

KEISER
5 IN 1TM
ADVANTAGE

5 WAYS TO TRAIN
ON EVERY KEISER MACHINE

IS YOUR STRENGTH EQUIPMENT
OPTIMIZED FOR THE
ULTIMATE ROI?



VS



KEISER

**TRAINING
METHOD**

**WEIGHT
STACK**

YES

TRADITIONAL

YES

YES

SPEED

NO

YES

POWER

NO

YES

ECCENTRIC OVERLOAD

NO

YES

HIIT

NO

5

1

NOT MORE MACHINES. MORE MACHINE.

**OPTIMIZE YOUR STRENGTH EQUIPMENT
WITH KEISER'S 5 IN 1 ADVANTAGE:**

5 ways to train on every Keiser machine + the step-by-step programming on how to do it.



GET THE 5 IN 1 TRAINING ADVANTAGE

With Keiser's 5 in 1 Advantage, you can train with **any** combination of these 5 training modalities on **every** Keiser strength machine.

1 TRADITIONAL [Strength & Muscle Building]

This is the same way you train on ordinary, iron-weight-based machines: explosive on the concentric phase and controlled on the eccentric phase.

2 SPEED

By training fast through both the concentric and eccentric phases, you develop your muscles and neuromuscular system for maximum speed.

3 POWER

Training for power pairs an explosive concentric phase with a controlled eccentric phase. It's the key to athletic performance.

4 ECCENTRIC OVERLOAD

Loading up on resistance in the eccentric phase increases muscle fatigue and stimulation — giving you greater strength gains in less time. Keiser is the only strength equipment that allows you to safely perform Eccentric Overloading without a partner.

5 HIIT

HIIT training against Keiser Dynamic Variable Resistance safely develops your muscular and cardiovascular efficiency simultaneously.

LEARN ABOUT THE SCIENCE BEHIND KEISER DYNAMIC VARIABLE RESISTANCE

The science behind Keiser Dynamic Variable Resistance and 5 in 1 Advantage not only provides your members with increased versatility and training options, but it also allows them to train their neuromuscular system at speed, while protecting the joints and connective tissue. Keiser is the **only** strength equipment that safely allows for this type of training.

BETTER SCIENCE. FASTER RESULTS. SAFER RESISTANCE.



Learn how Keiser Dynamic Variable Resistance works in "Keiser Vs. Status Quo" at keiser.com.



A TOTAL SOLUTION FOR EVERY BODY





BENEFITS FOR YOUR HEALTH CLUB

**With 5x the options, you can
appeal to all 5 types of club members**

- 1. Young Adults**
- 2. Active Adults**
- 3. Older Adults**
- 4. Weekend Warrior Athletes**
- 5. High-Performance Athletes**

The best way to boost gym membership and personal training sales is by differentiating your gym with even more tools in your toolbox — Traditional (Strength & Muscle Building), Speed, Power, Eccentric Overload, HIIT or a combination of them all.

Keiser's 5 in 1 Advantage is a total solution for **every body**, from the novice gym member to the most experienced, along with step-by-step programming that benefits them all.

We have your health club's business solutions in mind with the versatility of Keiser's 5 in 1 Advantage

- Limitless versatility to increase usage of all your Keiser strength equipment for a higher ROI
- Safer equipment than the traditional iron weight stack alternative to reduce risk for injury and liability
- Smaller footprint to maximize your gym floor space
- Your competitive edge: Keiser has a unique digital display on every machine for members to track their entire workout, including reps, sets, resistance, power and work [caloric burn] — a functionality not possible on iron weight stacks. Members can access their data from the Cloud after their workout using the Keiser App.

BENEFITS FOR YOUR MEMBERS

Keep your members endlessly engaged with the versatility of Keiser

With iron weight stacks, members are limited so workouts can become stale and boring. With Keiser, members can consistently look forward to fun, safer, more efficient workouts with Keiser's versatile strength equipment and programming.

Why would you train on iron weight stacks if you knew you could benefit from **all** of this with Keiser?



- Reduce workout boredom or training plateaus across all ages by training with 1, or any combination of the 5 training modalities at once
- Virtually zero shock-loading to protect joints and connective tissue and reduce risk of injury
- Member-centric programming that covers everything from the fundamentals to the advanced with an entire concurrent 52-week plan, or the option to start at a 12-week plan that aligns with members' specific training goals
- Ability to adjust resistance in 1-pound increments at any time during the exercise without having to stop
- Monitor and track resistance, sets, reps, maximum power and percentage of maximum power with the Keiser Digital Display and eChip technology
- Safer, Dynamic Variable Resistance at any speed applies more resistance where they're stronger and less resistance where they're weaker — or where joints and connective tissue are most vulnerable to injury
- Keiser neuromuscular training yields greater velocity and an increase in acceleration — one that has yet to be proven with free weights alone
- Meet goals quicker like building strength, developing lean muscle, increasing power and speed, improving cardiovascular efficiency, losing weight and more



BENEFITS FOR YOUR TRAINERS

Increase the value and offerings of personal training with **limitless ways to develop workouts**

Keiser's 5 in 1 Advantage provides prime opportunities to increase personal training sales, offer client-centric programming and encourage opportunities to promote trainers to the next-level pay tier.

