

PowerBlock

World's Best Dumbbell

Since 1993



Replace racks of dumbbells with
ONE SET OF **POWERBLOCKS**

POWERBLOCK Saves
TIME, Space & MONEY



DUMBBELLS • KETTLEBELLS • ACCESSORIES





You could fill a room with dumbbells, or you can get up to 55 pairs (over 10000 lbs) at a fraction of the cost with 1 set of PowerBlocks

That's right, one pair of PowerBlocks, that takes up just 19" x 21" (Stand base dimension) of space can equal/replace 10,075 lbs of free weights (XXXL Heavy Weight 175 lb set). Don't need that much weight? No problem, we have several models of PowerBlocks available to meet the needs of every fitness enthusiast from beginner to world class athlete. What if I'm not sure how much weight I will need? No problem, PowerBlock is the only dumbbell system that can expand to meet your strength needs. Start with a 50 lb set, expand later to 70 lbs, expand again to 90 lbs, expand even further to 125 lbs per hand per hand. The compact design of PowerBlock puts an incredible weight range in a minimum amount of space. How does a PowerBlock work? You use a selector pin much like a weight stack machine at a gym. You simply use the selector pin to choose the amount of weight you want to lift and when you pick up the handle that's how much weight you have. How do I know how much weight I am lifting? Easy. Each of the dumbbell models have color coded side rails on the weight plates that correspond to an easy reference color coded weight chart on the handle of the dumbbell set. So for example if you were using the U-90 Set, and you wanted 20 lb dumbbells, you would use the selector pin to choose the orange side rail and when you pick up the handle you have 20 lbs. The weight plates are nested, which means the handle fits inside weight plate 1, which fits inside weight plate 2, which fits inside weight plate 3, etc.

We invented the quick change dumbbell market 21 years ago, and still continue to offer the most comprehensive line of selectorized hand weights today.

Note: Colors, models, prices subject to change

PowerBlock Dumbbells are covered by several patents. You can view them at www.powerblock.com/patentmarkings.php

Visit us online: www.powerblock.com

Why PowerBlocks?



Have you heard that free weights are the optimum way to train?

Results! You work out because you want results. A better body; more muscle; less fat; greater strength and energy. These are your goals. PowerBlocks give you results unlike any of the "rubberband" machines, and here's why: PowerBlock is a free weight system. As any bodybuilder knows, free weight training is the only way to really develop muscle. The main difference between lifting weights and using the rubberband machines is control of the weight. When you stretch a rubber band you have resistance, but only in one direction. Your muscles pull against the rubber band but they don't have to control the weight. Prove this to yourself by thinking about your own experience. If all weight lifting was equal and you could lift 200 pounds on a machine, then you could also expect to bench 200 with an olympic bar, and 100 pounds per arm with dumbbells. Anyone who has lifted weights knows that 200 pounds on a machine equals maybe 150 pounds on an olympic bar and maybe 60 pounds each with dumbbells. You can lift more on a machine because you're not controlling the weight, the machine is.

Free weights force you to control the weight and dumbbells force you to develop balance so that you don't favor one side of your body.

Whether you are trying to build muscle mass and strength, or firm and tone your physique while getting rid of unwanted bodyfat, you need effective tools. The PowerBlock System is the right fitness tool for you!



O.K. So free weights are the way to train, but what equipment do you really need? Well, if you were using barbells, you would need the weights, a safety rack, a barbell bench, a room to put it all in, and a spotter. This could cost several thousand dollars. If you were using dumbbells you would also need to invest several thousand dollars in racks of weights that would take up a whole room. With PowerBlocks you can have a home gym with the equivalent of racks of dumbbells that occupies the space of just a small chair.

Free weights give you total control over your weight!



To order, just call: 800-446-5215

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Aerobic exercise is great for heart and lungs, but has little lasting effect on bodyfat. The only way to change your metabolic burn rate without pills, caffeine, or cigarettes, is to increase muscle mass. The most effective way to do this is with free weight training.

