



ARSENAL. STRENGTH



MASTERS OF STRENGTH | V.3

MYARSENALSTRENGTH.COM - 865-333-5444



WHO WE ARE

At Arsenal Strength, we are committed to creating the best strength equipment in the world. Each and every piece of strength equipment undergoes rigorous testing in The Showroom, tweaking and perfecting each angle, grip and element of the machine. We want to give you the best equipment possible.

We are extremely passionate about what we do and working with our customers. We will always give you our best when creating your Gym Design. We appreciate every order, every customer. We are very grateful you chose Arsenal Strength and look forward to another year providing you with the best.

Thank you,
The Arsenal Strength Team

MISSION

OUR MISSION DECLARES OUR PURPOSE AND A STANDARD FOR HOW WE OPERATE.

- To Let Our Passion Live Out Through Our Work.
- To Act + Serve Others.
- To Inspire Others To Work Toward Their Dreams.

VISION

WE ARE DRIVEN BY OUR VISION, WHICH PROVIDES A FRAMEWORK FOR OUR OPERATIONS.

- People: To Be A Place Where People Want to Be and Be A Part Of.
- Product: To Provide The Best Quality Products.
- Passion: To Do Everything With Strong Emotion and Intent.

VALUE

OUR VALUES SERVE AS THE CORE OF PEOPLE.

- Passion
- Leadership
- Accountability
- Autonomy
- Integrity





ARSENAL STRENGTH
OUR MISSION

**FROM BLUEPRINT
TO REALITY**

GYM DESIGN
PROCESS
FEATURED FACILITIES

NEW PRODUCTS

RELOADED
PLATE LOADED EQUIPMENT

M-1
CABLE TRAINING SYSTEM
PIN SELECT EQUIPMENT

ALPHA SERIES
RACKS
BENCHES
STORAGE
BODYWEIGHT

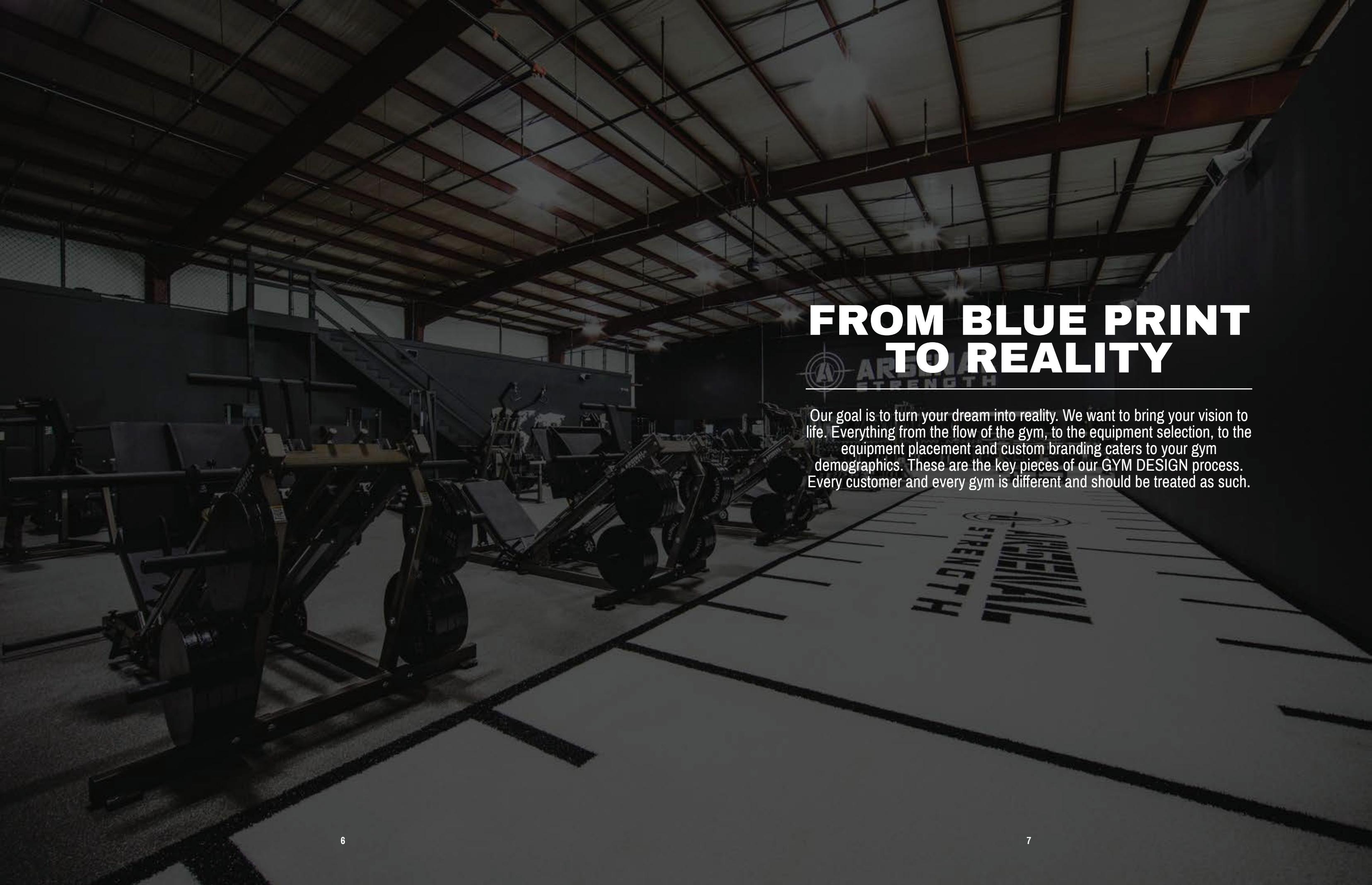
BRAVO SERIES
RACKS
DEVELOPMENT EQUIPMENT

RESISTANCE BANDS

FLOORING
CUSTOM FLOORING

WHO WE ARE
OUR PARTNERS
THANK YOU

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FROM BLUE PRINT TO REALITY

Our goal is to turn your dream into reality. We want to bring your vision to life. Everything from the flow of the gym, to the equipment selection, to the equipment placement and custom branding caters to your gym demographics. These are the key pieces of our GYM DESIGN process. Every customer and every gym is different and should be treated as such.



PROCESS:

1. VISION

In the first step of the Gym Design process, we want to understand your vision for your facility. We want to hear all your thoughts and details regarding your future facility! Specifically, we will want to talk through your member base, goals, location and budget.

2. DESIGN AND LAYOUT

In the second phase of the Gym Design process, we provide a 3D digital layout of your facility according to your space dimensions. This is where you really get to imagine your dream facility. We will include all your custom colors and branding throughout the design. You will be able to see where each piece of equipment will be and how the flow of your facility will look.

3. DELIVERY

The last phase of the Gym Design process is when the equipment arrives! This is the most exciting time as your vision comes to life. Each installation is different, but our team is ready to talk you through the delivery process.

*Installation is available by request and is not provided in our Gym Design Services.



**ARSENAL
STRENGTH**

GYM DESIGN
BY ARSENAL STRENGTH

FEATURED FACILITY

FOX FITNESS | FORT WORTH, TX

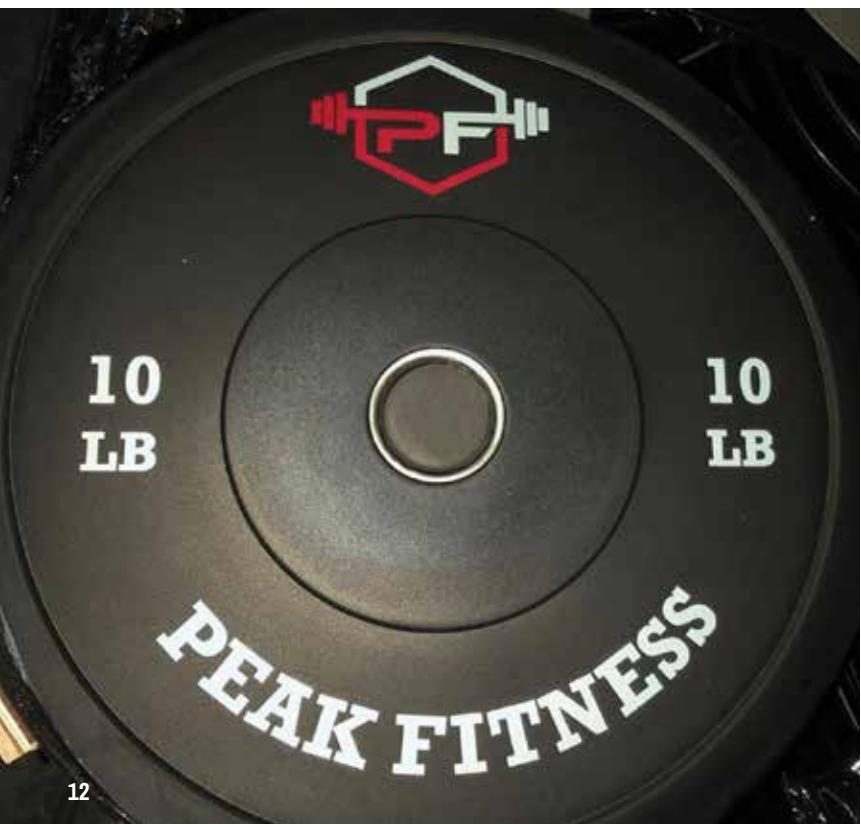


- 10,000 SQUARE FT
- GROUP EXERCISE
- OUTDOOR TURF
- MULTIPURPOSE ROOM
- CHILD WATCH AREA
- CARDIO AREA
- REC FITNESS AREA
- STRENGTH TRAINING AREA





- 14,500 SQUARE FT
- DEDICATED FUNCTIONAL
- FITNESS AREA
- INSET LIFTING PLATFORMS
- INDOOR TURF
- GROUP ROOM
- CARDIO AREA
- SMOOTHIE BAR
- HIMILAYAN SALT SAUNAS

