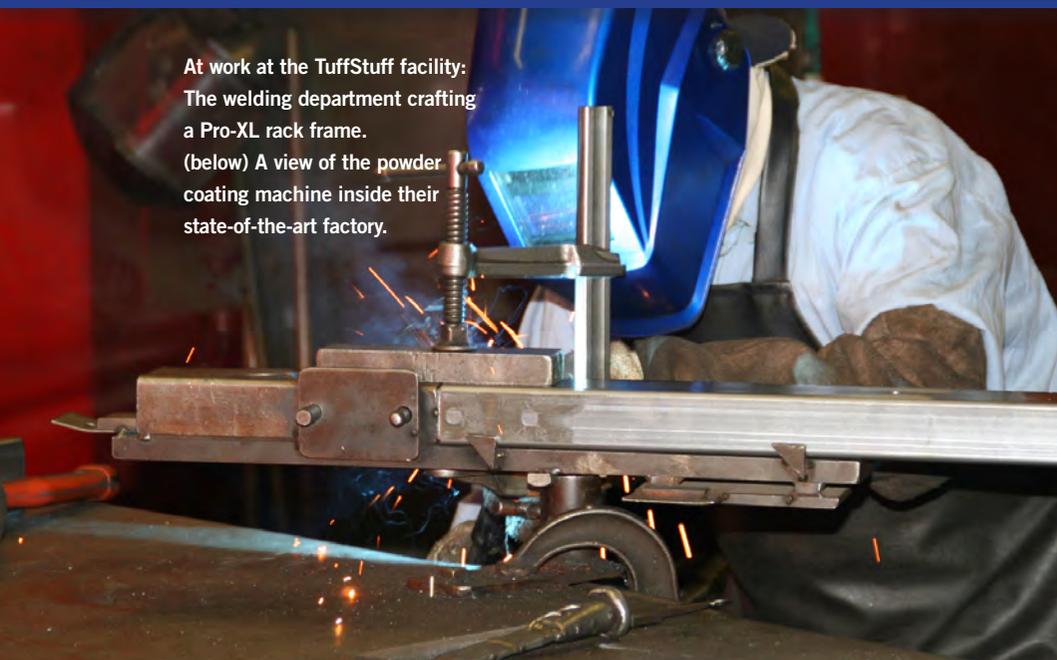


# American Made, World Class Fitness Equipment

Since 1971 TuffStuff Fitness Equipment, Inc. has always focused on one thing; the design, development and manufacture of premium grade fitness equipment. Whether supplying strength equipment to the world's finest Health Clubs, or producing the industry's most dependable home gyms, TuffStuff consistently uses only the highest quality materials throughout their product line. As a result, TuffStuff has earned a reputation for building the most reliable strength equipment money can buy, which has rewarded them with a loyal following of fitness enthusiasts.

**At work at the TuffStuff facility:  
The welding department crafting  
a Pro-XL rack frame.  
(below) A view of the powder  
coating machine inside their  
state-of-the-art factory.**



From their humble beginnings as a small family-owned company, to their current state-of-the-art manufacturing facility located in Chino, California; TuffStuff maintains one of the largest American production lines in the fitness industry, and remains the only fitness company in the United States with the capability to manufacture any product it sells. This capability is remarkable in an industry where most equipment suppliers do not design or manufacture anything they sell, and allows them to continue to produce and supply parts for customers who purchased their gym systems as far back as 1974.

"At TuffStuff Fitness, we are committed to improving the lives of our customers by providing quality fitness products and solutions that earn their trust and build lifetime relationships", says Mike Ryser, National Sales & Marketing Manager. The continued success of TuffStuff products in both the institutional and consumer markets can be attributed to a team of dedicated staff, focused on making design improvements and meeting market place demands, while delivering unparalleled customer service and support.

After finally settling into their new state-of-the-art, 103,000 square foot manufacturing facility in Chino, CA, it was time for TuffStuff to sit down and evaluate their next moves. "We sat down as a group and took a close look at the economy's current state of affairs, as well as, our product sales over the past 5 years, in order to identify needed changes; whether it was a single product or complete line. Rather than sitting back and riding out the storm, we created a 3 year plan that included the development of a few new products, enhancements to current products and full product line changes based on feedback from our global distribution partners.", says Ryser.

Their plan also took into consideration, new and existing products that could be brought back and manufactured here in their US facility. The first project was the redesign of their then XXL Line of Cages and Racks.



TuffStuff wanted to create a stronger, sounder line of cages and racks that was crafted from superior components and included more value added features allowing the latest training options to be incorporated. Simplicity was also a goal in the redesign by looking at the list of options their competitors offer as add on

options and incorporate them as standard features on every rack and cage going forward. Once the R&D was completed and the decision to manufacture the new racks and cages in the USA was made, the PRO-XL Sports Performance Rack System was completed and debuted at IHRSA in March of 2012!

In early 2013, TuffStuff Fitness launched their new CT8 Fitness Training System. "During development of the CT8, we identified what was already available in the market, most specifically in the areas of design where we could correct and adapt to our system. This included offering more exercises per square foot, creating a modular design that

allows countless configurations for different types of facilities and training and creating an educational protocol through a DVD and booklet included with each CT8", adds Ryser. The modular design of the CT8 offers customizable combinations of traditional,

functional and sports performance training for one-on-one or group fitness programs. In addition, TuffStuff manufactures the CT8 in their US facility, which allows them a broader range of customization by offering multiple standard and custom color finishes and the ability to ship within 2-3 weeks lead-time.

TuffStuff shared some of their plans for 2014, including a complete redesign and upgrade to their existing home line of strength equipment that will encompass a more sound, structural design and grade of materials allowing a Light Commercial Warranty, while managing to still stay in the same price range as the previous line...look for the new TuffStuff Fitness "Advantage" line at IHRSA 2014 in San Diego, as well as, the unveiling of their new company logo and brand identity.

*For more information on TuffStuff Fitness, its family of strength equipment or the quality service behind the success of the company; simply visit them at [www.tuffstufffitness.com](http://www.tuffstufffitness.com). Contact Mike Ryser directly at [mryser@tuffstuff.net](mailto:mryser@tuffstuff.net), or call 1.888.855.8274. You can also find TuffStuff Fitness on Facebook, YouTube, Twitter and LinkedIn.*