- Reduce client boredom or training plateaus across all ages with versatile training that includes 1, or any combination of the 5 training modalities at once to keep clients coming back for more
- Virtually zero shock-loading to protect joints and connective tissue to reduce risk of injury for safer, more effective continuous training and session usage
- Keiser's step-by-step programming covers everything from the fundamentals to the advanced, where trainers have the ability to offer an entire concurrent 52-week plan or to start at a 12-week phase that aligns with their clients' more specific training goals
- Ability to adjust resistance in 1-pound increments at any time during the exercise to maximize workouts
- Increase the value and motivation of each session by tracking and monitoring workout progress with the Keiser Digital Display and eChip technology for resistance, sets, reps and maximum power and percentage of maximum power
- The ability to create unique personal training programs by either using Keiser's programming as a starting-off point, or with their own imagination and industry knowledge
- Increase your current retention and personal training sales, and encourage new business by successfully helping members build strength, develop lean muscle, increase power and speed, improve cardiovascular efficiency, boost sports performance and more

It just makes good business sense to go with Keiser.

GIVE YOUR CLUB THE ULTIMATE ADVANTAGE WITH KEISER'S STEP-BY-STEP PROGRAMMING

Introducing a new step-by-step training program that builds toward utilizing a combination of the 5 training modalities. The programming options are limitless, safer, time efficient and offer everyone from the older adult to the high-performance athlete workouts they can look forward to.

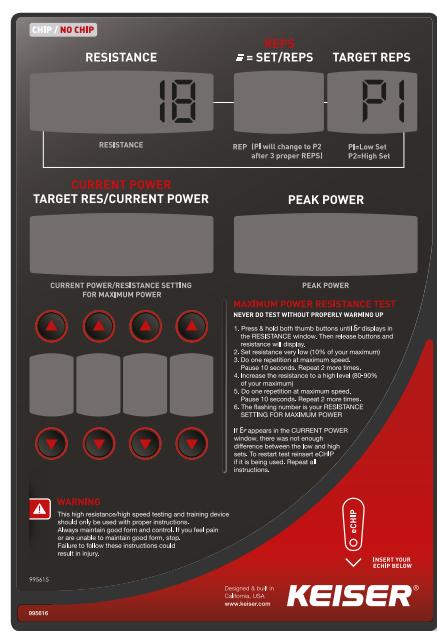
GETTING STARTED: DEVELOP A BASELINE

Utilizing baseline measurement tests like the industry-accepted 1-Rep Max and Reps in Reserve (RIR), alongside **Keiser's patented baseline test for Keiser Optimal Power Resistance (KOPR)**, allows the user to individualize their program for safer, more effective training.

Keiser Optimal Power Resistance (KOPR): 6-Rep Test

Using the Keiser Digital Display and Keiser Technology, the KOPR best determines the resistance at which a user can maximize power output in Watts. The user's Wattage number will be used for power and speed training.

1. Press and hold the thumb buttons until "6r" displays in the RESISTANCE window. Then release the buttons and the resistance will display.
2. Set resistance to a low level [10% of your maximum].
3. Do one repetition at maximum speed. Pause for 10 seconds. Repeat twice. Note that during this phase, P1 must be displayed in the Target Reps display.
4. Increase the resistance to a high level [80-90% of your maximum].
5. Do one repetition at maximum speed. Pause for 10 seconds. Repeat twice. During this phase, P2 must be displayed in the Target Reps display.
6. The flashing number is your Resistance Setting for KOPR.



Once you've obtained your KOPR number, complete 3 sets with a 3-minute rest period between sets. Perform 3 to 5 reps in each set using your KOPR number to see the maximum amount of Watts you can get. The challenge is to increase that number after having completed your first 12-week Keiser training program.

1 Rep Max

The 1-Rep Max Test indicates the maximum amount of weight that a person can perform an exercise for 1 repetition. This number will determine a person's strength and eccentric loads.

