a combined approach to training that is more time efficient, fun and healthier for both the mind and body. Developing products that allow for efficient, intense, and yet enjoyable workouts is part of Eleiko's goal.

Technology has impacted every facet of our lives and training is no different. There have been attempts to integrate technology into strength, but to date it has not been accomplished well, or broadly adopted – I think there are some interesting opportunities there.

#### Eleiko and Product Goals

Eleiko is an incredibly unique company, a family owned business that has been around for a very long time and

yet has never once wavered from its vision – to offer the world's finest products in any given category. Traditionally, those categories have been weightlifting bars and discs, but now we are focusing on additional strength categories. I'm extremely excited about Eleiko's future – making quality strength products for people interested in purchasing and using the world's finest products.

Specifically, Eleiko will focus on two things; refining some existing categories in our portfolio and launching new and innovative strength tools. We have several interesting concepts and training tools in the works, products we think the market will recognize as being truly unique and users will appreciate. Eleiko will preserve its commitment to quality and craftsmanship, and continue to be a company focused on maintaining great relationships with our customers. This is truly who we are as a company, what we have done for the past 60 years, and our vision for the future.

For me personally, this environment drives my passion and creativity, keeping me interested and motivated to do what I do best – making great fitness equipment. It is exciting, fun and truly rewarding to be part of an organization where I am surrounded by folks that are proud of what they do, proud of the products, the heritage and not satisfied unless we meet the high Eleiko standards.



Roy and Eric Simonson in their workshop.

#### About Roy Simonson

Roy Simonson is an inventor and expert in equipment design and manufacturing in the fitness industry. From his first venture Eagle/the head of CYBEX new product development to his role as a sought-after product development consultant, Roy Simonson has been influential in shaping the direction of the fitness industry and product development for four decades.

Roy Simonson's company Eagle Fitness Systems was founded in 1979 and quickly established itself as a leading manufacturer of strength training machines. CYBEX acquired the company in 1983, with Roy taking on the role as the head of new product development designing its hugely successful VR and VR2 lines. Under Roy's leadership and direction, the new product development team launched more than 100 strength

and cardio fitness products. After his successful run at CYBEX, Roy Simonson went on to launch Ground Zero Design, which subsequently became Free Motion Fitness, and created a new category of fitness equipment – cable based weight stack machines called Free Motion. These patented designs helped usher in a new training paradigm in the industry – functional training.

With Roy Simonson, Eleiko merges its six decades of leadership in weightlifting with Roy's expertise in developing equipment for commercial fitness, supporting Eleiko's goals of making strength more accessible and building a stronger world. Eleiko's commitment to quality, innovation and strength is fortified by Roy's expertise, and we are committed to working together to build the future of strength. ■

# SILENCE SPEAKS

THE NEW ELEIKO SVR LIFTING PLATFORM

*Our distinctive platform dramatically reduces the noise and vibration when barbells are dropped*

**Weightlifting is experiencing** a dramatic resurgence in popularity. We have seen a significant increase in interest and participation over the past decade, with no signs of it waning. Eleiko is passionate about weightlifting and its benefits, and we are driven to do what we can to make lifting more accessible to people interested in strength and a well-rounded functional training program.

Despite its benefits, weightlifting has one unfortunate downside for many health and fitness clubs - noise and vibration. Barbells rattling, clanging, and bouncing around can be loud and send vibrations throughout the facility intimidating members and disturbing neighbors in the process. This platform goes beyond the protection offered by traditional platforms.

This was a complex problem to solve. When you dampen the vibration, and tackle the noise, you typically end up with significant bounce. Adjust the design to address the bounce, and the sound and vibration dampening properties are diminished. But at Eleiko, we thrive on a good challenge and our reputation for continuously improving products is well earned.

We have engineered the nearly impossible, an exclusive mix of materials that combined address all three issue - noise, vibration, and bounce. We have struck the perfect balance, our distinctive platform dramatically reduces the noise when barbells are dropped, the exclusive materials absorb the vibration and ensure a quieter, less disruptive experience. Lastly, we have fixed the issue

of excessive bounce. We have created a solution that allows you to have lifting in your facility in a way that won't frustrate your neighbors and disturb or intimidate other members.

Whether it is one platform, a few of our world-famous bars, or a full Eleiko weightlifting program, we are excited to share our passion for weightlifting with you, your team, and your clients. We look forward to helping you find the right mix of products and programs to effectively incorporate this highly functional, beneficial, and transferable type of strength training into your facilities offering. With Eleiko you can truly silence the complaints..







