



Power Plate shakes up East Bank

Power Plate North America

» Power Plate North America reports that Chicago's East Bank Club has increased its overall training revenue by 10% by implementing Power Plate vibration-training programs. The club, which is in its first year of offering the vibration-training programs, has achieved this impressive upsurge as a result of conducting 1,800 group classes and more than 1,000 one-on-one sessions. "Power Plate training has brought new members to our club, and opened the door to small group personal training in a way that hadn't been previously tapped into," explains Gretchen Collins, the director of fitness at East Bank Club. East Bank is one of the first facilities to roll out a comprehensive Power Plate vibration-training program, supported with intensive staff training and devoted in-club marketing. For more information, contact the company at 17900 Vo Karman, Suite 125, Irvine, CA 92614; 877-877-5283; 949-863-1737; www.powerplate.com. —

OPTP

» For individuals who sit for long periods of time, the Back Vitalizer from OPTP is an ideal solution. It's an adjustable, multifunctional, air-filled pillow that acts as a posture-positioning wedge and lumbar support in a seated position. It activates the deep stabilizing muscles of the spine, much like a stability ball. When the user lies down, the Back Vitalizer helps in decompression of the lower spinal discs and nerves; when the user is standing, the device serves as a balance trainer and helps facilitate 360-degree motion of the feet. Measuring 16"x12", the Back Vitalizer is handcrafted of premium, biodegradable, polyurethane-coated nylon, and has adjustable inflation to control the level of support. For more information, contact the company at 3800 Annapolis Lane, #165, Minneapolis, MN 55447; 800-367-7393; 763-553-0452; www.optp.com. —



Back Vitalizer by OPTP

X-Force



» X-Force has introduced an innovative new method for negative, or eccentric, training. Its patented machines feature a radically different construction utilizing a unique weight stack that tilts automatically when exercisers change from positive to negative motion. As a result, the resistance increases significantly in the negative phase, which helps exercisers to stay challenged to improve strength and build muscles. The sensation of training is the same as with a standard selectorized machine, with no jerky or artificial movements. For more information, contact the company at Danarövågen 28, 182 56 Danderyd-Stockholm, Sweden; +46-7052-777-99; +46-7062-707-99; www.x-force.se. —



Paramount's XL2 line

Paramount Fitness Corporation

» Paramount Fitness Corporation has developed the innovative XL2 Strength Training Circuit to meet the performance, reliability, and budget demands of commercial health clubs. This comprehensive, space-efficient, 16-piece conditioning system offers advanced engineering features, including a low-profile, contemporary design with fully enclosed weight stacks and premium, contoured pads; intuitive exercise adjustments; and precise biomechanics. The XL2 includes full-color, step-by-step, illustrated exercise instruction and height-adjustment guides, easy pad adjustments for accurate positioning, convenient weight stack access, and low starting resistances. "With the XL2, we established new benchmarks for value-engineered styling, biomechanics, ergonomics, and overall user experience," notes Jim McIntyre, the vice president of sales and marketing at Paramount. For more information, contact the company at 6450 E. Bandini Blvd., Los Angeles, CA 90040-3185; 800-721-2121; 323-721-2121; www.paramountfitness.com. —