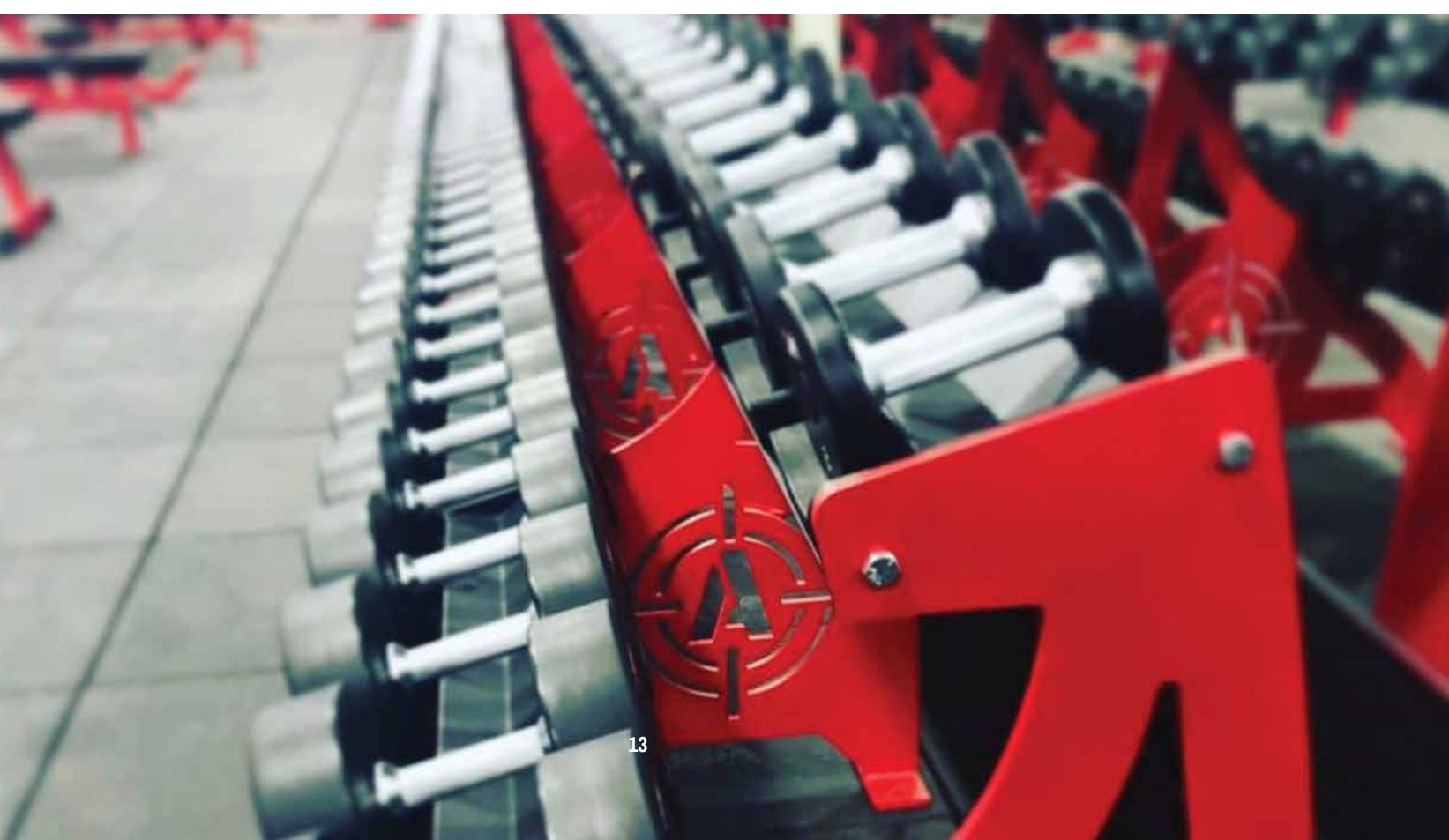
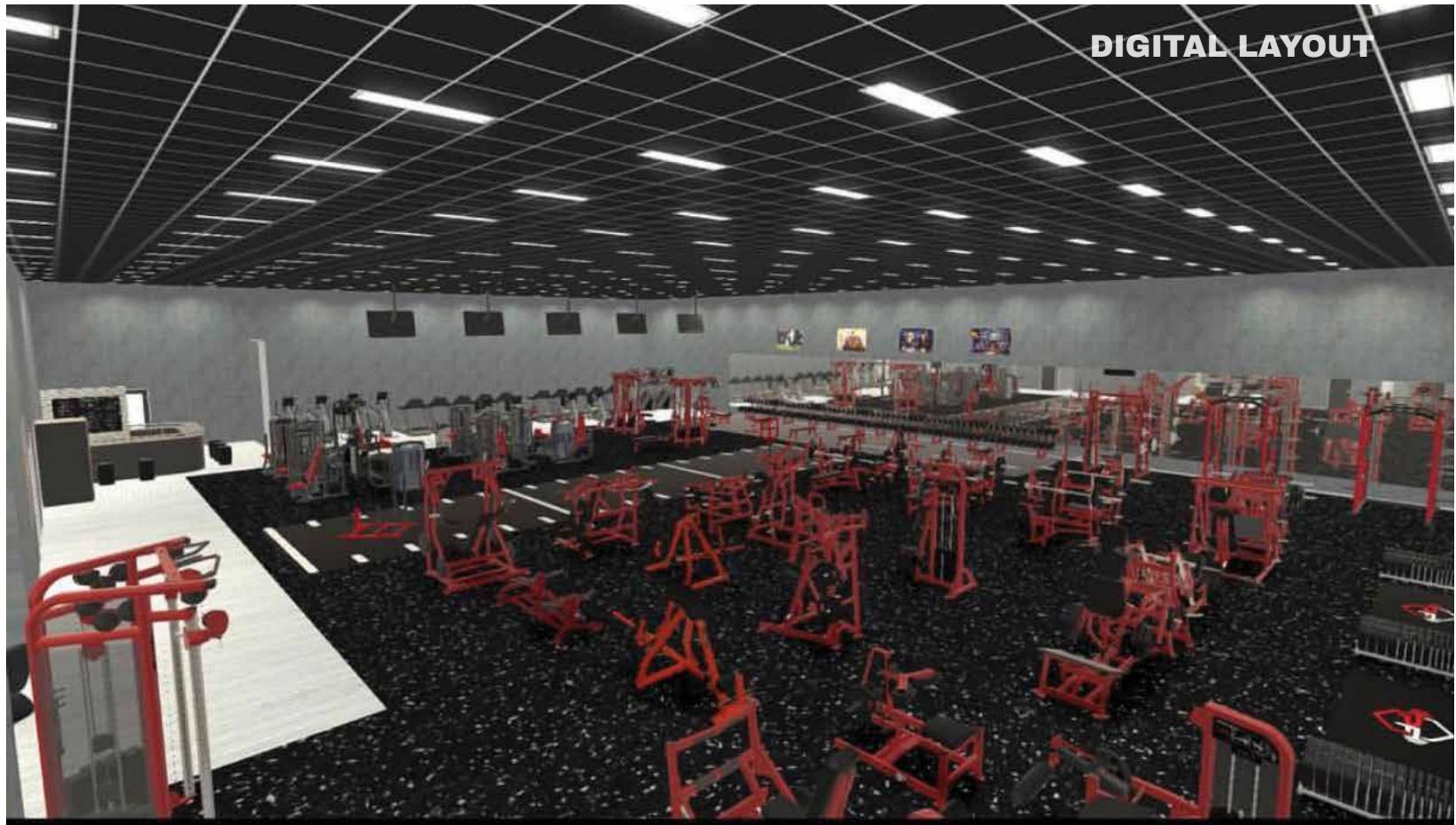


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FEATURED FACILITY

PEAK FITNESS | SHAWNEE, OK

DIGITAL LAYOUT



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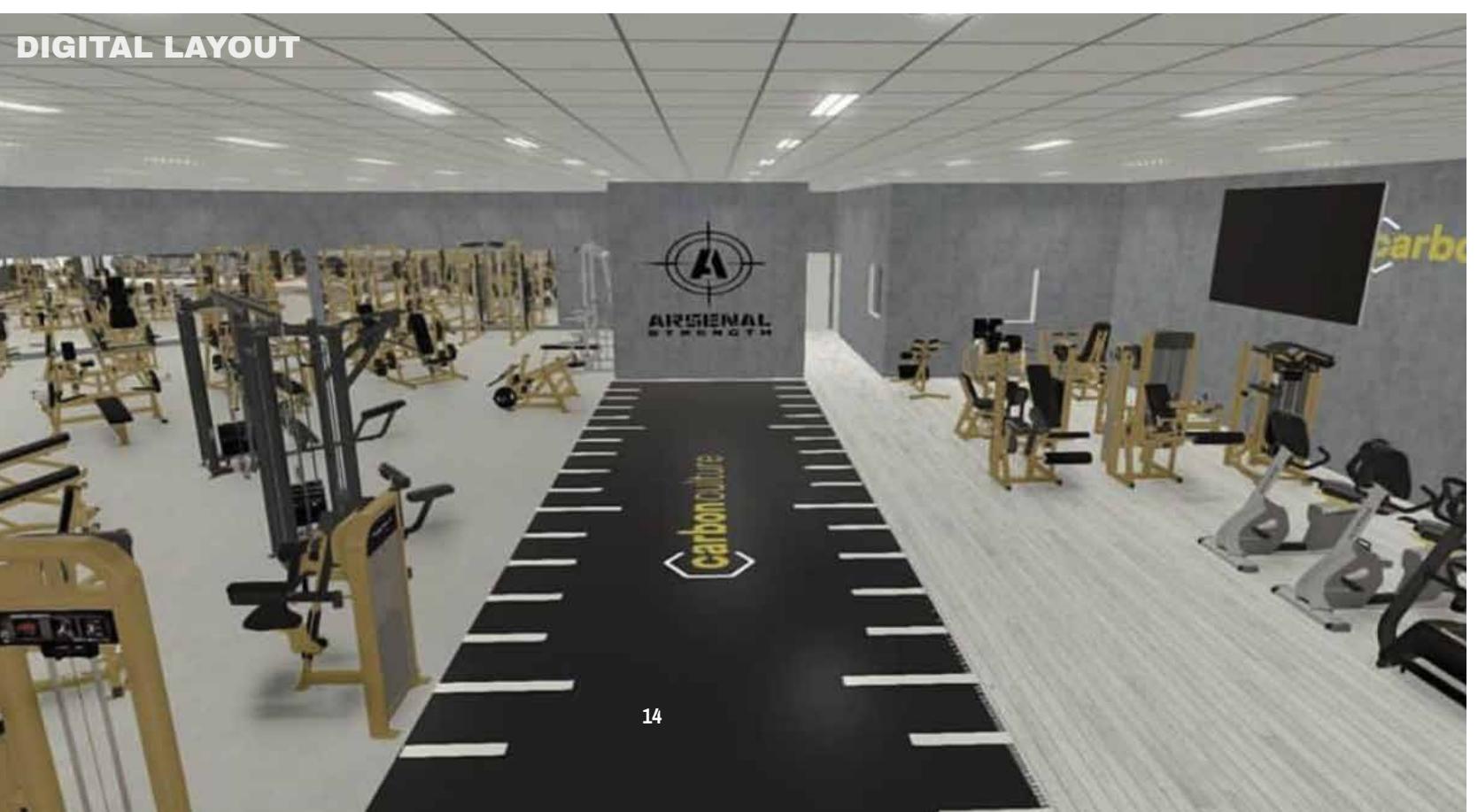
FEATURED FACILITY

CARBON CULTURE | FRANKLIN, TN

- 4,500 SQUARE FT
- POWERLIFTING AREA
- INDOOR TURF
- CARDIO AREA
- PRIVATE TREATMENT ROOM
- STRENGTH TRAINING AREA



DIGITAL LAYOUT



NEW PRODUCTS

EVERY GYM NEEDS ONE

We work endlessly to bring you the best products on the market. Each product is individually designed by our team to meet the ongoing needs of your athletes. We bring you the most innovative, ergonomically designed, toughest products in the strength training world. Every Gym Needs One.



ALPHA 7 HALF RACK W/ POWERSLIDE
SEE PAGE 48



RELOADED MULTIFLEX
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M1 DONKEY CALF
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RELOADED GLUTE BRIDGE
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RELOADED INCLINE FLY
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RELOADED VERTICAL ROW
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RELOADED



SETTING THE STANDARD

FOR PLATE LOADED EQUIPMENT

Arsenal Strength Reloaded: A series of plate loaded equipment that easily is becoming the industry standard. With features such as range limiters, floating handles, encased linear bearings, as well as meticulous attention to biomechanics, Arsenal Strength Reloaded will take your gym to the forefront of the industry.

PRODUCT FEATURED: INCLINE CHEST PRESS

RELOADED

PLATE LOADED EQUIPMENT

MULTIFLEX

The newly released Arsenal Strength Reloaded MultiFlex is designed to allow plate loaded training for all the major muscle groups. The Reloaded MultiFlex features multiple handle options, adjustable range limiters, fold away split squat roller pads and free floating movement arms. All these features allow the user to have a full body training session with over 30 exercise variations. Heavy duty and custom made to order with your choice of frame color.