**What:** Eleiko SVR Platform

**Why:** Reduce noise, vibration and bounce

**When:** Summer 2017

## “This platform opens a world of possibilities.”

**At just over 4 inches thick**, the platform allows weights to decelerate over a greater distance, and our exclusive combination of materials absorbs the impact to reduce noise and vibration. The truly distinguishing feature is that we have done so, while also minimizing the barbell bounce.

**The platform features** a multi-layer construction, with each layer playing an important role in the combined outcome. Each of the layers in the platform can be independently rotated or shifted to extend life, or even be replaced as needed.

**The wooden deck is beautifully** constructed and extremely durable. Several coats of laminate protect the multi layered birch plywood and oak strip deck creating the

optimal lifting surface. One that is solid underfoot and has good grip, while also incorporating anti-vibration layers to further reduce noise when lifting.

**The platform** is highly durable and will stand up to the heavy use of a commercial fitness facility, and does so without sacrificing aesthetic appeal. A custom shaped 11-gauge steel perimeter surrounds the platform. The sleek frame has sturdy construction and is built with high quality materials ensuring the platform will not shift or warp and continue to perform when under heavy load. The sleek frame protects the platform and bolt holes allow the platform to be anchored down for increased stability.

**We have taken steps** to protect your in-

vestment both in this platform, and in your bumpers and discs, by fashioning a long lasting protective rubber strip into the platform deck as a transitional piece between the lifting and drop zone. This ensures the deck will remain looking its best, and protects discs from damage if they accidentally hit the edge between the lifting and drop zone.

**This platform opens a world** of possibilities for fitness facilities today, providing a way to incorporate weightlifting in a manner that addresses the downsides traditionally associated with this type of training. This platform means clients that want to lift – an ever-growing number – can do so in a way that won't disturb other members, or neighboring businesses. ■

# EDUCATE YOUR COACHES

**The goal of any fitness facility** is to deliver a unique fitness experience and stimulate the needs of its members to help them reach their goals. Any facility that enables its members to thrive will experience improved membership retention, and create brand ambassadors who proactively market the facility.

Creating an environment where members thrive and reach their goals requires several things, but a key component is a motivated and educated staff. Eleiko education is in a unique position to combine our heritage in weightlifting, powerlifting and functional fitness, with 60 years of experience servicing fitness facilities all over the world. Our experience combined with a continuous dialogue with partners from all parts of the fitness industry has given us a clear picture of which tools are needed to equip your staff in the best way possible to meet the demands of your customers.

## ELEIKO STRENGTH COACH

This course is designed to give the attendee the tools to introduce, coach and correct the Olympic lifts to any client, regardless of current physical status. The attendee will also be given several coaching techniques that will enable him/her to develop programs for the client, and monitor the progress along the way. The Eleiko

Strength Coach course is an amazing tool for anyone looking to develop clients, and to gain extensive knowledge of the Olympic lifts.

## ELEIKO BASIC GYMNASTIC TRAINER

This course is designed to give attendees the skills they need to effectively coach a wide variety of gymnastic movements. The course combines hands-on learning in the gym with classroom discussions on how best to incorporate gymnastic training into a comprehensive training plan. This is the perfect course for anyone looking to help athletes of all ages and fitness levels, improve their gymnastic abilities.

## ELEIKO FUNCTIONAL TRAINER

The challenge with functional training in small groups is to ensure that the movements are performed in a safe manner, and that they are scaled to meet the individual needs of every participant. This can be particularly difficult when coaching groups with varied levels of experience and abilities. How do you provide a great experience for both the participant who is in the class for the first time, as well as the one that has been taking the class for years? The Eleiko Functional Trainer course will give your coaches the tools to ensure all participants get exactly what they need in a safe and motivational environment.



## “WHAT HAPPENS IF I EDUCATE MY STAFF AND THEY LEAVE? WHAT HAPPENS IF YOU DON’T AND THEY STAY?”

### WHY EDUCATE?

There are many reasons to educate your staff. They are all connected and work towards a common goal - a great experience for members

**Members:** When members receive better training, they have more fun and see better results. This leads to increased membership retention, and members who become brand ambassadors.

**Staff:** Educating your staff and taking an active role in providing professional development leads to increased

brand loyalty and lower turnover. This is not only a benefit to your business but also a key factor in creating positive interactions with your members.