Consider two women who each weigh 130 pounds. One woman starves herself and struggles not to gain weight. Her friend also weighs 130 pounds but is always complaining that she can't keep weight on and eats whatever she wants. The difference is that the second woman has more lean muscle on her frame. She doesn't look like a great big weight lifter. She just looks great! And it's because the muscle she carries makes her burn more energy at rest than her frustrated friend burns while exercising. Compared with traditional dumbbells, PowerBlocks are stylish and compact. They are perfectly balanced and designed for use in any exercise normally performed with dumbbells. Any exercise you can do with traditional dumbbells, you can do with PowerBlocks. Quick weight change also makes them perfect for couples who train together.



With PowerBlocks you no longer have to compromise when selecting equipment for a home exercise program. PowerBlocks are an affordable system with well over 100 exercises to build, tone and condition your entire body.

Weight change on the PowerBlocks is as easy as "1", "2", "3".

Weight selection takes just seconds!

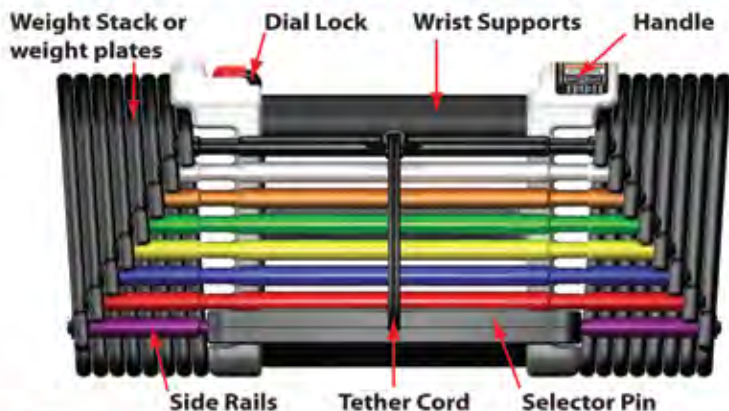
So what is the PowerBlock Gym System? It is a complete exercise system based on selectorized dumbbells--which simply means, it packs lots of exercise power into a very small space. PowerBlocks work just like weight stacks on the machines at the gym. Select the weight you want by inserting the pin in the weight stack.

To change the weight in just seconds, slide the selector pin into the blocks at the weight you want (1). Then reach inside the "core" and grab the handle. When you lift the handle, the weight you selected is lifted along with the handle (2).



On many PowerBlock models, you can fine tune the weight with the chrome adder weights (3). If you work out with dumbbells, you will swear that PowerBlocks are the best balanced dumbbells you have ever used.

Answers to your questions



How do PowerBlocks work?

The PowerBlock handle (the "core") fits inside the first weight, which fits inside the second, which fits inside the third, and so on. The weight selector pin slides into the side of the PowerBlock just like the pin on a weight stack in the gym.



When you lift the core, all the weights above the selector pin are lifted at the same time. When done, you place the block back in the middle of the unused weights.



Do PowerBlocks feel like regular dumbbells?

Yes! If you like to work out with traditional dumbbells, you'll love PowerBlocks. The PowerBlock is more compact and balanced, and they feel extremely solid. If you are not used to dumbbell exercising or if your wrists are not very strong, PowerBlocks are for you, too. The area where you reach into the PowerBlock is padded. Normally your wrist won't come in contact with these pads, unless your wrists are weak or at the end of a heavy set. Then these pads act to stabilize your wrists.

How do I use PowerBlocks to get lean and lose body fat?

The real secret to staying lean is increasing the rate at which you burn calories. You do this by increasing your muscle mass. With free weights you can also train aerobically by using light weights, performing many reps, then going right to the next exercise. This gets your heart rate up while building and toning muscle. Bikes and ski machines increase your heart rate and burn calories while you use them, but PowerBlocks increase the calories you burn 24 hours a day!

PowerBlocks have plenty of room for even for the largest hands!



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Can I get a good workout with just dumbbells?

Dumbbell training is one of the most effective training methods possible. Not only can you train the entire body, but with dumbbells you develop the balancing and stabilizing muscles for the most thorough workout possible! With PowerBlocks and the SportBench, you can train every muscle group in your body.



When Fitness Model and Martial Arts Superstar Julien Greaux can't make it to the gym he works out at home with PowerBlock Urethane Series dumbbells.

How do PowerBlocks feel?

They feel just like any well-balanced professional set of commercial dumbbells. The handle is in the precise middle of the core to provide a great balance. If you have big hands, you'll be fine. (In fact, PowerBlocks are very popular with professional athletes.)