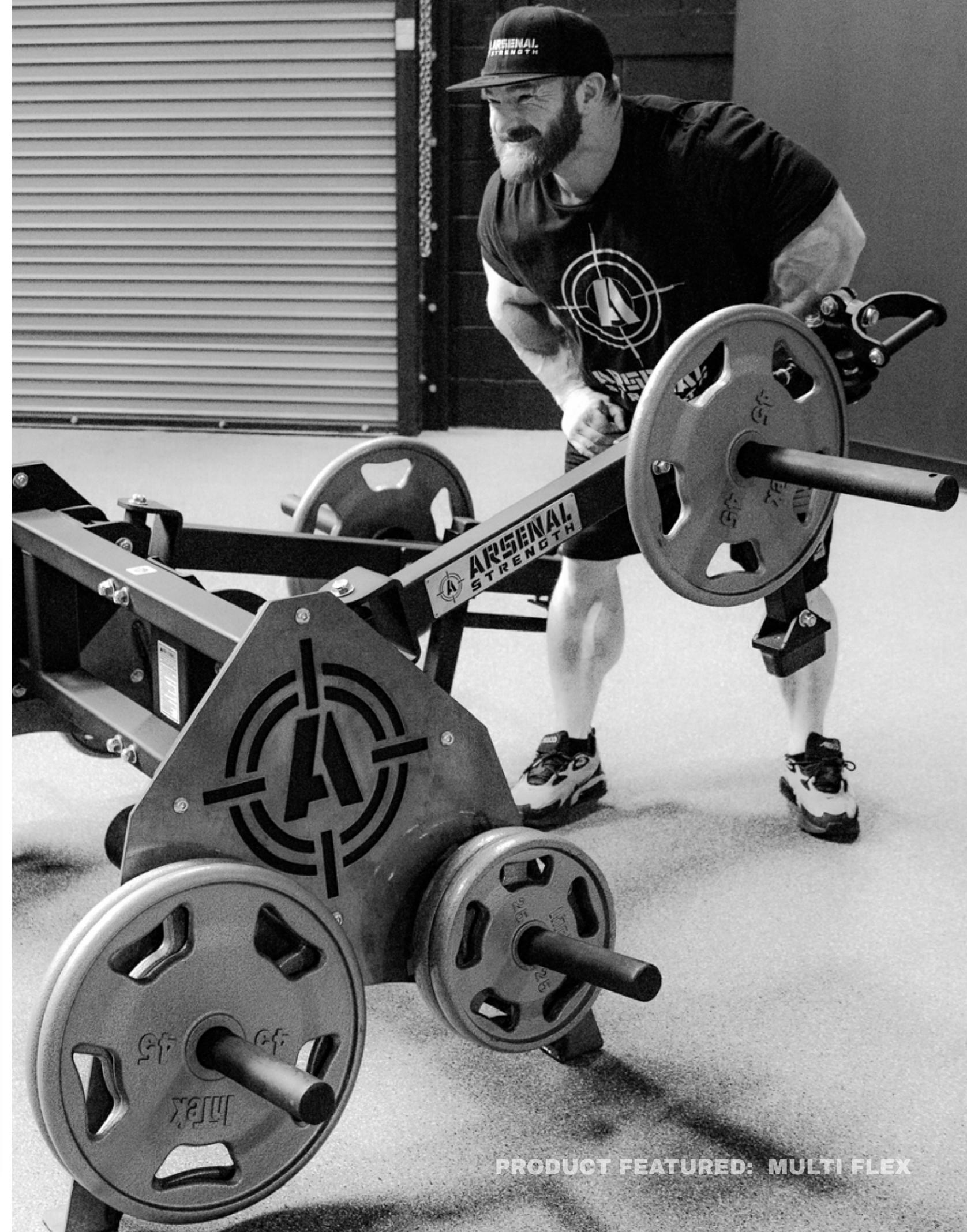
MULTIFLEX AR-MTFX

SPECIAL FEATURES

- Multi Directional Movement Arms
- Foldaway 32mm Knurled Handles
- Foldaway Split Squat Roller Pads
- Top Mounted Rotating Handles
- Adjustable Height Range Limiters
- 4-Olympic Weight Storage Horns
- Over 30+ exercise variations



305 lbs
Dimensions are
W 70" (Shipping 48") x L 65.5" x H 29.25"



PRODUCT FEATURED: MULTI FLEX



PRODUCT FEATURED: VERTICAL LEG PRESS

RELOADED

PLATE LOADED EQUIPMENT



VERTICAL LEG PRESS

The Vertical Leg Press is the most unique leg press ever made. This is a must have in any gym for its unique design and ability to target muscle groups like never before. If your goal is to build a world class gym, unique personal training studio, or offer your members a great piece of equipment, the Vertical Leg Press is the one. This standout piece of strength training equipment will give your gym the edge it needs. Your members will appreciate you for bringing in the best strength equipment. The Vertical Leg Press is heavy duty, made from 7 gauge steel and has intricate laser cut welding. The Vertical Leg Press can be customized to your gym colors, with various frame and pad color choices.

VERTICAL LEG PRESS AR-VLP

SPECIAL FEATURES

- Unique Vertical Leg Press
- Free weight / plate loaded leg machine
- Oversized 36"X18" foot plate to give various muscle target options
- Maximum plate load of 20 45lbs on the sled
- Frame at 90 degrees
- Quick adjust safety stops, spring loaded and non removable
- Lumbar Supported Seat
- 6 weight horns for plate storage



695 lbs

Dimensions are

W 74" W/ Horns 48.25" W/O Horns x L 68" x H 79"

RELOADED

PLATE LOADED EQUIPMENT

LINEAR LEG PRESS

The King of Leg Presses. Bow Down. This Heavy duty Leg Press cannot be compared. This Leg Press holds over 2,300lbs, so you've got enough weight to work up to on your sets. Mandatory for every gym, this piece does not disappoint with its heavy duty look and feel. The Leg Press also has an oversized footplate for various leg positions to target muscles differently. Also comes with additional weight storage. This product can be customized to your facility's colors, with a variety of frame and pad colors.

LINEAR LEG PRESS AR-LLP

SPECIAL FEATURES

- 35 Degree Free weight loaded leg press machine
- 7 gauge steel 4x2 main frame rails
- Seat is 20 degree lower lumbar back support and adjustable angle
- Rear frame features dual weight horn mounted on each side
- Oversized footplate
- Sled includes a 5" round calf block at the base of the deck
- Band pegs included
- 4 weight horns for plate storage



756 lbs

Dimensions are
W 67" W/ Horns; 40" W/O Horns x L 104" x H 50"

BILATERAL LEG PRESS

Bilateral Leg Press is a mandatory piece for any gym, collegiate/high school weight room, or training facility. The Bilateral Leg Press gives you the option to perform a single leg press, or work each leg individually. This can be beneficial in a collegiate/high school weight room if you have any players with injuries. The smoothness of this bilateral leg press is incredible which enables user to focus on muscle development.



890 lbs

Dimensions are
W 67" W/ Horns; 40" W/O Horns x L 104" x H 50"

BILATERAL LEG PRESS AR-BLP

SPECIAL FEATURES

- Frame Construction 7 gauge 4x2 main frame rails
- Each footplate is (2) 20"x 22"
- Seat has low lumbar back support and adjustable seat angle
- Rear frame has dual weight horns mounted on each side
- Footplate load of 40 45lbs
- 1 1/4" Class-L shafting is mounted under the 4x2 main rail to track (4) 660 lb. linear bearings mounted in a 2.25" DOM bearing tube
- Band pegs included
- 4 weight horns for plate storage



PENDULUM SQUAT

The Arsenal Strength Reloaded Pendulum Squat is one of the new strength equipment pieces for 2019. This Pendulum Squat has a large range of motion, a large back pad to secure body placement and includes 7 gauge uprights for unit stability

PENDULUM SQUAT AR-PNDLM

SPECIAL FEATURES

- 4 position adjustable platform
- Adjustable height position for varying individual heights
- Large platform for varied foot placement
- Comfortable handle position throughout range of motion
- 4 weight horns for plate storage
- Custom color options available



560 + 160 lb Counterweight
Dimensions are
W 56" x L 100" x H 82"



PRODUCT FEATURED: BILATERAL LEG PRESS

RELOADED

PLATE LOADED EQUIPMENT

HACK SQUAT

This Hack Squat can be described as heavy duty but still extremely smooth. This Hack Squat features an adjustable foot plate to enable the user to adjust the angle. The Hack Squat can hold up to 26 x 45lb plates. Also comes with additional weight storage. This product can be customized to your gym's colors, with custom frame and pad options.



HACK SQUAT AR-HS

SPECIAL FEATURES

- A 26"x28" (2) angle footplate with adjustable deck angle
- Rear frame has mounted dual weight horns
- The pad is 26"x 18" back to give full back support
- Shoulder pads are 6" x 3" x 12" dense foam for maximum trap comfort with 9" between
- Can hold 26 45lb's
- Various custom color options for frame and pad to match your brand
- Band pegs included
- 4 weight horns for plate storage



POWER SQUAT

Power Squat. This Heavy duty Power Squat cannot be compared. Mandatory for every gym, this piece does not disappoint with its heavy duty look and feel. The Power Squat also has an oversized footplate for various leg positions to target muscles differently. There are grip handles on each side to grab for control. Also comes with additional weight storage. This product can be customized to our gym's colors, with a variety of frame and pad colors.

POWER SQUAT AR-PS

SPECIAL FEATURES

- The footplate is 33"x 33", covered with 3/16" aluminum tread plate and adjustable with 15 degree of movement
- One grip handle is mounted on each side of the shoulder pad frame for user to grab for control
- Total of 2 stop heights
- Rear frame has a dual weight horn mounted, one each side for plate storage
- Band pegs included
- 4 weight horns for plate storage



GLUTE BRIDGE AR-GB

SPECIAL FEATURES

- The footplate is 33"x 33", covered with 3/16" aluminum tread plate and adjustable with 15 degree of movement.
- One grip handle is mounted on each side of the shoulder pad frame for user to grab for control

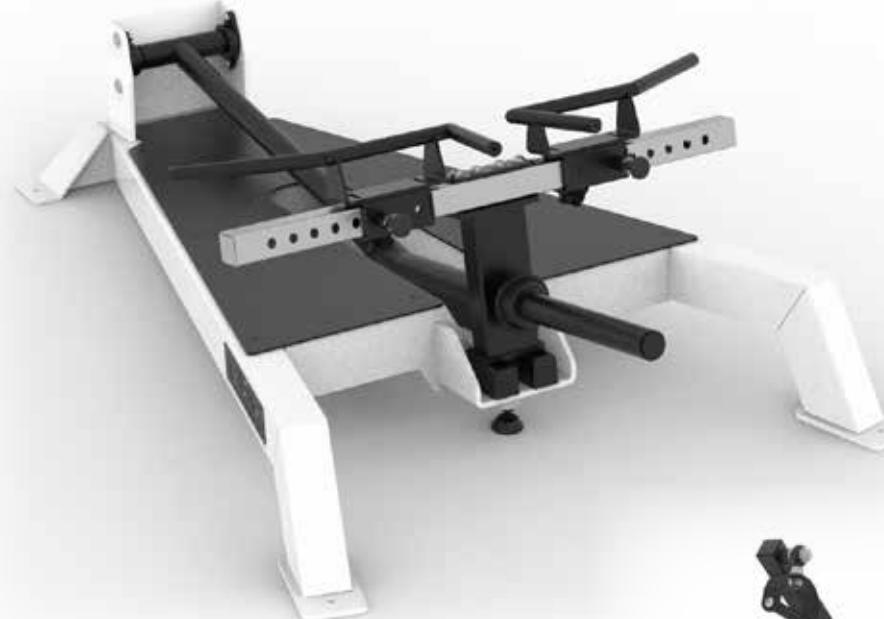
250 lbs

Dimensions are
W 71" W/ Horns; 44" W/O Horns x L 72" x H 36"

RELOADED

RELOADED

PLATE LOADED EQUIPMENT



T BAR ROW AR-TBAR

SPECIAL FEATURES

- Wide, low angle platform
- Adjustable handle width
- 3 grip positions with each handle width
- Angled work arm for maximum resistance

240 lbs
Dimensions are
W46" x L69" x H23"



ISO LAT PULLDOWN AR-LP

SPECIAL FEATURES

- Challenges user in two planes of motion
- Counterbalanced arms
- Handles pivot 360 degrees and side to side
- Adjustable seat

270 lbs
Dimensions are
W 48" x L 66" x H 87" W/ Arms; 66" W/O Arms



LEVER ROW

The Arsenal Reloaded Lever Row features rotating, adjustable-width handles to help the user get the most out of their back training. Coined "The Humber", the Reloaded Lever Row has an adjustable foot platform that allows the user to properly position themselves during the movement.