**Fitness centers:** Motivated staff providing quality training leads to happy members who get closer to their fitness goals with every visit to your fitness center. This is the cornerstone in membership retention which in turn allows you to focus on developing your business. ■





Setting up for a lift at Speed Power Strength.

**Where:** Speed Power Strength, Oakland CA

**What:** Eleiko certified strength facility

**Why:** Building strength and community

## Q&A WITH MIKE JENKINS – OWNER OF SPEED POWER STRENGTH

**SPS is a premier weightlifting** and strength facility with small group training programs for Olympic lifting, powerlifting and their own unique twist on Crossfit. An expert in strength training, we spoke with SPS owner and founder Mike Jenkins to gain insight into the role weightlifting can play in health and fitness.

### **What are your thoughts on trends in weightlifting or the future direction of the sport?**

Clearly the direction of the sport in the US is a bright one. With so many gyms across the country with equipment to do the lifts, the exposure to weightlifting has never been higher. Kids and youth athletes are introduced to the sport on a regular basis. I think we have yet to even see the full results in this explosion in weightlifting popularity. In 5 to 10 years, we will see some remarkable athletes move weightlifting to the next level in the US. We have just scratched the very promising surface.

### **How has the market, interest in and demographics shifted over the years?**

This answer can be summed up in one word: Women.

The interest and participation of women in weightlifting and strength sports is the most significant development in weightlifting. No question. The increased number of girls and women who train and compete is a welcome and necessary evolution in the continued popularity of the sport.

### **What drives your members towards lifting? Competition, health, fitness, sports conditioning?**

Weightlifting, powerlifting, and strength sports in general are becoming a much more mainstream way of training. I believe it's a natural progression for some people to seek alternatives to using machines for strength training and cardio. There also seems to be a sizable shift toward performance goals over aesthetic goals. Or at the very

least, people want to feel and actually be as strong and athletic as they look. Competition is just a natural extension of hard training. It lets you know where you are, and gives you goals to focus on in the gym. It can also be a great shared experience with the people you train with daily.

### **What are the biggest benefits of weightlifting in a group training setting?**

At SPS, we believe that small group settings help people push themselves in areas they didn't think were possible while they are under the watchful eye of a professional coach. It lets people pick up cues and tips by interacting with like-minded people, and that can be a motivator. More importantly, it's good to have someone to high-five when you hit a big lift. Giving yourself a high-five just looks awkward.

#### What drove you to open SPS?

Two things: growing the sport of weightlifting and helping my local community. My vision is to build a professional weightlifting facility in the US, that is open to everyone at all levels, but not sacrificing excellence. I believe inviting Olympians and world champions as both coaches and athletes to freely share their knowledge in weightlifting and strength & conditioning moves the sport in a positive new direction. I was looking to create an open source gym that is not concerned with selling a specific system or methodology, but providing what's best for the athletes.

It was also important to me to build a training center with a positive environment in Oakland, California that could help contribute to the local community while inspiring athletic excellence. The challenge of building a world class training center in the heart of the Bay Area was something that got me excited from day one and I hope it excites others to also want to make a difference in our sport.

#### What are the key differentiators that make your facility successful?

One key is that we are unconcerned with selling supplements, online programming, or any activities that distract from providing our athletes with the approach that is best for them. Instead, we are 100% focused one

creating and growing a training center with a welcoming and positive environment for ALL members – at every skill level. Those who entrust us with their athletic or fitness goals receive our undivided attention.

We obsess about helping our clients achieve their goals, and our athletes to win. That means, we strive to have the best facilities for weightlifting, powerlifting, strength & conditioning, and recovery – all under one room. It is no small feat, but we are committed to excellence in all aspects of the SPS training center.

#### How is Eleiko part of creating added value to your members?

Initial feedback from our members tells us we've raised members' expectations of how a gym should operate. Far too many athletes have been led to believe that a poorly equipped and poorly maintained facility is standard fare for a weightlifting gym. "It's too nice" is a criticism or complement, I'm still not sure which, a handful of people in our area choose to describe SPS when we first opened the gym. The bar has been set very low as to the type of facility and level of coaching people will accept. By affording people the opportunity to experience Eleiko equipment on a daily basis, we extend to them the sense of pride Eleiko puts into its products. Like Eleiko, we are looking to set a new standard for all athletes. And of course ALL are welcome through our doors.