With PowerBlocks, you can do everything you would do with traditional handweights, they're just a lot more convenient and cost effective than buying a whole roomful of weights.

What are the shiny round things shown with some of the cores?

Those are 2 1/2 pound Adder Weights which allow you micro load or fine tune your weight selections, allowing smaller incremental weight selections.

What if I need more weight later?

No problem. We have sets that can expand later to meet your needs for more weight.

What is the difference between the PowerBlock Series?

PowerBlock is committed to making the finest selectorized hand weights available. As a result in our 21 year history we have added more models and "generations" of PowerBlocks. The different series reflect the generations of PowerBlock lineage. Now in our fourth generation with our new Urethane Series.

Why so many models?

When your moniker is "World's Best Dumbbell" you need to have all the bases covered. We have a PowerBlock model for every level of fitness enthusiast from beginner to world class athlete. We have many weight ranges, price points, and micro loading increments available to meet the needs of even the most demanding consumer and our best in industry warranty backs it up.

PowerBlocks are the most compact dumbbell at any weight

30 pound dumbbells



To order, just call: 800-446-5215

PowerBlock Urethane Dumbbells & Kettlebells

Kettle
Block
40



Kettle
Block
20

U-70

U-33 Stage II

Traditional weight training is an excellent way to build balance and strength, preserve bone density, and even add mass or reshape bodylines if you like. Traditional weight training includes all the machines and free weights you would normally find in a gym. What's right for you?

We like to keep it simple and encourage the use of free weights instead of complicated machines. Free weights, specifically dumbbells, used in controlled, slow movements, cannot be beat for effectiveness, safety, building strength, balance, coordination, and symmetry. Free weight training, unlike machine training, forces you to control the weight in all planes of motion. This control is accomplished by the recruitment of synergistic and stabilizing muscles, so you are building a complete base of strength. Free weights are available as dumbbells, barbells and kettlebells.

We recommend dumbbells and kettlebells for reasons of safety (with barbells you need a spotter so you don't get pinned) and for symmetry (you can't cheat one side against the other like you can with barbells). PowerBlocks are the ultimate home dumbbell or kettlebell gym. Each set of PowerBlocks or KettleBlocks adjust quickly anywhere through the range of weight in about two seconds. Each set of PowerBlocks is the equivalent of many sets of traditional dumbbells and each KettleBlock replaces many kettlebells. For example a single 90 lb Urethane Set is the equal of 34 pairs! A KettleBlock 40 replaces 8 kettlebells in 1. PowerBlocks and KettleBlocks are ruggedly made, yet attractive and compact so they don't take over the whole house or office. The cost per pound for PowerBlocks or KettleBlocks vs. the alternative of regular dumbbells and kettlebells is very dramatic, and the space savings is priceless!



To order, just call: 800-446-5215

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PowerBlock URETHANE SERIES



Shown on optional Column Stand



Shown on optional Rack Stand

U-90 Stage II 90 Set \$638 (S/H \$89)

The U-90 Stage II 90 Set equals/replaces 28 pairs of dumbbells or 2565 lbs of free weights. Weight range is 5-90 lbs per hand.

Increments achieved are; 2.5, 5, 7.5, 10, 15, 17.5, 20, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, 50, 55, 57.5, 60, 65, 67.5, 70, 75, 77.5, 80, 85, 87.5 and 90 lbs per hand. Cost per lb of U-90 Set is 24¢ lb. Compare to traditional Urethane dumbbells at \$2.99 lb costing \$7669.35.

THE URETHANE POWERBLOCKS OFFER THE SMOOTHEST, QUIETEST AND MOST DURABLE POWERBLOCKS EVER



Fine tune (micro-load) your workout with the 2.5 lb adder weights.



Weight chart on the handles and color coded rails makes weight selection quick and easy.