210 lbs
Dimensions are
W 36.5" x L 71.5" x H 52.5"



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RELOADED

RELOADED

PLATE LOADED EQUIPMENT



192 lbs
Dimensions are
W 39" x L 64" x H 30"

INCLINE FLY AR-FLY

SPECIAL FEATURES

- Lumbar curved bench for chest and shoulder support
- Rotating knurled handles
- Easily adjustable seat
- This machine uses 25lb plates to ensure full ROM



272 lbs
Dimensions are
W 54" x L 59.5" x H 41"

FLAT CHEST PRESS AR-CP

SPECIAL FEATURES

- 2 hand position placements for variability
- Natural lying position
- Range of motion adjustments for optimal start positions
- Knurled 32mm handles
- 4 standard weight storage horns



INCLINE CHEST PRESS AR-IP

SPECIAL FEATURES

- 2 Hand position placements for variability
- Natural lying position
- Range of motion adjustments for optimal start positions
- Knurled 32mm handles
- 4 standard weight storage horns

290 lbs
Dimensions are
W 54" x L 67" x H 47.5"

ISO SHOULDER PRESS AR-SP

SPECIAL FEATURES

- 2 Hand position placements for variability
- Natural upright pressing position
- Knurled 32mm handles
- Range of motion adjustments for optimal start positions
- 4 standard weight storage horns



290 lbs
Dimensions are
W 46" x L 51.25" x H 46.5"



405 lbs
Dimensions are
W 62" x L 46.5" x H 65.5"



280 lbs
Dimensions are
W 69" x L 52" x H 52"



RELOADED

PLATE LOADED EQUIPMENT

SEATED CALF RAISE

The Seated Calf Raise features multiple adjustments throughout the piece. Including an adjustable vertical knee rest and seat pad. The 5.5" foot block can be adjusted to fit your needs. The Seated Calf features contoured knee pads to fit onto the thigh. This piece also comes with handles just above the knee pads for self spotting.

SEATED CALF RAISE AR-CALF

SPECIAL FEATURES

- This unit has a vertical adjustable knee rest and seat pad.
- Adjustable round foot block (5.5" diameter)



150 lbs
Dimensions are
W 32.25" x L 60" x H 36"



PRODUCT FEATURED: VERTICAL CHEST PRESS

RELOADED



VERTICAL CHEST PRESS AR-VCP

SPECIAL FEATURES

- Adjustable back and seat pad
- 2 options for starting widths
- 4 weight horns for plate storage



580 lbs
Dimensions are
W 76" W/ Horns; 46" W/O Horns x L 53" x H 79"



TRICEP KICKBACK / DIP AR-TKD

SPECIAL FEATURES

- Dual function with tricep extension OR tricep dip options
- Adjustable seat pad and back rest

197 lbs
Dimensions are
W 27.25" x L 43" x H 46.5"

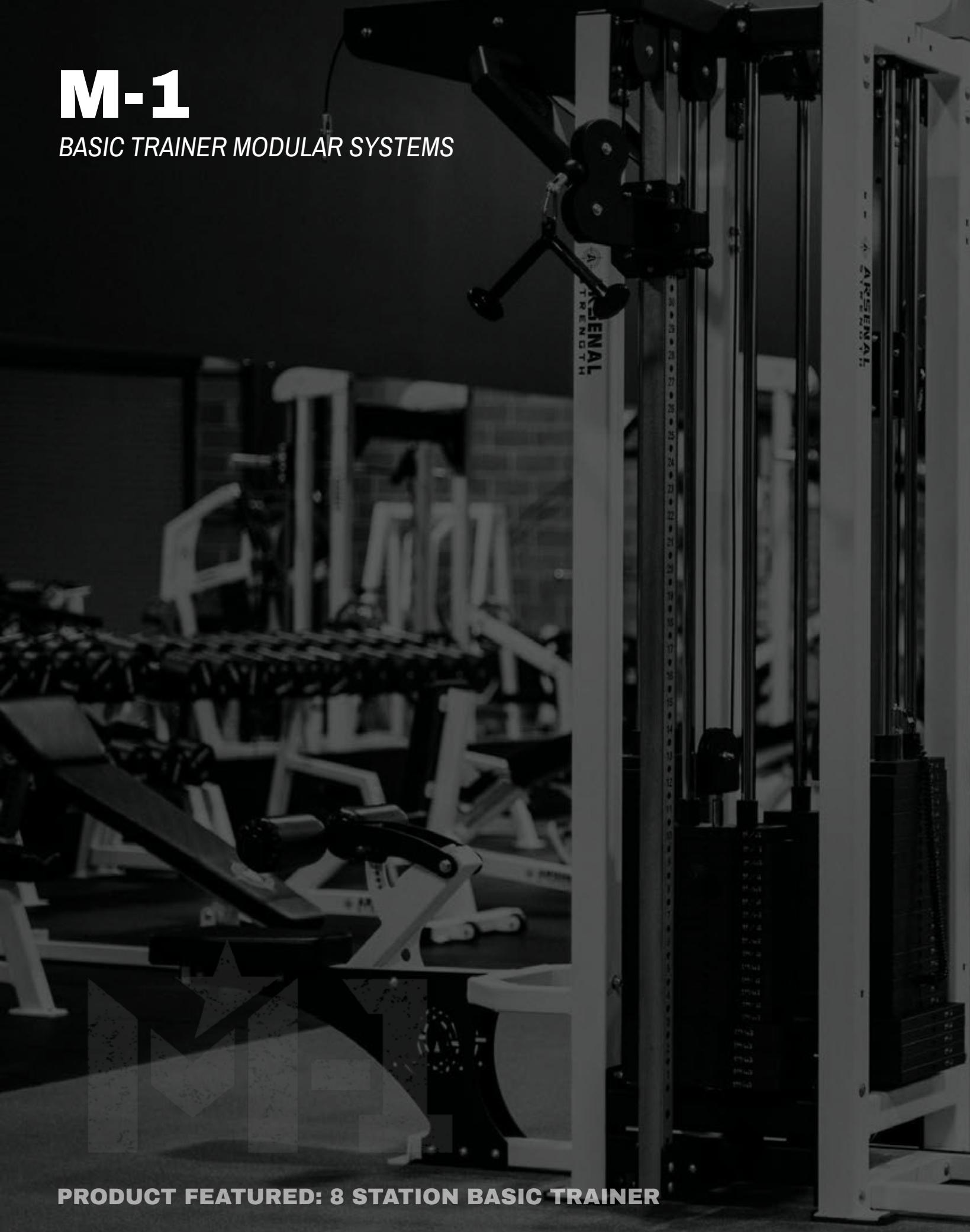
SELECTORIZED EQUIPMENT

Arsenal Strength M-1 Selectorized Equipment gives a nod to older styles, with a fresh new look. An out of this world training experience, with a rugged, modern appearance stimulating the eye.



M-1

BASIC TRAINER MODULAR SYSTEMS



PRODUCT FEATURED: 8 STATION BASIC TRAINER

4 STATION BASIC TRAINER M1-4BT



2300 lbs

Dimensions are
W 98" x L 169" x H 98.5"

SPECIAL FEATURES

- Optional 4, 5, 6, 7, 8 stations.
- 2 Lat Pulldown stations with 300lb stacks
- 2 Seated Row Stations with 300lbs stacks
- 4 adjustable columns with 250lbs stacks
- Various custom frame and pad color options



8 STATION BASIC TRAINER M1-8BT

3940 lbs

Dimensions are
W 141" x L 200" x H 98.5"



M-1

PIN SELECT EQUIPMENT



STANDING LATERAL RAISE M1-SLR

SPECIAL FEATURES

- 200 lb weight stack
- Can be used bilaterally or unilaterally
- Rotating handles for comfort through range of motion
- Pivot point in work arm allows for users in wide range of sizes and heights
- Small footprint

280 lbs

Dimensions are
W 27.5" x L 51" x H 63"



PRODUCT FEATURED: STANDING LATERAL RAISE

M-1

PIN SELECT EQUIPMENT



STANDING LEG CURL

The Standing Leg Curl is designed to emphasize movement on the hamstrings while putting the body in a more upright position. Easily adjustable between right and left leg and easily adjusts for leg length.

STANDING LEG CURL M1-SLC

SPECIAL FEATURES

- Includes thigh support pad to ensure comfort
- Kevlar belt driven
- Comes with 150lb stack

720 lbs

Dimensions are
W 26.25" x L 57" x H 67"

LEG EXTENSION M1-LE

SPECIAL FEATURES

- Self-adjusting foot catch with a dual roller catch
- Kevlar belt driven
- Easy to adjust by leaning back via gas shock
- Comes with a 150lb stack

775 lbs

Dimensions are
W 44" x L 52" x H 67"



OVERHEAD TRICEP EXTENSION M1-OTE

SPECIAL FEATURES

- Comes with a 300lb stack
- Adjustable seat height
- Kevlar belt driven
- Includes gas assisted foot lever to start and stop movement in a safe and effective manner
- Revolving bar attached to the workarm to more easily target the tricep

760 lbs

Dimensions are
W 74" x L 62" x H 67"



LYING LEG CURL M1-LLC

SPECIAL FEATURES

- Easy access step through arm with adjustment on the roller arm for leg length
- Arched body pad at 25 degrees for better contraction of the hamstrings
- Side mounted stack for user ease of changing weight
- Adjustable elbow pad to accommodate users of different heights
- Comes with a 150lb stack

800 lbs

Dimensions are
W 41" x L 69" x H 67"



M-1

PIN SELECT EQUIPMENT

STANDING CALF

Standing Calf is heavy duty with a 400lb stack. The Standing Calf features a rounded foot block for full stretch of the calf muscle. For comfort the shoulder pads are curved.



STANDING CALF M1-SC

SPECIAL FEATURES

- Tread plated foot block
- Kevlar belt driven
- Adjustable height to fit all users



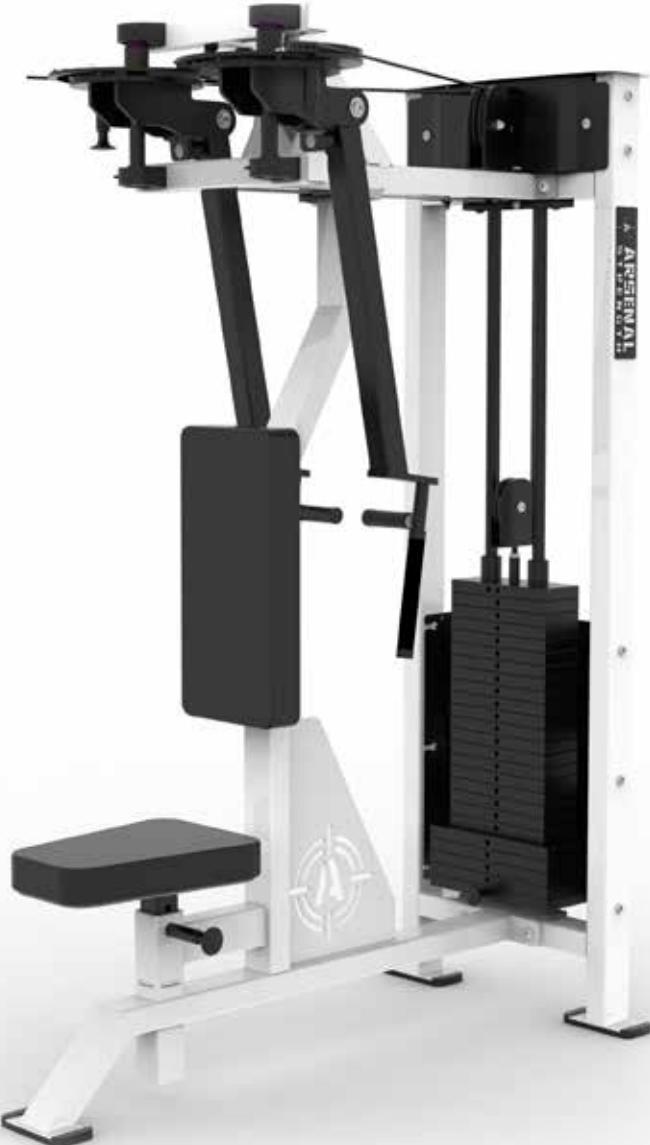
DONKEY CALF

The M-1 Donkey Calf Raise is designed to accommodate users of all shapes and sizes. Featuring a 400 lb weight stack, a large elbow pad, an adjustable height lumbar pad, and an adjustable calf block to allow the user to properly position themselves for the perfect calf contraction.

