



**CRANK** **IT**  
**FITNESS**

**TRAIN SMARTER | MOVE BETTER**

# WHO | WE ARE



CrankIt Fitness is a rapidly growing functional fitness brand specialising in the world's best suspension products, education and digital content.

The CrankIt team collectively bring over 200 years of fitness industry, athlete coaching and education experience to the development of our products, programmes and education.

Our products include:

- 1. CrankIt Straps - Suspension Training fitness tool**
- 2. CONNECT - Partner Training fitness tool**

WHO WE ARE

# Total Body Workouts. Anywhere.



:: Strongest Straps with **5 year warranty**

:: Used by PT's, Athletes & Physio's

:: Train using only your **bodyweight**

:: Modular components for versatility

## CRANK IT STRAPS

:: Increases **strength & joint stability**

:: **Workout** anywhere you choose

:: Build a **strong core**

:: **Burn fat** and build muscle



### DOOR ANCHOR

Built in door anchor means you can train at home, in your hotel, or anywhere you have a sturdy door

### QUICK CLIP KARABINER

New lightweight, sewn-in karabiners make it easy to assemble your CrankIt components how **you choose**, giving you the ultimate versatility

### INDUSTRIAL STRENGTH WEBBING

Load rated to over **1000 kg** and sewn together with bonded nylon thread - you'll break before it does!

### NON-SLIP LOW PROFILE ADJUSTERS

New non-slip low profile buckle inspired by rock-climbing technology, with **Tensile Resistance Mechanism** – guaranteed to never slip under load.

### DURABLE RUBBER GRIP HANDLES

New commercial grade **easy clean**, non-slip, textured **rubber handles** designed to help you grip better.

# SUSPENSION TRAINING EQUIPMENT



## **WORLD'S STRONGEST STRAPS**

The CrankIt Straps are the world's toughest suspension system, with an industry leading warranty and modular component design that allows the end user to assemble the product to better suit their training environment or to perform up to 100 additional exercises.

The benefits of our modular component design include:

- ✓ Put the straps together in many different ways to suit your training environment or specific exercise need
- ✓ Anchor around higher, or wider anchor points
- ✓ Perform hanging exercises
- ✓ Perform 100+ exercise that can't be done with single anchor systems
- ✓ Single handle mode is as easy as just grabbing one handle
- ✓ Two people can work easily at once – without affecting the other person
- ✓ More versatile and easier to use!



**2 Year Warranty**  
**100% Australian Owned**  
**Commercial Grade Materials**  
**Designed in Australia**  
**Blue & Pink colours available**

# FACE TO FACE CEC COURSES

CrankIt Fitness launched in Australia in 2010, and currently dominates the live Suspension Education market in Australia. Our face to face courses are regularly voted among the top fitness courses in Australia.

Live education is run by master trainers in each region. Master trainers will be recruited and trained by CrankIt Fitness once distribution in a region has been confirmed. CrankIt Fitness can manage live education support directly, or this can be managed by the distributor in conjunction with CrankIt Fitness.

## LIVE COURSES INCLUDE:

**ADVANCED SUSPENDED FITNESS**  
**LEARN FROM THE EXPERTS**



**REHAB Fx**

**Minimize and Fix Injuries  
with Functional Fitness Tools**



**CONNECTi<sup>TM</sup>**

**PARTNER TRAINING REVOLUTION**



All live education is delivered using a blend of online pre-course modules, and live practical instruction and assessment. This allows CrankIt Fitness to manage all course participants' learning experience, theory assessments and certificate delivery. All course participants will also be given free access to Club CrankIt.

**LIVE  
EDUCATION**



## FREE ONLINE EDUCATION

CrankIt Fitness understands the unique education needs of our distributors, and commercial equipment suppliers.

Our online courses currently Include:

**Level 1 Suspended Fitness (\$99 / FREE)**

**Level 2 Suspended Fitness (\$199)**

**Level 3 Suspended Fitness (\$199)**

The Level 1 course is FREE to distributors and commercial partners to provide to their customers at a face value of \$99 per trainer.

Bulk user licenses/coupons can be generated, and user tracking and reporting is available for club managers and fitness directors to help track and manage course uptake and results across multiple sites.