1. Select a resistance that allows you to perform 3 to 6 reps.
2. Complete the Baechle Equation:
Resistance x [1 + (.033 x number of repetitions)]
For example, if the resistance you selected was 100 pounds, and you completed 5 reps, your 1-Rep Max would be 117 pounds.

Reps in Reserve (RIR)

Reps in Reserve refers to how close to failure a set should be taken. For example, 2 RIR refers to a set where you can perform two more reps at the end of the set before reaching failure. RIR is used primarily for muscle building and auxiliary lifts.

1. If the protocol calls for 2 RIR and you're prescribed 12 reps, select a resistance you can lift 14 times.
2. If the protocol calls for 1 RIR with the same number of reps, choose a resistance you can do 13 times.
3. For 0 RIR with 12 reps, use a resistance where you can perform a maximum of 12 reps.

SNAPSHOT OF KEISER'S 52-WEEK STARTER PROGRAM FOR THE TOTAL BEGINNER

This tiered concurrent periodization program takes users through all 5 training modalities of Traditional (Strength & Muscle Building), Speed, Power, Eccentric Overload and HIIT in a safer, more efficient manner.

THE BREAKDOWN

Establishing General Strength Foundation (Linear Periodization)

PHASE 1: 12 weeks

Commitment: 30-45-minute workouts done 3x a week

This muscle-building phase represents the foundation on which the other phases of training will be based upon. The main objective of this phase is to not completely overload your muscles, but rather to progressively adapt to resistance training.

The muscle-building protocol is based on low to moderate volume¹ with moderate to low resistances, which will aid in the adaptation level of the user's muscles, ligaments and tendons, preparing the body for the next phase of strength and muscle building.

Muscle Building and Strength (Concurrent Phase Shift Periodization)

PHASE 2: 12 weeks

Commitment: 30-45-minute workouts done 3x a week

This phase is the next step in increasing intensity² using moderate to high resistances without a drastic increase in volume. Not only will this phase continue the theme of muscle building, but it will also increase strength³. This phase will prepare the body for training in Phase 3, which incorporates power and speed.

¹ Volume is equal to reps x sets x resistance.

² Intensity is the percentage of a 1-Rep Max.

³ Strength is the ability to increase your 1-Rep Max.

Strength, Power and Speed [Concurrent Weekly Undulated Periodization]

PHASE 3: 12 weeks

Commitment: 30-45-minute workouts done 3x a week

This phase is based on maintaining lean muscle mass and the foundational strength obtained during Phases 1 and 2, while now incorporating speed and power.

Strength, Power, Speed, Eccentric Overload, HIIT and Muscle Building [Complex Concurrent Periodization]

PHASE 4: 12 weeks

Commitment: 30-45-minute workouts done 4x a week

Now that the body has a structural foundation, all training modalities are combined into one 12-week program that allows the user to achieve their balanced fitness goals and enjoy a variety of training options.

After completing Phase 4, the user now has the foundation to customize their workouts to meet their specific goals — whether that's building continued strength, developing lean muscle mass, increasing power and speed, improving cardio efficiency, losing weight or boosting sports performance training.





EQUIPMENT PACKAGES



KEISER 5 IN 1 PACKAGE

The first 52-week program is designed to be performed on the **13 Keiser strength machines** below.

LOWER BODY



A300 Leg Extension Pro



A300 Leg Curl Pro



A300 Leg Press



A300 Seated Calf

UPPER BODY



A250 Lat Pulldown



A350 Biaxial Upper Back



A250 Lower Back



A350 Biaxial Chest Press



A250 Military Press



A250 Arm Curl



A250 Triceps

CORE



A250 Abdominal

INFINITY



Functional Trainer

5 IN 1 IN YOUR HEALTH CLUB

Incorporate this equipment package into your current strength area for members to train in all 5 modalities and more efficiently maximize your gym floor space.

EQUIPMENT PACKAGES

HIIT AND PERFORMANCE PACKAGE OPTION

For those gyms offering an athletic performance area, Keiser has a package for you.



A300 Squat



A300 Belt Squat



Racks



A300 Runner





If you're looking to add an exclusive HIIT or performance area in your health club, these Keiser machines can optimize that area with a limitless variety of workouts that accommodate everyone — from weekend warriors to daily gym-goers to elite athletes. Make the most of your HIIT or performance gym space with Keiser, giving your members new ways to advance to that next fitness level.



Chest Press Pro



Biaxial Upper Back



Functional Trainer



Cardio



HOW DOES YOUR GYM MEASURE UP?



Iron weight stack machines will always only be able to offer 1 way to train. But Keiser will continue offering your members limitless versatility and the adaptability to any future trend or methodology in the fitness industry.

Keiser evolves with you.

Give your members more with less with Keiser.



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