DONKEY CALF M1-DC

SPECIAL FEATURES

- Comes with a 400lb stack
- Adjustable height lumbar pad
- Kevlar belt driven
- Adjustable curved foot block



PEC FLY/ REAR DELT M1-FLY

SPECIAL FEATURES

- Standard 300lb stack
- Has 2 different grip options ergonomically designed to reduce wrist stress
- Smooth range of motion
- Adjustable seat height

690 lbs

Dimensions are
W 27" x L 54" x H 76"



SELECTORIZED BICEP CURL M1-BC

SPECIAL FEATURES

- Adjustable seat height
- Offers full range of motion
- Includes 28" EZ curl bar handle grip
- Kevlar belt driven
- Unique angle design to focus on peak contraction

426 lbs

Dimensions are
W 28" x L 55.25" x H 67"

M-1

PIN SELECT EQUIPMENT



INNER OUTER THIGH M1-IOT

SPECIAL FEATURES

- Dual function for adduction and abduction
- Comes with a 300lb stack
- Adjustable back rest to accommodate all users
- Kevlar belt driven
- Walk through design

800 lbs

Dimensions are
W 26" x L 68.25" x H 67"



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GLUTE ISOLATOR

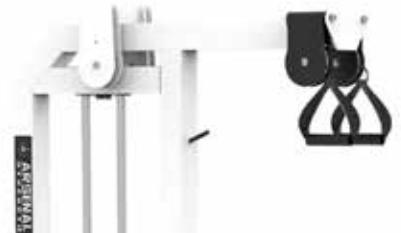
The M-1 Glute Isolator ergonomic design enables user to emphasize glute movement and target the glute muscles. The Glute Isolator also features an adjustable upper body position to allow users of all statures to perform the movement correctly. A multiple position footplate and a 45 degree kick angle ensure a full glute contraction on this unique piece.

GLUTE ISOLATOR M1-GI

SPECIAL FEATURES

- Comes with a 200lb stack
- Knee pad for comfort
- Adjustable elbow pad to accommodate user height
- Kevlar belt driven
- Non slip to ensure safe movement

615 lbs
Dimensions are
W 43" x L 88" x H 71"



LAT PULLDOWN/ ROW COMBO

The Lat Pulldown/Row combo unit adds in a floor-based row for a total back solution to your training space. This design helps to maximize the usable space within your gym.

LAT PULLDOWN / ROW COMBO M1-LP-R

SPECIAL FEATURES

- Comes with 300lb Stack
- Dual Pulleys

565 lbs

Dimensions are
W 36" x L 57.25" x H 93.5"



LAT PULLDOWN

The dual pulley stand-alone lat pulldown features adjustable thigh roller pads and a standard 300 lb stack. The dual pulleys allow for the user to perform the unit bilaterally, unilaterally, or by alternating each side. Users can also clip each side together for use of standard cable attachments.

LAT PULLDOWN M1-LP

SPECIAL FEATURES

- Comes with 300lb Stack
- Dual Pulleys

565 lbs

Dimensions are
W 36" x L 57.25" x H 93.5"

THE BASICS JUST BETTER

Arsenal Strength Alpha Series are the basics that every gym owner will need. Racks, benches and accessories.

We've got it all, and they're just that much better.
Customer branding and color options always available.

ALPHA

PRODUCT FEATURED: ALPHA 7 POWER RACK W/ POWERSLIDE

ALPHA RACKS

POWERSLIDE SERIES



HALF RACK W/ POWERSLIDE ALPHA-PS-HR

615 lbs

Dimensions are
W 74" (42" inside) x L 64.5" x H 100"



DOUBLE HALF RACK W/ POWERSLIDE
ALPHA-PS-DHR

1175 lbs

Dimensions are
W 74.25" (42" inside) x L 107" x H 100"

POWERSLIDE SERIES

The Bar of design and functionality has officially been reset with the Alpha 7-Slide series of racks. The patent pending Powerslide adjustment system makes changing heights of components fast and easy. Comprised of 7 gauge 5x3 main uprights, this family of racks features 2 inch incremental height adjustments, multiple areas for customization, standard bar and component storage, band pegs, and multi grip pullup. Available in Half Rack, Power Rack, and Double Half Rack options.

SPECIAL FEATURES

- 10 weight horns for standard weights
- Sliding J-Cups for easy adjustments
- Multi grip pull-up bar
- Walk through design
- Vertical bar storage
- Lower band peg attachment
- Comes with attachment storage
- Logo panel connector
- Custom logo upright placards
- Custom color options available

PRODUCT FEATURED: ALPHA 7 POWER RACK W/ POWERSLIDE



POWER RACK W/ POWERSLIDE ALPHA-PS-PR

900 lbs

Dimensions are
W 74.25" (42" inside) x L 72.25" x H 100"

CHOOSE YOUR ACCESSORIES

DIP BAR ATTACHMENT

LANDMINE ATTACHMENT

BATTLE ROPE ANCHOR

SPLIT SQUAT ROLLER PAD

JAMMER ARMS

ALPHA RACKS



HALF RACK ALPHA 7-HR

560 lbs

Dimensions are

W 74" (42" inside) x L 64.5" x H 100"



DOUBLE HALF RACK ALPHA 7-DHR

940 lbs

Dimensions are

W 74.25" (42" inside) x L 107" x H 100"



POWER RACK ALPHA 7-PR

750 lbs

Dimensions are

W 74.25" (42" inside) x L 72.25" x H 100"

ALPHA 7 SERIES

ALPHA 7 SERIES RACKS

The Alpha Series 7 gauge racks boast massive 5x3 main uprights, 2 inch incremental height adjustments, multiple areas for customization, standard bar storage, band pegs, and multi grip pullup crossbars are highlights of this series. Available in Half Rack, Power Rack, and Double Half Rack options

SPECIAL FEATURES

- 10 weight horns for standard weights
- Easily adjustable J-Cups
- 2" Increments on the uprights
- Multi grip pull-up bar
- Walk through design
- Vertical bar storage
- Lower band peg attachment
- Logo panel connector
- Custom logo upright placards
- Custom color options available

ALPHA 11 SERIES

ALPHA 11 SERIES RACKS

The Alpha Series 11 gauge racks are comprised of 3x3 11 gauge uprights, 2 inch incremental height adjustments, a customizable , standard bar storage, band pegs, and multi grip pullup crossbars are highlights of this series. Available in Half Rack, Power Rack, and Double Half Rack options

SPECIAL FEATURES

- 10 weight horns for standard weights
- Easily adjustable J-Cups
- 2" Increments on the uprights
- Multi grip pull-up bar
- Walk through design
- Vertical bar storage
- Lower band peg attachment
- Logo panel connector
- Custom color options available



HALF RACK ALPHA 11-HR

460 lbs

Dimensions are

W 74" (42" inside) x L 62.5" x H 100"



DOUBLE HALF RACK ALPHA 11-DHR

615 lbs

Dimensions are

W 74.25" (42" inside) x L 64.5" x H 100"



POWER RACK ALPHA 11-PR

610 lbs

Dimensions are

W 74" (42" inside) x L 70.5" x H 100"



ALPHA

BENCHES

COMPETITION FLAT BENCH

The Alpha Competition Flat Bench has all the necessary features for a true powerlifting-style bench press training session. Adjustable height bar catches, adjustable face savers, spotter platform, an extra wide pad with grip dot upholstery, and standard band pegs provide you with all the tools you need to get the most out of your bench press.

COMPETITION FLAT BENCH ALPHA-CFB

SPECIAL FEATURES

- Adjustable face savers
- Spotter platform
- Lower band pegs
- Grip dot upholstery
- Adjustable uprights
- Custom Colors Available



387 lbs
Dimensions are
W 50" x L 57.75" x H 46"

OLYMPIC FLAT BENCH ALPHA-OFB

SPECIAL FEATURES

- Additional plate storage
- Uprights are 48" in with $\frac{1}{2}$ " x 2" cheat tabs for emergency racking
- 18" floor height from the ground to the top of the bench pad.
- 4 Weight horns for plate storage
- Pad Dimensions 10" x 48"



245 lbs
Dimensions are
W 75" x L 62" x H 52"

OLYMPIC BENCHES

The Olympic Benches features a heavy duty look and feel. These Olympic Benches are custom made to order featuring a walk through spotter stand. Additional plate storage is standard.



290 lbs
Dimensions are
W 75" x L 57" x H 60.5"

OLYMPIC INCLINE BENCH ALPHA-OIB

SPECIAL FEATURES

- Additional plate storage
- Uprights are 48" in with $\frac{1}{2}$ " x 2" cheat tabs for emergency racking
- 18" floor height from the ground to the top of the bench pad.
- Includes spotter platform
- 6 Weight horns for plate storage
- Pad Dimensions 10" x 48"

OLYMPIC DECLINE BENCH ALPHA-ODB

SPECIAL FEATURES

- Additional plate storage
- Uprights are 48" in with $\frac{1}{2}$ " x 2" cheat tabs for emergency racking
- 18" floor height from the ground to the top of the bench pad.
- 4 Weight horns for plate storage
- Pad Dimensions 10" x 48"



286 lbs
Dimensions are
W 75" x L 70" x H 52"

ALPHA

UTILITY BENCHES

ADJUSTABLE DECLINE BENCH **ALPHA-ADB**



190 lbs
Dimensions are
W 31.5" x L 62" x H 37"

ADJUSTABLE LUMBAR INCLINE **ALPHA-ALB**



140 lbs
Dimensions are
W 28" x L 54" x H 28" (Lowest); 42" (Highest)

ALPHA FLAT BENCH **ALPHA-FB**



78 lbs
Dimensions are
W 27.5" x L 48" x H 20"

ALPHA FIXED UPRIGHT BENCH **ALPHA-UB**



73 lbs
Dimensions are
W 28.25" x L 45" x H 38.5"

MULTI ADJUSTABLE BENCH - LADDER **ALPHA-MAB**



276 lbs
Dimensions are
W 27.25" x L 56.5" x H 18.5"

SPECIAL FEATURES

- 6 levels of angle adjustment on the back pad
- 3 levels of angle adjustment on the seat pad
- Standard wheels for Easy Transport
- Ability to stand the bench upright for storage to maximize your training space

DB/ROW KICKBACK BENCH **ALPHA-DBROW**

SPECIAL FEATURES

- The bench is angled at 5 degrees to help support the body during the row movement
- User lifts dumbbell out of a cradle between the hand rest and the kneepad
- This bench saves the back from strains from picking a bell off the floor

The only bench of its kind



185 lbs
Dimensions are
W 31.25" x L 46" x H 53"

STANDING PREACHER CURL BENCH **ALPHA-SPC**

SPECIAL FEATURES

- 35-degree angle bench
- Arm pad is adjustable and reversible to perform a spider curl
- Includes curl stand on one side to create space efficiency



80 lbs
Dimensions are
W 28.25" x L 49.5" x H 29.25"

BENT OVER ROW

The Alpha Series Bent Row bench comes with a specially designed bar that allows full shoulder retraction. Dumbbell saddles are also standard on this piece for exercise variability. Adjustable rack height as well as an adjustable foot platform allow users of all statures to utilize this piece.