#### About SPS

Speed Power Strength was built from the ground up to be the most complete Olympic weightlifting training center for athletes and is among the largest and best equipped weightlifting facilities in the country. While the gym's foundation is built upon the Olympic lifts, the facility caters to powerlifting and CrossFit as well. An Eleiko Certified Facility, SPS is a 9000-square foot space featuring 12 lifting platforms, a permanent competition platform, along with a recovery center. The powerlifting area is equipped with three power racks and convertible bench/squat racks, and features Eleiko powerlifting bars built to handle heavy weights and chromed weight discs ensuring ample space on the bar for heavy loads. SPS's aim is to create an experience that matches the Eleiko standard. They have taken a different approach to CrossFit training, and offer individualized strength programming separate from conditioning classes to each member. From a coach's evaluation upon joining, members are given personalized progressions, along with stability and mobility work to complement the strength program ensuring members are set up for long term progress. Everything was built to give athletes and clients all the tools needed to succeed. ■

**“The interest and participation of women in weightlifting and strength sports is the most significant development in weightlifting.”**



Executing a lift at Speed Power Strength.



# NEXT GENERATION OF PERFECTION



## ELEIKO LAUNCHES THE NEXT GENERATION OF BARS FOR THE ULTIMATE LIFTING EXPERIENCE

**Eleiko has been making** barbells for the professional weightlifting and powerlifting communities for 60 years. Over 1,000 world records have been broken with an Eleiko bar, and now, we are proud to introduce a new generation of barbells that takes lifting to the next level.

### EVERY BAR HAS A STORY

Our next generation of bars has resulted from a combination of our engineering expertise within barbell manufacturing and feedback shared by users around the world. Made of ultra-clean Swedish steel, the new bars have a re-engineered, dustproof sleeve for greater longevity; refined knurling that caters for specific users; and optimized rotation for superior performance at all loads.

### 60 YEARS OF INNOVATION

Since its start in 1957, Eleiko has been about pushing forward in everything we do. Never satisfied with good enough. Our company's history is filled with historic moments and notable innovations that have helped shape the sports of weightlifting and powerlifting.

Eleiko's strong yet flexible bars were the first to stand up to the rigorous demands of professional weightlifting. Our inclusion of needle bearings benefitted athletes with improved spin allowing them to rotate the bar more quickly for better performance and safety.

We introduced the first rubber-coated discs

to international competition, an ingenious idea inspired by a bicycle tire placed around the rim of a weight plate.

### CRAFTING THE NEXT GENERATION OF PERFECTION

A crucial part of our new bars is the re-engineered sleeve design. This includes several improvements from the construction of the bearings, to our greasing processes and the inclusion of a dustproof sealing. The steps we have taken not only positively impacts the user experience, but the bar performance itself. Our new design minimizes wear on crucial parts, ensures that the sleeves remain cleaner for longer, and that greased components continue to be well lubricated for years with minimal maintenance.

Particularly essential to the lifting experience is the rotation of the sleeves, or the "spin". This is an area that we have spent considerable time on perfecting. There is spin, and then there is our next generation spin. An important insight is that it is not what happens when an unloaded sleeve spins, the magic is what happens when the sleeves perform under load – it is about control and about connecting with the bar. The spin in our new bars is more controlled and the rotation more stable, which provides a more complete and precise lifting experience.

An equally important part of a great weightlifting bar is the grip. Our bars are known for their firm but not too sharp grips, which

allows for lifters to complete their lifts with complete contact and without any slippage. With the growing popularity of weightlifting, our next generation of bars offers more knurling options that are refined to meet the needs of specific user groups, without compromising the feeling.

The Eleiko steel is known for its unique characteristics, offering an exceptional balance of strength and flexibility that is optimized for lifting. Although still made from the same outstanding recipe, and without sacrificing any of our existing properties, we have nevertheless been able to make improvements to the steel in our new bars. With an improved hardening process and an enhanced surface treatment procedure,

the steel's strength and quality have been increased further. When performing a lift at one's maximum capacity, the steel in the bar should work in unison with the lifter's rhythm. We constantly work to perfect the flexibility of the bar while pushing the strength and quality of the steel to new levels.

The changes we have made add control, give users a more connected feeling to the bar throughout the entire lift and at all loads.



