



## Presents: IRON GRIP BUYBACK PROGRAM

*Iron Grip Barbell Company*, the leader in commercial free weight equipment worldwide, has introduced an innovative Buyback Program to help make renovating and **upgrading fitness facilities easier and more affordable.**

The **Iron Grip Buyback Program** allows facilities the opportunity to return their old Iron Grip urethane dumbbells and weight plates in exchange for a **credit** towards the purchase of brand new Iron Grip equipment. As part of the program, **Iron Grip will schedule the freight and handling of the used equipment at no cost to the facility.** Whenever possible, new product will be scheduled to move in at the same time the old equipment is removed, to ensure as little equipment downtime as possible and minimal disruption to the facility. All items returned under the Iron Grip Buyback Program will be recycled as part of Iron Grip's existing steel recapturing and recycling program.

"This is unique opportunity for both existing and new Iron Grip customers," says Donna McCallum, Iron Grip's VP of Sales. **"This program makes it easier for facilities to upgrade to new equipment, no matter how long they've had their Iron Grip equipment.** Free weights are typically found throughout most clubs, and are seen by the majority of members and prospective members on club tours. Because of this, upgrading free weights is one of the most cost effective and significant renovations that any facility can make. "

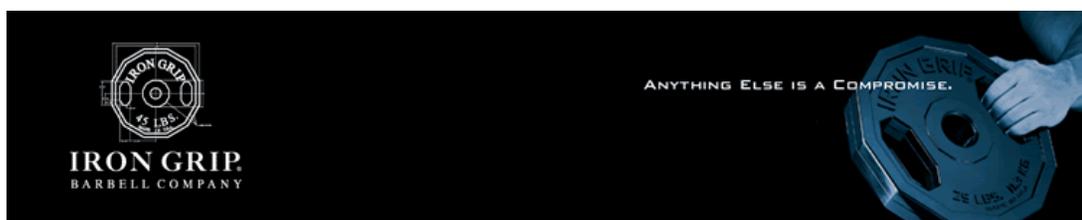
### PROGRAM DETAILS

#### Buyback Credit

- Any Iron Grip Urethane Dumbbells, Iron Grip Urethane Barbells, and Iron Grip Urethane Olympic Plates are eligible for Buyback credit. (IGX equipment not included.)
- The customer's buyback amount will be calculated at the time of proposal. Credit is based on the quantity of returned equipment. Please submit a detailed list, including number of pieces and product description, ideally with digital snapshot(s).
- Buyback credit will be applied to the cost of new Iron Grip equipment.

#### Freight and Handling

- Iron Grip will schedule the freight and handling of the used equipment back to Iron Grip at no cost to the facility.
- Whenever possible, new product will be scheduled to move in at the same time the old equipment is removed, to ensure as little equipment downtime as possible and minimal disruption to the facility.
- Freight and handling on new equipment will be the responsibility of the customer. Freight quotes will be provided to the customer at the time of proposal.



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ORDERING CODE: **COACHJ**