170 lbs
Dimensions are
W 37.25" (Frame) 60.25" (Bar) x L 71" x H 45"

ALPHA STORAGE RACKS



2 TIER PRO STYLE DB RACK
ALPHA-2TPS
330 lbs
Dimensions are
W 30" x L 90.25" x H 35.5"



2 TIER HEX DB RACK
ALPHA-2THEX
335 lbs
Dimensions are
W 30" x L 90.75" x H 36"



2 TIER PRO STYLE ADD ON
ALPHA-2TPS-ADD
132 lbs
Dimensions are
W 30" x L 41.5" x H 36"



2 TIER HEX ADD ON
ALPHA-2THEX-ADD
132 lbs
Dimensions are
W 30" x L 41.5" x H 36"

3 TIER DUMBBELL RACKS

The Alpha Series 3 Tier Dumbbell Racks provide a proper storage solution for your dumbbells. The racks provide storage for 15 pairs of dumbbells.

3 TIER PRO STYLE RACK **ALPHA-3TPS**

410 lbs
Dimensions are
W 32" x L 90.75" x H 44"



3 TIER HEX DB RACK **ALPHA-3THEX**

410 lbs
Dimensions are
W 32" x L 90.75" x H 44"



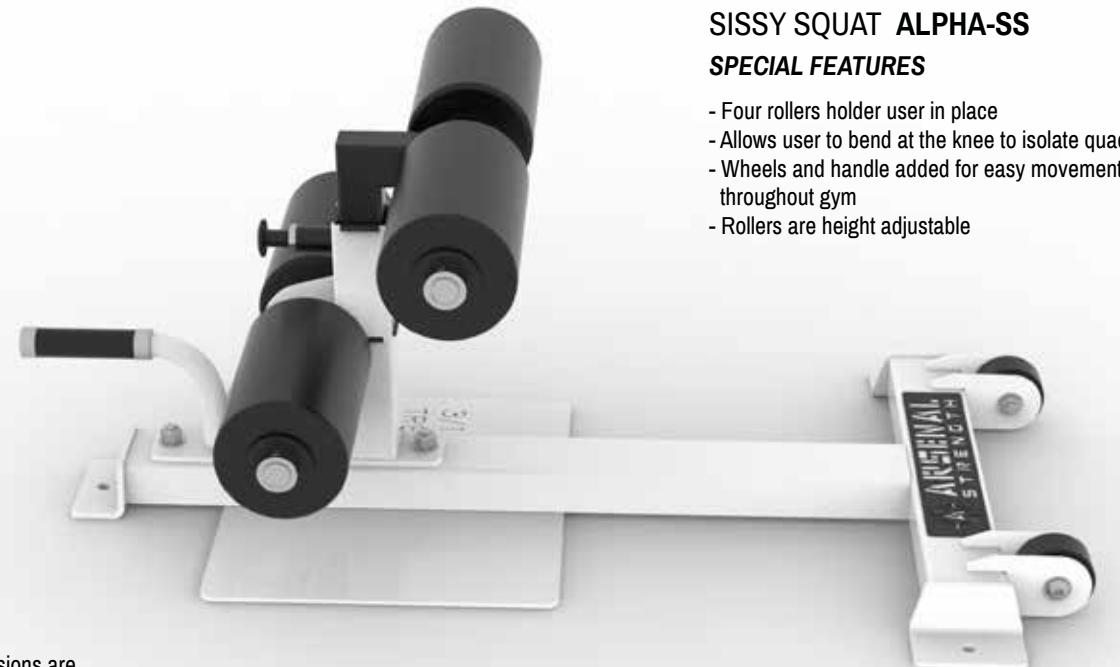
10 BARBELL RACK
ALPHA-10BB
155 lbs
Dimensions are
W 27" x L 36" x H 44"



OLYMPIC WEIGHT TREE
ALPHA-OWT
60 lbs
Dimensions are
W 30" x L 30" x H 48"

ALPHA

MAXIMIZE BODYWEIGHT ISOLATION



60 lbs
Dimensions are
W 22.5" x L 42.5" x H 18"

SISSY SQUAT ALPHA-SS

SPECIAL FEATURES

- Four rollers holder user in place
- Allows user to bend at the knee to isolate quads
- Wheels and handle added for easy movement throughout gym
- Rollers are height adjustable



280 lbs
Dimensions are
W 36" x L 62" x H 55"

GLUTE/HAM DEVELOPER ALPHA-GHD

SPECIAL FEATURES

- Swing arm design
- Easy to adjust and comfortable
- Split pad for male comfort
- Safety handles



ALPHA

VERTICAL KNEE RAISE ALPHA-VKR

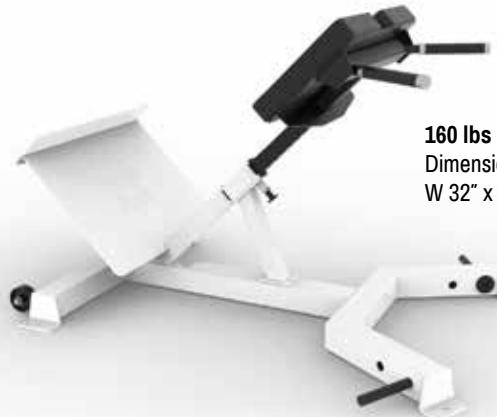
SPECIAL FEATURES

- Backrest has a 20 degree tilt
- Handles point forward 60 degrees toward the inside of bench
- Step up blocks are 10" off the floor
- Handles for dip station

162 lbs
Dimensions are
W 32" x L 41" x H 62"



45 DEGREE BACK EXTENSION ALPHA-45BE



160 lbs
Dimensions are
W 32" x L 55" x H 35"

DEADLIFT BAR JACK ALPHA-DLJACK



32 lbs
Dimensions are
W 20" x L 43" x H 38"

MONOLIFT

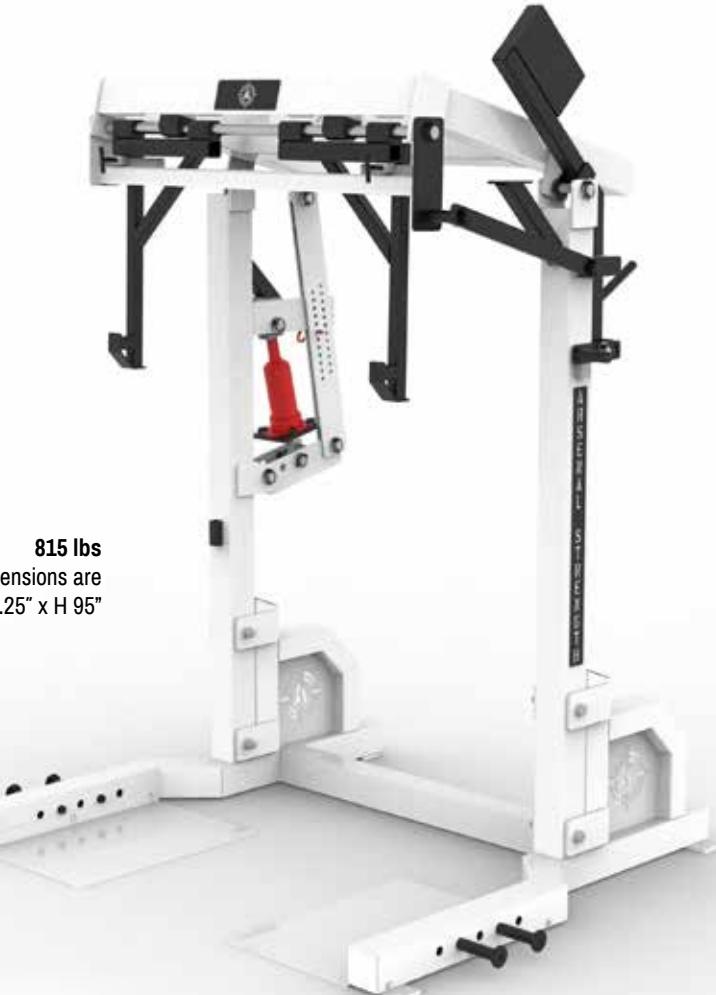
The Alpha Series Monolift is a competition style Monolift comprised of 7 gauge steel frame. Provides each user the ultimate level of adjustability with features including hydraulic incremental height adjustments, standard band pegs, and adjustable width bar catches.

MONOLIFT ALPHA-MONO

SPECIAL FEATURES

- Standard band pegs
- Hydraulic incremental height adjustments
- Adjustable width bar catches

815 lbs
Dimensions are
W 72" x L 61.25" x H 95"



SMITH MACHINE

This Smith Machine can be set as a 0 or 7 degree vertical plane. Made 8ft tall, this Smith Machine allows a taller (6'6") user to do a standing shoulder press using a moderate stance. Lower guide rods to increase range of motion.



SMITH MACHINE ALPHA-SM

SPECIAL FEATURES

- Can be set as a 0 or 7 degree vertical plane
- Front lower foot is made up of 2 laser cut 1/4" plates which mounts the lower pulleys & tracker rods for the sled
- Allows a 6'6" person to do a standing shoulder press with moderate stance
- This is a walk through unit
- 4 weight horns for storage

580 lbs
Dimensions are
W 87.5" x L 62" x H 94"



BRAVO

SIMPLE AND EFFECTIVE

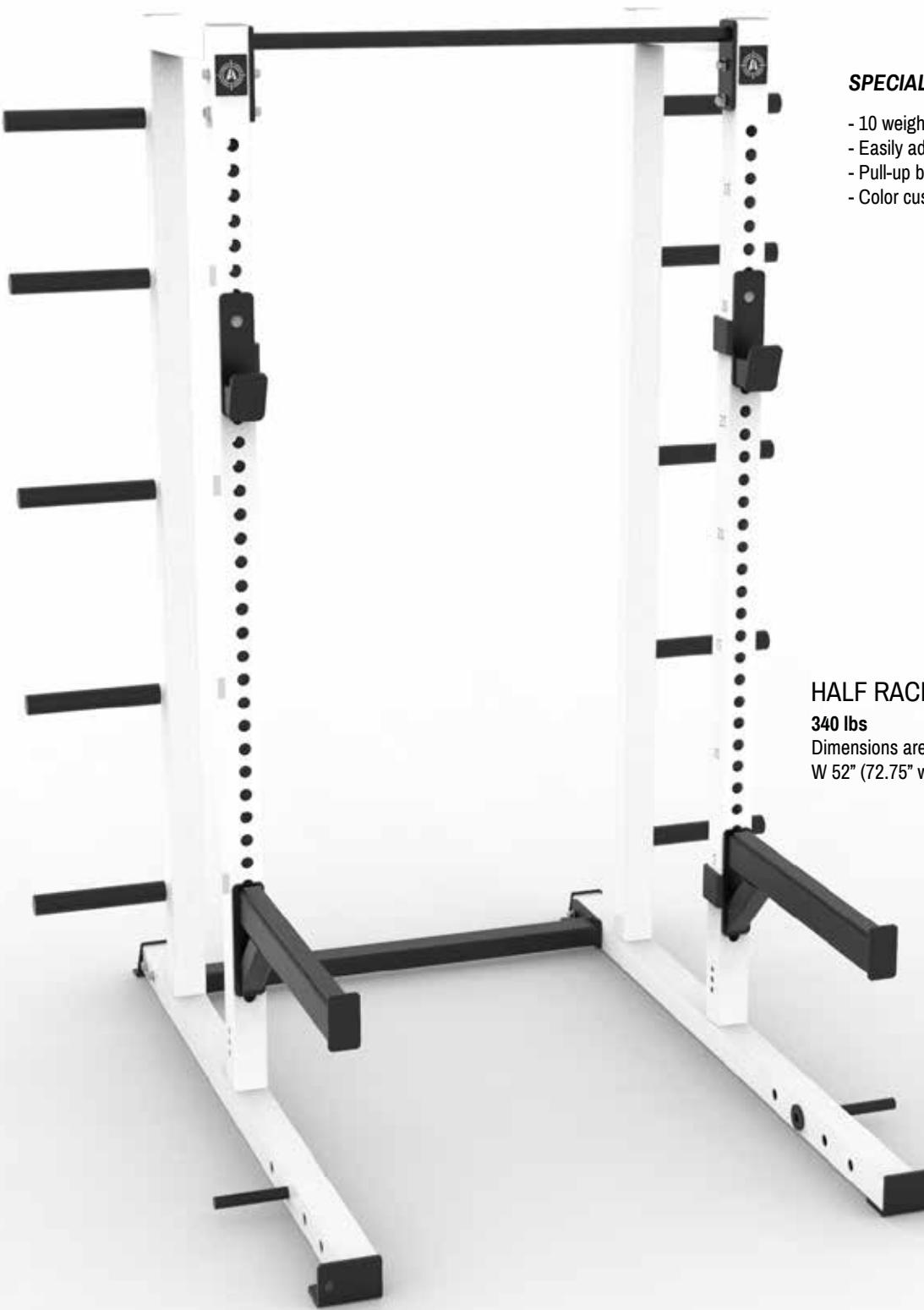
The BRAVO Series line features simple and effective products that will garner results for top athletes. BRAVO takes a more raw approach to the basics that your facility will need to get the work done.

