

## Just Strength Training

Stephen Baldwin, gym owner and fitness trainer, uses Viper rope-climbing machine to help active older adults stay in shape and recover from injuries with a fun, engaging, and rewarding exercise.

## Objective

Stephen's customers are people in their late 50's and early 60's, some with injuries that prevent them from using traditional cardio and strength exercise equipment. His challenge is to provide optimal training to these individuals, given limitations in their strength, endurance, and physical abilities.

## Planning

Aware of the benefits of rope-climbing exercise – fast, effective upper-body workout, Stephen thought of hanging a 20-foot rope in his gym. Several major concerns associated with a ceiling rope – safety, uncertain appeal to members, installation and maintenance, made him question his initial decision.

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*"I like rope climbing, but a ceiling rope would not be very useful as not too many of my members can use it in their routines and I'd be concerned for the safety of those who can."*

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Then, a friend referred him to Marpo Kinetics. Stephen instantly saw the potential benefits: Viper would allow him to tailor rope-climbing exercise to each member's physical abilities. It would diversify their workouts, help them in achieving their fitness objectives, and encourage them to continue coming back.

## Execution

When the unit arrived, the setup went without a hitch and soon Stephen gave the machine its first test climb. He easily figured out the controls, and could vary them to produce any combination of strength and cardio workout.

Having quickly mastered the machine himself, Stephen began incorporating it into his members' routines. The results confirmed his purchase decision – almost every one of his clients was able to enjoy rope climbing using Viper. Based on each person's physical abilities and fitness objectives, Stephen could configure the exercise toward strength or cardio to optimize their workout.

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*"My customers are in their late 50's and early 60's, some with injuries. Viper gives them a great strength and cardio workout. It is a very orthopedic-friendly machine."*

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## Results

By integrating Viper into his gym, Stephen is able to offer his members an exercise option which was previously out of their reach, boosting customer satisfaction and increasing retention. Word-of-mouth referrals and user feedback about the machine draws new prospects to the gym, providing Stephen with a strong marketing tool to grow his business.

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*"I can't say enough good things about Viper. My customers love it; pretty much everyone uses the machine. It is a great, user-friendly alternative to the climbing ropes that I used to have."*

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