

The Evolution of Power Branding

Every club would like to have a look and feel like no other place in town, a reputation as the best place to pursue health and fitness goals. To get there, you must be careful how you build your reputation. If your name appears on a product that's just good enough, your name will mean "good enough". If you want to be viewed as the best club in town, let your name be seen on the best products on Earth.

Ivanko Urethane Dumbbells. American Made. World dominant.

- Patent Pending Ivanko Classic Design
- No weld, proprietary fastening system head to handle
- 35 mm handle (special alloy high strength steel)
- 100% Made in U.S.A.



Made In
America



IVANKO®
Engineered Passion

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