## EXAMPLE COURSE VIDEOS:

*(click to open web page)*

[www.crankitfitnesscourses.com/distribution](http://www.crankitfitnesscourses.com/distribution)



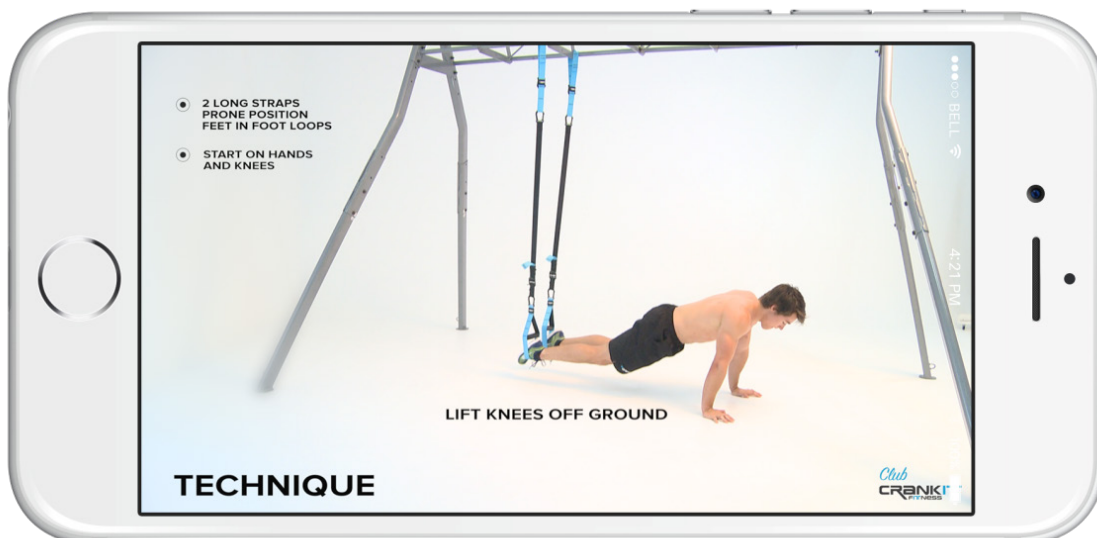
The CrankIt Club is the ultimate suspension training and functional fitness resource, including hundreds of exercise instructional videos, workouts, challenges and programs. Users can easily filter and find exercises and workouts based on target muscles, difficulty level and much more.

Trainers will have access to a comprehensive library of exercises, workouts and challenges to support them beyond the course, and give them new ideas to keep them engaged with delivering suspension training sessions.

## **SAMPLE CLUB EXERCISE VIDEOS:**

*(click to open web page)*

[www.crankitfitnesscourses.com/distribution](http://www.crankitfitnesscourses.com/distribution)



## DISTRIBUTOR CASE STUDY

Our UK distributor recently won a number of key accounts with over 300 sites across the UK collectively.

Key elements in these successful tenders included:

- ✓ Top quality suspension straps product that meets the high standards demanded by large fitness chains
- ✓ Double the commercial warranty of competing products
- ✓ FREE suspension education offered to current personal trainers and future personal trainers across all sites
- ✓ Comprehensive reporting for fitness managers including:
  - How many trainers have started the course per club or across all clubs
  - How many trainers have completed/passed/failed the course per club or across all clubs
  - Feedback on the course per trainer, per club, or across all clubs

Our distributor was able to offer not only a great product with better warranty, but also a complete online solution that addresses the following challenges of our commercial customers:

- ✓ Cost effective education that supports functional products to ensure high uptake and impact for each club
- ✓ Reporting tools to track education uptake and compliance plus feedback from trainers
- ✓ Post-course exercise library, professional development content and pre-designed workouts to provide support to trainers to keep them engaged and delivering world class sessions
- ✓ Mobile friendly exercise video library, workouts and challenges that can be accessed for free by gym members

CrankIt distributors and commercial partners are able to offer a market leading solution that addresses the unique needs of their customers with a cost effective and scalable model.





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## **CONTACT US**

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