



A New View of Vertical Trainers

by Brett Collins

In a world where people demand more and more options, faster is better and technological advancements create the ultimate ease of use, the total-body vertical trainer is virtually unsurpassed as an ideal piece of fitness equipment.

And yet some health club owners and members still tend to shy away from it, seeing it as too challenging, inflexible and difficult to use — basically beyond the reach of most exercisers. The truth is that vertical climbers today, after 23 years of history, have been enhanced so that any level user can easily take advantage of the myriad of benefits these workouts deliver.

Savvy club owners will reconsider vertical

trainers, which provide manageable as well as challenging exercise, unbeatable effectiveness, exceptional ease of use, cost and space efficiency, and — perhaps most importantly — satisfied members who keep coming back for more, and referring others.

DEBUNKING TYPICAL MYTHS

Several common misconceptions linger about total-body vertical trainers.

Myth: Vertical trainers are simply too difficult for most members.

Fact: Specifically designed for average exercisers, today's vertical trainers are easier to use than ever. In fact, the step height has been reduced to a more

comfortable range of one to 10 inches, and the upper body has a greater range of motion — which, in effect, delivers a total-body workout that actually is 50 percent easier than that of previous models. Exercisers now can more comfortably shorten their steps, better engage their upper body and ultimately manage their intensity for a more user defined workout. Plus, vertical climbing is smooth, low-impact and gentle on the joints — especially the knees — since the feet and hands never leave the pedals.

Myth: Members don't understand how to use vertical trainers.

Fact: New vertical trainers boast an interactive voice module that essentially

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functions like an individual personal trainer throughout the workout. The interactive module clearly guides users on simple start-up; provides inspiration through a variety of virtual opponents, towers and famous mountain peaks; and peppers each session with valuable feedback on maintaining intensity. Motivational and educational feedback such as “Keep going at this speed,” and “You’re almost there,” help enable every exerciser to avoid overexertion, and to successfully complete each workout at the appropriate individual level.

Myth: Vertical trainers really are no different than other cardiovascular options because members still must spend 40-50 minutes on them to achieve a satisfactory caloric expenditure.

Fact: Here’s one of the most critical distinctions of total-body vertical trainers: research has shown that vertical training, for just 20 minutes, offers the highest caloric and fat expenditure over other cardiovascular machines like treadmills, ellipticals and steppers. In fact, it can take twice as long (at least 40 minutes) on traditional cardiovascular equipment to equal the effectiveness of 20 minutes on a vertical trainer. Furthermore, pushing and pulling body weight when training vertically, plus lifting the arms above the heart and head, creates minimal opportunity to cheat, enhances circulation and conditioning and ensures results. Members benefit by getting in and out quickly, and owners and managers can better manage floor traffic with these incredibly efficient machines.

Myth: Vertical trainers are boring and don’t offer training versatility.

Fact: Nothing could be further than the truth. Today’s total-body vertical trainers present many more options to diversify workouts than other cardiovascular machines.

Exercisers can:

- use the machine for total-body climbing, lower-body only stepping or upper-body only motion;
- stand or offload body weight by using an optional seat;

- engage in anaerobic sprint intervals because there is no top-end speed
- maintain low-intensity, steady-state exercise;
- vary step pace and depth and handgrip positions throughout the routine;
- ergonomically correct running hand grips for those who prefer a natural “runners” hand position, by allowing the wrist to rotate and move more freely... The choices are almost endless.

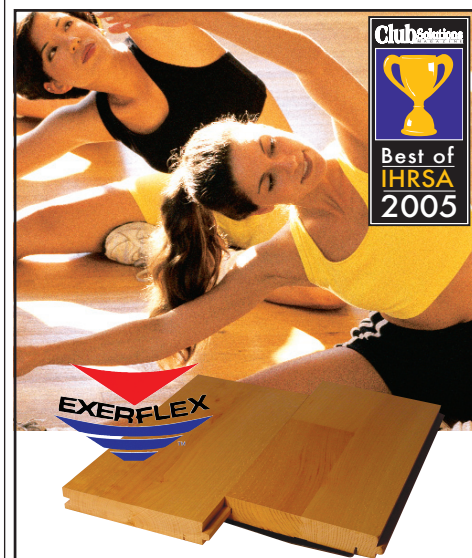
Myth: Total body vertical trainers are expensive.

Fact: Vertical trainers are two cardio machines in one — both a stepper and total body trainer — which doubles their value, particularly with their minimal footprint of 3.5 by 4 feet (about one-half of that required for many other cardio machines). Clubs pay a premium for space-hogging treadmills and ellipticals, which typically demand more maintenance and repairs. Easy to operate and own, highly durable vertical trainers are competitively priced and deliver total-body, time- and space-efficient workouts, plus valuable variety for members looking for something different and truly effective.

TIME TO CLIMB

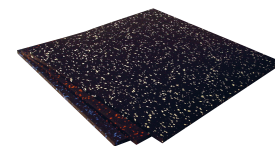
Total-body vertical climbers are unmatched in terms of critical versatility, generous flexibility to accommodate beginners to elite athletes, simplicity of use and incredible efficiency. As more exercisers experience the satisfaction from vertical training, demand for these formerly misunderstood machines will continue to grow. Successful, forward-thinking fitness centers will stay a step above by giving members the ultimate workouts with vertical trainers.

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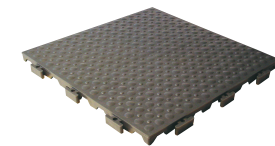
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