BRAVO RACKS

BRAVO SERIES RACKS

The Bravo Series racks are comprised of 3x3 11-gauge uprights and feature 2-inch incremental height adjustments and straight bar pullup crossbars. The Bravo Series racks have optional band pegs, landmines, dip attachments, and multi grip pullup crossbars.

Available in Half Rack, Power Rack, and Double Half Rack options



HALF RACK BRAVO-HR

340 lbs

Dimensions are

W 52" (72.75" w/ pegs) x L 73.25" x H 93.25"

SPECIAL FEATURES

- 10 weight horns for standard weights
- Easily adjustable J-Cups
- Pull-up bar
- Color customization options available



DOUBLE HALF RACK BRAVO-DHR

520 lbs

Dimensions are

W 52" (72.75" w/ pegs) x L 116.25" x H 93.25"



POWER RACK BRAVO-PR

450 lbs

Dimensions are

W 52" (72.75" w/ pegs) x L 73.25" x H 93.25"



BRAVO

DEVELOPMENT EQUIPMENT



GLUTE/HAMSTRING DEVELOPER

The Bravo Glute/Ham Developer features a split forward pad design with angled foot roller pads for ease of entry and exit. A standard center band peg, integrated handles in the footplate and a swing-arm rear post adjustment allow users to comfortably perform a variety of exercises properly.



GLUTE/HAMSTRING DEVELOPER BRAVO-GHD

SPECIAL FEATURES

- Ease of mobility
- Custom frame and upholstery colors available

230 lbs
Dimensions are
W 38" x L 67" x H 18"



MULTI-ADJUSTABLE BENCH

The Bravo Series Multi Adjustable bench features 6 levels of angle adjustment on the back pad and 3 levels of angle adjustment on the seat pad for complete exercise variability. Standard wheels make transport throughout the space easy.



MULTI-ADJUSTABLE BENCH BRAVO-MAB

SPECIAL FEATURES

- Pop pin Adjustment
- Easily adjustable back and seat pads
- Wheels for transport

123 lbs
Dimensions are
W 23.5" x L 48" x H 18"

RESISTANCE BANDS

RESISTANCE BAND 0.5

Resistance Band 0.5" band is a versatile band allowing you to add more resistance to accessory movements where you are trying to get more tension at the peak contraction of the movement. With the 5mm thickness, the 0.5" resistance band still provides enough added tension for basic compound movements even though we primarily use them for smaller muscle group isolation and accessory work.

BAND DETAILS

- 0.5" Resistance Band
- Specifications – 0.5" wide, 41" long and 5mm thick
- Resistance per band – 25lb

RESISTANCE BAND 1 1/8"

Resistance Band 1 1/8" is by far our favorite and most used band in our line up. When we need to add more tension to larger compound movements, these bands are always our go to choice. In addition to delivering additional tension, these bands provide a great way to perform drop sets without having to change the weight, simply just drop the band after failure and keep pushing.

IDEAL FOR

- Reloaded Movements
- Barbell Rows
- Presses
- Leg Press
- Leg Extensions
- Leg Curls
- Squats
- Drop Sets
- Stretching

RESISTANCE BAND 1.75"

Resistance Band 1.75" is used similar to the 1 1/8 resistance band for when we need to add more tension to larger compound movements, these bands are always our go to choice. In addition to delivering additional tension, these bands provide a great way to perform drop sets without having to change the weight, simply just drop the band after failure and keep pushing.

BAND DETAILS

- 1.75" Resistance Band
- Specifications – 2.5" wide, 41" long and 5mm thick
- Resistance per band – 75lb

RESISTANCE BAND 2.5

Resistance Band 2.5" band for when we need to add more tension to larger compound movements with additional tension. In addition to delivering additional tension, these bands provide a great way to perform drop sets without having to change the weight, simply just drop the band after failure and keep pushing.

BAND DETAILS

- 2.5" Resistance Band
- Specifications – 2.5" wide, 41" long and 5mm thick
- Resistance per band – 100lb



CUSTOM FLOORING

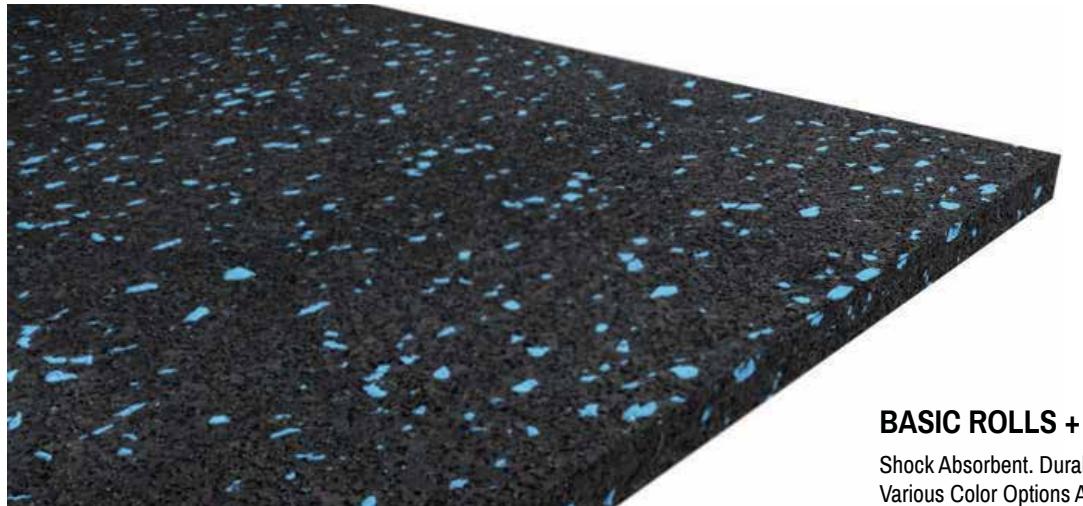
CUSTOM FLOORING FOR EVERY SPACE

Arsenal Strength provides various flooring options for any space throughout your gym. We can customize the entire floor to match your Gym Design. With multiple options to choose from, including color and thickness to match your Gym Design, the possibilities are endless. We also offer a variety of flooring options for group rooms, child care spaces, and office spaces.



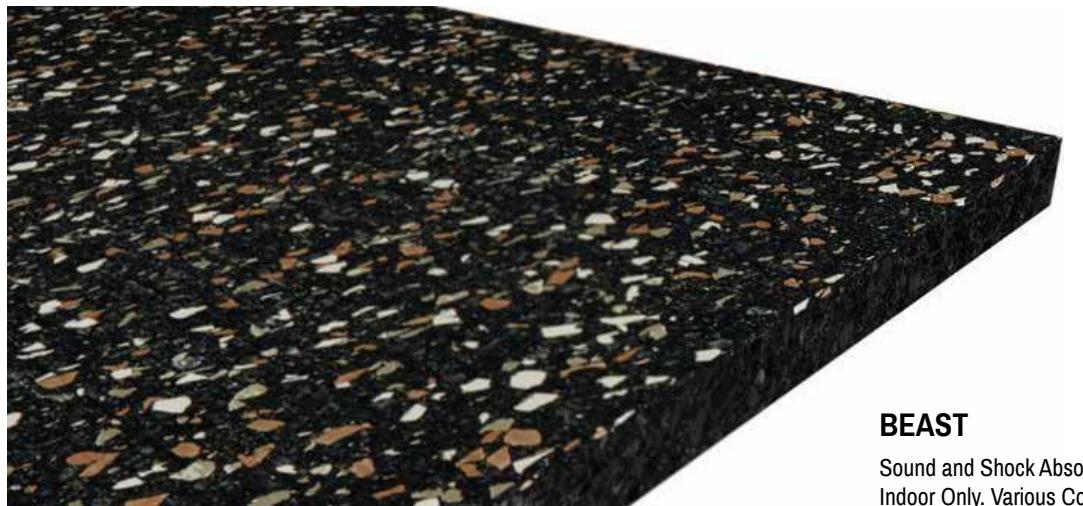
CUSTOM FLOORING

We offer several different custom flooring options to fit your facility's needs.



BASIC ROLLS + TILES

Shock Absorbent. Durable. Affordable. Easily Maintained.
Various Color Options Available.



BEAST

Sound and Shock Absorbent. Fade Resistant. Slip Resistant.
Indoor Only. Various Color Options Available.



BOUNCE 2

Hygienic because of heat-welded installation. Quiet Underfoot.
Ergonomic. Low Maintenance due to protective wear layer.
Can paint lines on surface. Indoor Only. Various Color Options Available.



MONSTER

Extreme Strength and Conditioning. Sound and Shock Absorbent.
Fade Resistant/Wears well. Slip Resistant wet or dry. Indoor only.
Various Color Options Available.



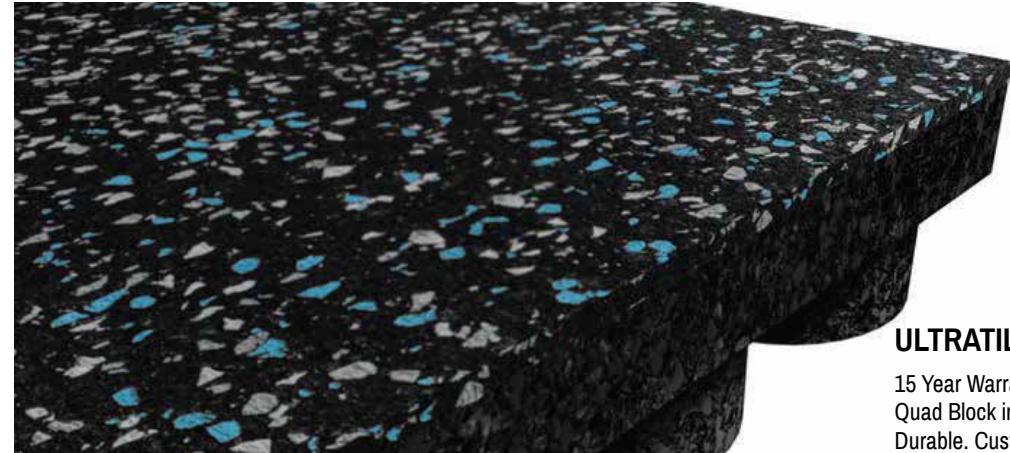
MOTIVATE

Sound and Shock Absorbent. Face resistant. Slip Resistant.
Indoor Only.



SPECTATOR

High End Look. Designed for heavy commercial areas. Easy
install. Various Color Options Available.



