

Media Kit

Please direct media enquiries and photograph requests to John@lebertfitness.com.

Lebert Fitness

Lebert Fitness is a world leader in innovative bodyweight training tools. The Lebert Equalizer and Lebert Buddy System™ are utilized by Pro Sports Teams, Personal Trainers, Athletic Departments, Boot Camps, Clubs and more. These extremely versatile tools take strength training to the field, ice, gym and court like no other.

The Inventor, Marc Lebert



Marc has excelled at sports all his life but his passion for weight training began at college where he first stepped foot in the weight room. He has been working out religiously ever since! Along the way Marc also became very enthused about Tae kwon do, earning his Black Belt, fighting competitively on a National Level and instructing. As the Strength and Conditioning coach for Billy “The Kid” Irwin, Marc also began learning the “sweet science” and boxing is a real passion for him teaching high energy, dynamic classes every week.

Marc is a Certified Personal Trainer and proprietor of Personal Strength Fitness Inc. training clients in their homes, at corporations and at his fitness club, Fitness NATION in Mississauga, Ontario, Canada. Marc has his BA in Psychology and is a Certified Neuro-Linguistic Practitioner.

Marc is a published writer and international presenter, running educational courses and motivational seminars around the world and makes regular TV appearances.

"The Equalizer™ was born out of the necessity to continually challenge and motivate clients who train at home. I had found it difficult finding an exercise that would effectively work the back muscles for my in-home clients without purchasing a lat pull-down machine (which is rather expensive and takes up lots of room) or using a chin-up bar (can be dangerous and very difficult to perform by most people). This is an obstacle that plaques many trainers and people who workout in home and in fitness/group exercise classes and Boot camps.

I realized the need for a simple, portable, yet multi-purpose and versatile, piece of equipment that would solve this need so I built a prototype with a friend, which was heavy and unattractive to say the least. Many months were spent practicing exercises on the bars, building different configurations, one bar vs. two bars, etc. until the design, height, width, leg length and other specs (gauge of steel, size of steel pipe, grips, feet) came to where they are now which is a set of two (bright yellow) steel bars each weighing 8 pounds.



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With the product came the ideas for many exercises, uses and programming. The Equalizer™ has transformed into something that can also be used in fitness classes, sport conditioning, stretching and total body workouts. It can be used as a standalone product or easily incorporated into existing programming and with other products.”

Products

Lebert Equalizer

The Equalizer is perfect for strength training in a fitness class setting, home gym or as a tool for personal trainers.

The Equalizer works the arms, chest, back and core muscles like no other. Participants use their own body weight as resistance and decide what level is right for them by "self-spotting". Self-spotting means the legs can be used to assist the user to perform exercises and/or when they cannot continue an exercise. A simple modification (usually leg placement) can allow for the set to be extended.



With the ability to easily add more repetitions (without having to stop and change a pin in a machine or have someone helping) this product becomes very versatile. This simple versatility allows the user full control over the amount of body-weight used for a given exercise. The result is greater muscle endurance and strength.

Each Equalizer bar weighs 8 pounds. The dimensions are 28-1/2 inches high by 25 inches wide and it has been tested to support up to 400 pounds of body weight. The Equalizers can easily be stacked together, taking up little storage space.

www.lebertequalizer.com

Lebert Buddy System™

The Lebert Buddy System™ is an innovative new product developed by Marc Lebert to provide two or more people a functional and versatile way to create a constant tension on the working muscles (concentrically and eccentrically), work many muscles at once, work the core, provide stability training, extend sets with variable and instant tensions changes, and a little bit of friendly competition- all at the same time!

Boot Camps are hot and the tandem training provided by the Buddy System™ is perfect. This tool also fits well into dry land and off season conditioning camps for young athletes and schools. It is a simple and portable way to get the kids doing resistance training!



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The most unique feature of the Buddy System™ is the ability to do BI-LATERAL training. The middle strap



moves smoothly through a centre ring (with handle) allowing for one arm to provide resistance for the other. Tension can be dialed up or down instantly-making for a quick and extremely effective workout!

The whole body can be used for functionality, players can learn to work together, the husband and wife can communicate more effectively, and the trainer is not a passive observer but connected and engaged with their

client through the Buddy System™.

Made of ballistic nylon strapping with UV protection, durable handles, heavy duty stitching and heavy duty buckles make this product stand up to any workout!

www.lebertbuddySystem™.com

Lebert Stretch Strap

To the masses, perhaps two of the most overlooked and yet most vital components of our fitness lives are flexibility and mobility. Strength, power and speed have very little importance if you cannot move freely and pain free.

So why is it that many people do not stretch?



Many people do not stretch simply because it's not comfortable or they cannot reach an appropriate position. For those that do stretch, positions are often held while another joint may be compromised.

The Lebert Stretch Strap is a simple, yet innovative tool that will assist you in reaching positions more comfortably that may have been previously not possible and, in addition, allow you to hold the

stretch longer!

The Lebert Stretch Strap™ was developed with the assistance of two-time Olympic athlete and Master Yoga Instructor, Ann Green. Utilizing the Lebert Stretch Strap will train your muscle fibers to relax into the stretch in order to lengthen instead of shortening and not elicit the stretch reflex which may cause injury. The Padded Handle allows for a comfortable grip while reducing wrist tension so you can enjoy your stretches longer! The strap itself is a double loop System™ (much like a figure eight) that easily wraps around hands and feet (or running shoes) for a secure and confident hold. Either loop can be held to reflect personal "reachability" or the straps can be looped together to create a longer assist.



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Not sure what to do or how to stretch? Each pair of Stretch Straps comes in their own carrying pouch for easy transport in your gym bag or for storage in your office desk drawer, along with a color poster and instructional DVD.

www.LebertStretchStrap.com

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