### THE ELEIKO FEELING

Lifters frequently refer to the "The Eleiko Feeling" as the thing that sets us apart, a term used to capture the combined effect of our bars optimal spring or whip, their firm but not too sharp grip and smooth, accommodating sleeve rotation. With this next generation of bars, we have looked at all these traits, and worked tirelessly to make each one even better. From stronger steel, to refined knurling and a redesigned sleeve – the next generation takes everything you love about Eleiko bars and improves upon it. We refined processes, upgraded materials, and redesigned elements to enhance each one individually, but still made sure that when combined these enhanced traits create a singular product, with unparalleled performance. Eleiko's next generation raises the bar on the "The Eleiko Feeling," transitioning it to a unique experience that allows lifters to become one with the bar.

### THE ULTIMATE EXPERIENCE

In the end, it is about creating the best bars on the planet and to always focus on giving you the ultimate lifting experience. That is our goal and new discoveries by our engineers, as well as constant changes in technology help us to pursue that goal. Our new generation of bars is about improving and optimizing in every aspect, we have incorporated everything we know about barbell manufacturing and weightlifting, in order to help and inspire you to achieve your optimal performance. Because, after all, the story behind the bar is about you and your connection to the bar. ■

## OUR BARS AND DISCS

### COMPETITION LINE

Our competition line of bars and discs are specifically designed to meet the high standards and demands of professional weightlifting and powerlifting. The weight of each Eleiko bar is precisely calibrated to within 0.1% allowing athletes to achieve recognized world records.

The line, which consists of both competition and training pieces, has the unique distinction of being certified by all three federations; IWF, IPF and Para-Powerlifting.

### PERFORMANCE LINE

Our Performance bars and Sport Training discs are designed for multi-purpose use and optimized training for athletes in professional sports, as well as strength and conditioning, and general fitness. It is the ideal collection for those demanding a high level of performance. The weights are available in both pounds and kilograms.

### XF LINE

Our XF bars and discs are designed for multi-purpose use within strength and endurance training for serious athletes or those who want to improve their personal well-being. The bumpers can be used on all surfaces. The soft yet durable rubber helps reduce noise and vibration. The bumpers and bars are available in both pounds and kilograms.

### SPECIALTY BARS

For unique applications and specialty uses Eleiko has a range of specialty bars with smart details and functions, such as our rack bar and curl bar.

### TECHNIQUE BARS

Our collection of technique bars are excellent for those interested in focusing on improving technique and form, as well as facilities requiring lighter weight bars.

**Name:** Eleiko Performance Bar

**Grip marking:** Weightlifting

**Where:** The gym

**Weight:** 20 kg and 15 kg

**Grip diameter:** 28 mm and 25 mm

**Bearings:** 8 needle bearings

**Name:** Eleiko XF Bar

**Grip marking:** Weightlifting and powerlifting

**Where:** The gym

**Weight:** 20 kg and 15 kg

**Grip diameter:** 28 mm and 25 mm

**Bearings:** 2 needle bearings, 4 bushings (15kg: 2 bushings)

**Name:** Eleiko Rack Bar

**Grip marking:** Powerlifting

**Where:** In the rack

**Feature:** No knurling where the bar meets the rack

**Weight:** 20 kg

**Grip diameter:** 29 mm

**Bearings:** 4 stainless steel bushings





**Name:** Eleiko Sport Training Discs  
**Use:** Weightlifting and powerlifting  
**Where:** The gym  
**Weight, kg:** 10 kg, 15 kg, 20 kg, 25 kg

## 1967: A BICYCLE TIRE CHANGES EVERYTHING

**While on vacation,** Mr Stig Edebalk, CEO of Eleiko at the time, encounters a weightlifter who ingeniously fastens a rubber tire around the steel weight plate to reduce damage to the floor, and suppress the loud sound of the weights hitting the floor. Inspired, Mr Edebalk collaborates with the Halmstad Rubber Factory to develop a custom rubber mix and Eleiko's first line of rubber weights is put into production. Working with the Swedish Weightlifting Federation, the green, yellow, red, and blue color scheme is selected, laying the foundation for the equipment used throughout the sport to this day.