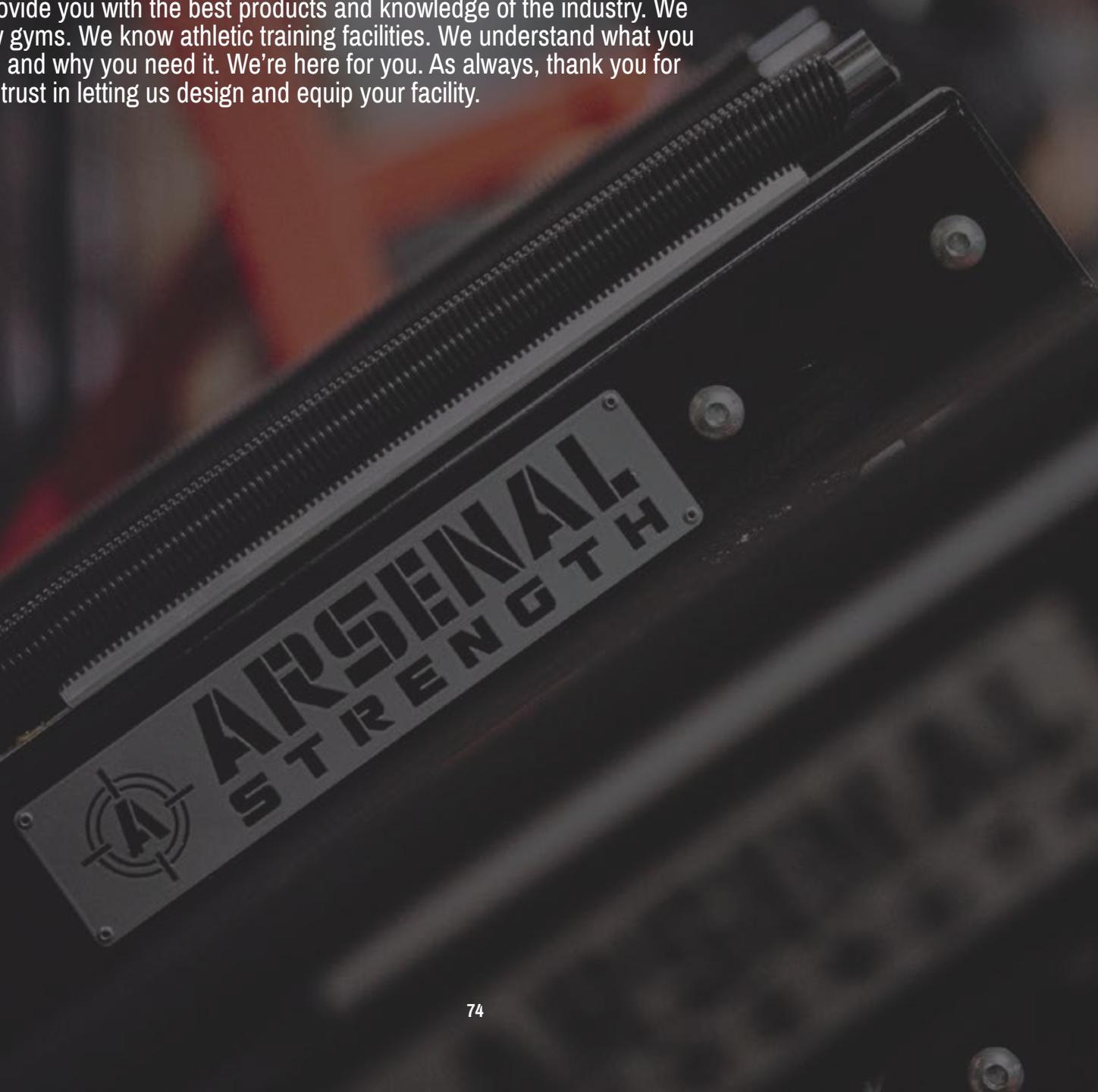
ULTRATILE

15 Year Warranty. Sound and Shock absorbent. Easy installation with
Quad Block installation System. Slip resistant, wet or dry. Extremely
Durable. Custom color and logo options. Various Color Options Available.

WHO WE ARE

The strength industry needed something different. It needed a company that put knowledge behind its products. It needed people who could provide insight on developing gyms. The industry needed a new look on athletic training facilities. It needed a company that was passionate and continued to push forward. We're here with a purpose. We're here to provide you with the best, most dominating products in the strength industry.

Our products will continue to evolve; continue to push boundaries. We will never settle, and will only keep pushing forward for you. We will continue to provide you with the best products and knowledge of the industry. We know gyms. We know athletic training facilities. We understand what you need and why you need it. We're here for you. As always, thank you for your trust in letting us design and equip your facility.



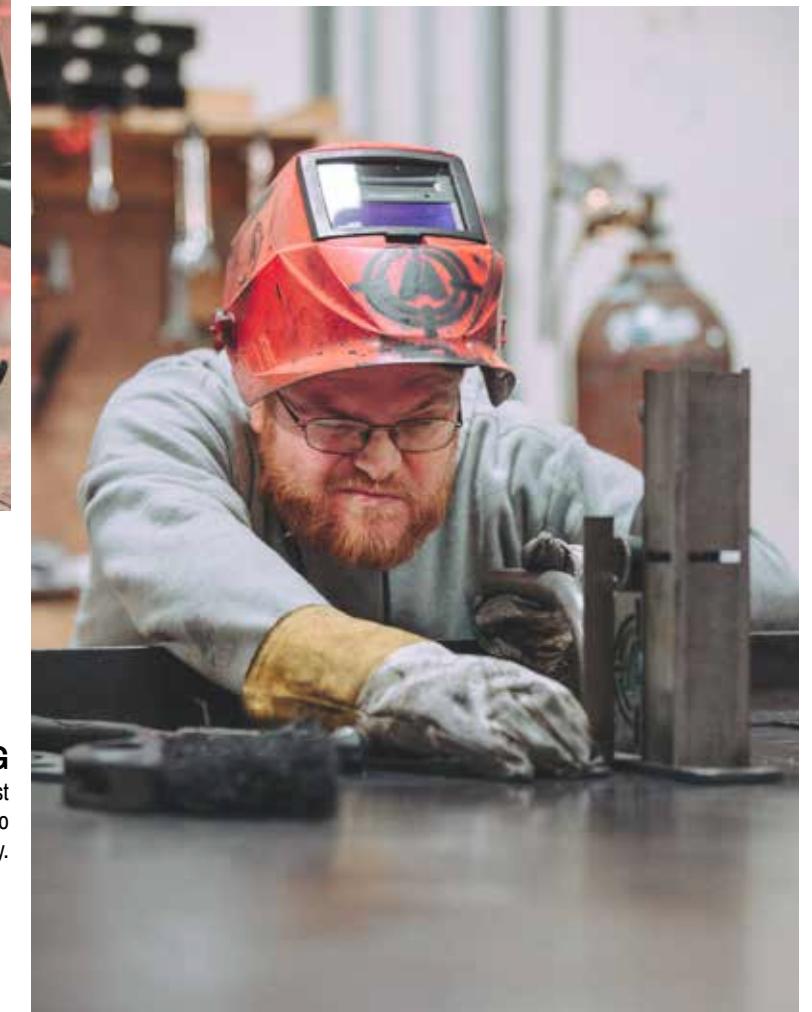
MADE IN THE USA

We take pride in the hand-made process. All of our pieces are welded and manufactured from start to finish at our manufacturing facility in Tennessee. Each piece is built custom to your order, and is crafted to give you the best quality.



CUSTOM COLOR

Each piece is powder coated by hand to your order specifications. We offer 20+ color options to match your facility.



ALWAYS WORKING

We work diligently to make sure that our products are made to the highest quality. We are constantly changing and perfecting each individual piece to be the best in the strength industry.



OUR PARTNERS

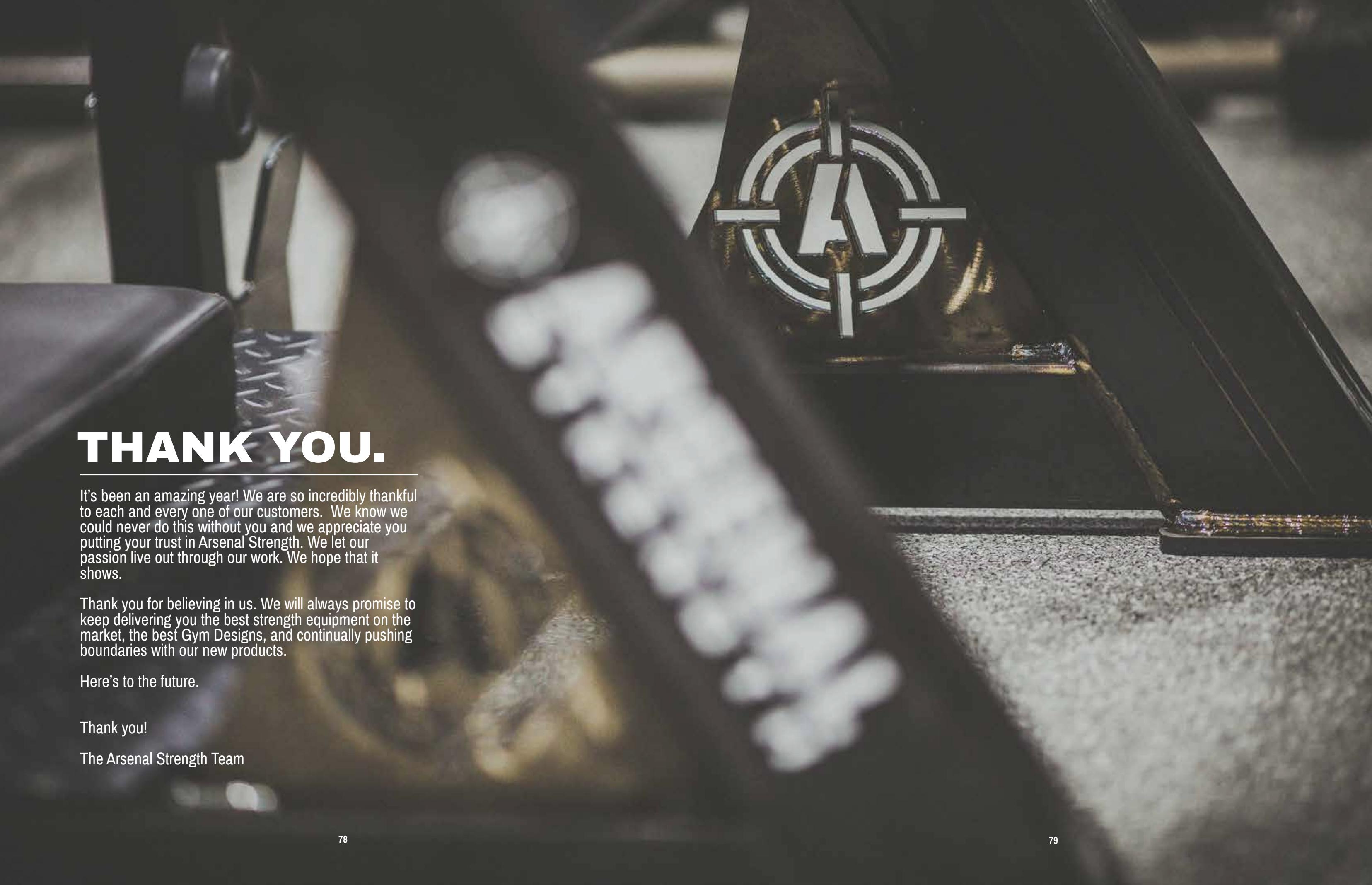
We've partnered with several other companies to be able to bring you a complete gym design. Custom bumpers, dumbbells, flooring and turf to name a few. Whether you're looking to design your dream gym or update your current facility, Arsenal Strength has the capabilities to provide you with whatever your gym or training facility needs.



ARSENAL
STRENGTH



ARSENAL
STRENGTH



THANK YOU.

It's been an amazing year! We are so incredibly thankful to each and every one of our customers. We know we could never do this without you and we appreciate you putting your trust in Arsenal Strength. We let our passion live out through our work. We hope that it shows.

Thank you for believing in us. We will always promise to keep delivering you the best strength equipment on the market, the best Gym Designs, and continually pushing boundaries with our new products.

Here's to the future.

Thank you!

The Arsenal Strength Team



ARSENAL
STRENGTH

ARSENAL STRENGTH

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