PowerBlock URETHANE SERIES

U-70 Stage I Set \$329 (\$49 S/H)

Has a weight range of 5-40 lbs per hand, can be expanded later to 60 lbs per hand with Stage II Kit, and can be further expanded to 70 lbs per hand with Stage III Kit. The U-70 Stage III Set replaces 24 pairs of dumbbells or 1650 lbs of free weights. The weight increments achieved with the U-70 Stage III Set are: 2.5, 5, 7.5, 10, 12.5, 15, 17.5, 20, 22.5, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, 50, 55, 57.5, 60, 65, 67.5 and 70 lbs per hand. Value of the U-70 Stage III at \$547/pair - cost per lb (replaces 1650 lbs) is 33¢ per lb. Compare to Urethane coated dumbbells at \$2.99 lb costing \$4933.50.

**ONLY POWERBLOCK URETHANE SERIES
CARRIES A LIFETIME HOME USE WARRANTY**

U-33 Stage II Set \$298/pair (\$49 S/H)

The U-33 Set has a weight range of 3-33 lbs per hand and will replace 25 pairs of dumbbells or 866 lbs of free weights. Increments achieved with the U-33 Set are: 1, 3, 4, 5, 7, 8, 9, 11, 12, 13, 15, 16, 17, 19, 20, 21, 23, 24, 25, 27, 28, 29, 31, 32 and 33 lbs per hand. The U-33 Set can also be purchased as a U-33 Stage I Set at 3-21 lbs per hand and expanded later to 33 lbs. Value of the U-33 at \$298/pair - cost per lb (replaces 864 lbs) is 34¢ per lb. Compare to Urethane coated dumbbells at \$2.99 lb costing \$2589.34.

U-33 Set \$298/pair (\$49 S/H)



U-70
Stage III
Set shown

Flex Pin Technology Flex Plate

PowerBlock Urethane Series Sets offer the exclusive patented "Flex" technology that allows the weight plates and Selector Pins to "flex" and absorb energy while being used.



PowerBlock Urethane Series Sets

U-20 Set \$199/pair (S/H \$29)

The U-20 Set has a weight range of 2.5-20 lbs per hand and will replace 8 pairs of dumbbells or 180 lbs of free weights. Increments achieved are; 2.5, 5, 7.5, 10, 12.5, 15, 17.5, and 20 lbs per hand.

U-33 Stage I Set \$179/pair (S/H \$29)

The U-33 Stage I Set has a weight range of 3-21 lbs per hand and will replace 16 pairs of dumbbells or 362 lbs of free weights. Increments achieved are; 1, 3, 4, 5, 7, 8, 9, 11, 12, 13, 15, 16, 17, 19, 20 and 21 lbs per hand. The U-33 Stage I Set can be expanded later to 33 lbs per hand with the U-33 Stage II Kit.

U-33 Stage II Set \$298/pair (S/H \$49)

The U-33 Stage II Set has a weight range of 3-33 lbs per hand and will replace 25 pairs of dumbbells or 866 lbs of free weights. Increments achieved are; 1, 3, 4, 5, 7, 8, 9, 11, 12, 13, 15, 16, 17, 19, 20, 21, 23, 24, 25, 27, 28, 29, 31, 32 and 33 lbs per hand.

U-70 Stage I Set \$329/pair (S/H \$49)

Has a weight range of 5-40 lbs per hand. Replaces 15 pairs of dumbbells or 615 lbs of free weights. Expandable later to 60 lbs and again to 70 lbs per hand. Increments achieved; 2.5, 5, 7.5, 10, 12.5, 15, 17.5, 20, 22.5, 25, 27.5, 30, 35, 37.5, and 40 lbs per hand.

U-70 Stage II Set \$468/pair (S/H \$69)

Has a weight range of 5-70 lbs per hand. Replaces 21 pairs of dumbbells or 1245 lbs of free weights. Expandable later to 70 lbs per hand. Increments achieved; 2.5, 5, 7.5, 10, 12.5, 15, 17.5, 20, 22.5, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, 50, 55, 57.5, 60, 65, 67.5, and 70 lbs per hand.

U-70 Stage III Set \$547/pair (S/H \$79)

Has a weight range of 5-70 lbs per hand. Replaces 24 pairs of dumbbells or 1245 lbs of free weights. Increments achieved; 2.5, 5, 7.5, 10, 12.5, 15, 17.5, 20, 22.5, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, 50, 55, 57.5, 60, 65, 67.5, and 70 lbs per hand.