**Fun fact:** Eleiko's rubber weights are still produced in this same rubber factory in Halmstad today.



**Name:** Eleiko XF Bumpers  
**Use:** Weightlifting and powerlifting  
**Where:** The gym  
**Weight, kg:** 5 kg, 10 kg, 15 kg, 20 kg, 25 kg

## KETTLEBELLS



**Name:** Eleiko Competition Kettlebells  
**Where:** The gym and competitions  
**Grip:** Stainless steel  
**Size:** All kettlebells have the same diameter  
**Weight:** 8kg, 12kg, 16kg, 20kg, 24kg, 28kg, 32kg



**Name:** Eleiko Training Kettlebells  
**Where:** The gym  
**Grip:** Cast iron grip  
**Size:** Size varies with weight  
**Weight:** 4 kg - 65 kg

*Incredibly Durable*

*Simple Adjustments*

*Comfortable Usage*

*For All Populations*

*Built In Storage*



**Name:** Eleiko Classic Line

**What:** Benches and racks

**Why:** Clean lines and compact footprint

## ELEIKO CLASSIC LINE

**Eleiko is a company** that is passionate about strength, and making our strength essentials available to a wider audience. The Eleiko Classic Line does just that. A natural extension from our core offering of weightlifting equipment, this line provides customers a range of benches, racks, and free weight pieces to fully outfit a fitness facility strength training area.

The Eleiko Classic Line features sturdy construction, clean lines, and a compact footprint, making it the ideal equipment for facilities needing to maximize space, and wanting to outfit their facilities with a brand they can rely on. Features that include built in storage, simple adjustments, and comfortable cushions are among the design elements that contribute to a positive experience for users and facilities alike.

The Classic Line is made up of the core pieces of any strength training area, and includes:

- Eleiko Classic Flat Bench
- Eleiko Classic Adjustable Bench
- Eleiko Classic Olympic Flat Bench
- Eleiko Classic Olympic Incline Bench
- Eleiko Classic Sit Up Bench
- Eleiko Classic Seated Preacher Curl
- Eleiko Classic Incline Hyper Extension
- Eleiko Classic Standing Leg Raise
- Eleiko Classic Half Rack
- Eleiko GHD





## ELEIKO EQUIPS 2017 IWF WORLD CHAMPIONSHIPS IN ANAHEIM

Eleiko has been setting the standard for weightlifting equipment since 1957, with the introduction of its revolutionary barbell design. Since then, Eleiko has become the worldwide leader in providing equipment to the international weightlifting, powerlifting, as well as strength and conditioning communities. The company has supplied equipment to 42 world championships since 1963, including the 2015 World Weightlifting Championships in Houston, and has seen more than 1,000 world records set by athletes using an Eleiko bar.

### AND NOW WE DO IT AGAIN!

*"This is an exciting time for Eleiko, USA Weightlifting, and Anaheim," said Erik Blomberg, CEO Eleiko Group AB. "We are thrilled to once again be the official equipment supplier for a World Championship event. We have been supporting athletes for 60 years, and are excited to continue this tradition in Anaheim, providing the highest caliber athletes with equipment specifically designed to help them reach their goals, become champions and set world records."*

The World Championships are returning to America for back to back events. The competition is scheduled for November 28-December 6, 2017 at the Anaheim Convention Center in Anaheim, California. This will be the first time the IWF World Championships will be held in the city, which has hosted major sporting events including the 1984 Olympic Games' wrestling matches.

For information and event tickets please visit [www.teamusa.org/USA-Weightlifting](http://www.teamusa.org/USA-Weightlifting). ■

*Sending our best wishes to all the athletes who will be competing.  
We look forward to seeing you there!*



**STRONG**

**IS**

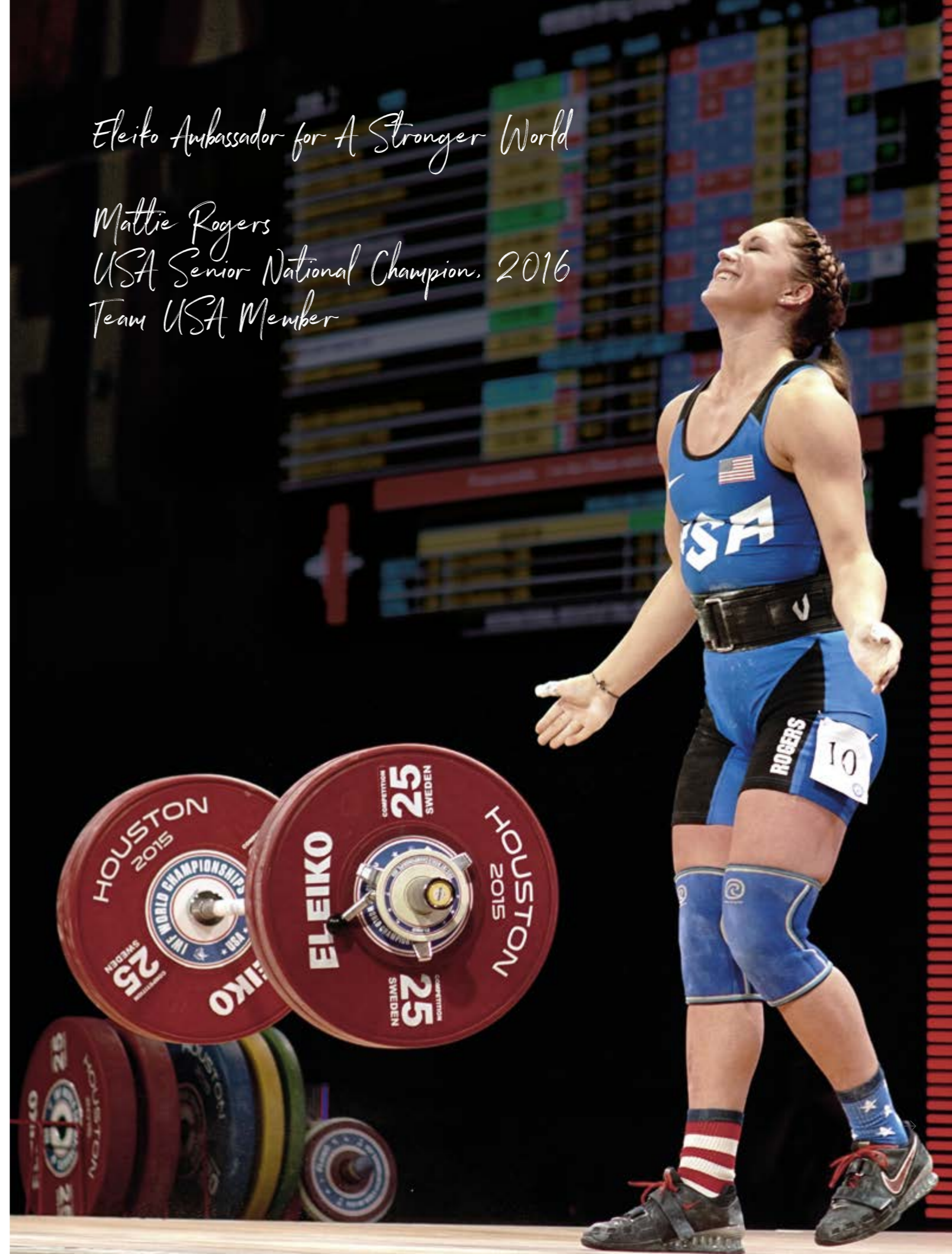
*happy*.

*Eleiko Ambassador for A Stronger World*

*Mattie Rogers*

*USA Senior National Champion, 2016*

*Team USA Member*





# ROOTED IN THREE DIFFERENT SPORTS

## WEIGHTLIFTING

**Eleiko has been** a certified IWF (International Weightlifting Federation) supplier since 1969.

During this time, we have earned the reputation of producing the highest quality equipment in the industry with exceptional durability, functionality and design. Eleiko weightlifting bars have been specifically designed to achieve synchronized rotation, optimal flexibility and a unique grip which lifters around the world have dubbed, "The Eleiko Feeling".

## POWERLIFTING

**Eleiko is a certified** IPF (International Powerlifting Federation) supplier.

Eleiko powerlifting bars have a distinctive design that is stiffer than our weightlifting bars and features a sharper grip preferred by powerlifters.

Our cast iron discs are unique with a thin design to allow for more discs to fit on the bar to facilitate heavier lifts. We have a complete range of powerlifting products for competition and training including bars, collars, discs, dumbbells, kettlebells, platforms, benches, storage and accessories.

## PARA POWERLIFTING

**Eleiko is an official** Para Powerlifting partner.

We have a complete range of Eleiko equipment for Para Powerlifting competition and training including bars, collars, discs, platforms, benches, storage and accessories.

The equipment is engineered to full Para Powerlifting standard and calibrated to within millimeters and milligrams. The bar grip and diameter are specifically designed for Para Powerlifting athletes and the rubber discs are available up to 50 kilos.







**FOLLOW THE FUTURE OF STRENGTH  
AT ELEIKO.COM**

RAISE THE BAR.