U-90 Stage I Set \$379/pair (S/H \$59)

The U-90 Stage I Set replaces 16 pairs of dumbbells. Increments achieved are; 2.5, 5, 7.5, 10, 15, 17.5, 20, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, and 50 lbs per hand. The U-90 Stage I Set can be further expanded to 90 lbs per hand with the U-90 Stage II Kit, and to 125 lbs per hand with the U-90 Stage III Kit.

All Urethane items carry a Lifetime Warranty for in home use

Visit us online: www.powerblock.com

PowerBlock Urethane Series Sets



U-90 Stage II 70 Set \$518/pair (S/H \$69)

Has a weight range of 5-70 lbs per hand. Replaces 22 pairs of dumbbells or 1575 lbs of free weights. Expandable later to 90 lbs and again to 125 lbs per hand. Increments achieved; 2.5, 5, 7.5, 10, 15, 17.5, 20, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, 50, 55, 57.5, 60, 65, 67.5, and 70 lbs per hand.



U-90 Stage II 90 Set \$638/pair (S/H \$89)

Has a weight range of 5-90 lbs per hand. Replaces 28 pairs of dumbbells or 2565 lbs of free weights. Expandable later to 125 lbs per hand. Increments achieved; 2.5, 5, 7.5, 10, 15, 17.5, 20, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, 50, 55, 57.5, 60, 65, 67.5, 70, 75, 77.5, 80, 85, 87.5 and 90 lbs per hand.



U-90 Stage III 125 Set \$937 (S/H \$99)

Has a weight range of 5-125 lbs per hand. Replaces 34 pairs of dumbbells or 3930 lbs of free weights. Increments achieved; 2.5, 5, 7.5, 10, 15, 17.5, 20, 25, 27.5, 30, 35, 37.5, 40, 45, 47.5, 50, 55, 57.5, 60, 65, 67.5, 70, 75, 77.5, 80, 85, 87.5, 90, 105, 112.5, 115, 120, 122.5 and 125 lbs per hand.



XXXL Heavy Weight 125 Set \$799 (S/H \$99)

The XXXL Heavy Weight 125 Set has a weight range of 10-125 lbs per hand. The XXXL Heavy Weight 125 replaces 40 pairs of dumbbells, or 5425 lbs of free weights in the space of 1 pair. Increments achieved are; 10, 12.5, 15, 17.5, 20, 25, 27.5, 30, 32.5, 35, 40, 42.5, 45, 47.5, 50, 55, 57.5, 60, 62.5, 65, 70, 72.5, 75, 77.5, 80, 85, 87.5, 90, 92.5, 95, 100, 102.5, 105, 108, 111, 117, 120, 122, 125, and 127, lbs per hand.



XXXL Heavy Weight 175 Set \$1098 (\$119 S/H)

The XXXL Heavy Weight 175 replaces 55 pairs of dumbbells in the space of 1 pair. The XXXL Heavy Weight 175 Set replaces the equivalent of 10,075 lbs of free weights. The weight increments achieved with the XXXL Heavy Weight 175 Set Are; 10, 12.5, 15, 17.5, 20, 25, 27.5, 30, 32.5, 35, 40, 42.5, 45, 47.5, 50, 55, 57.5, 60, 62.5, 65, 70, 72.5, 75, 77.5, 80, 85, 87.5, 90, 92.5, 95, 100, 102.5, 105, 108, 111, 117, 120, 122, 125, 127, 135, 137.5, 140, 142.5, 145, 150, 152.5, 155, 157.5, 160, 165, 167.5, 170, 172.5 and 175 lbs per hand.



To order, just call: 800-446-5215

10 REASONS TO LIFT WEIGHTS FOR LIFE



- 1 More muscle means higher fat burning metabolism.
- 2 More muscle means a stronger immune system.
- 3 Gaining muscle lowers blood pressure & strengthens bones.
- 4 Strength training increases energy levels.
- 5 Weightlifting improves athletic performance.
- 6 Maintaining muscle strength benefits simple daily activities.
- 7 Strength training improves physical appearance.
- 8 Weightlifting helps relaxation, promoting a good nights sleep.
- 9 Strength training improves balance and coordination.
- 10 Muscle mass typically declines 30% or more between ages 35 to 65. Weightlifting prevents much of this loss.

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URETHANE

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