Treadwall® Dealer Q & A Sheet

This is sheet designed to help sales staff answer questions about a Treadwall®. It is written in the same conversational tone one might use with customers.

Origin and Background

- Treadwall was the first rotating climbing wall ever built. (1988)
- Built by climbers for their own training. Company started in Boston. (1990)
- It is designed for training, not entertainment. The emphasis on simplicity: no motors, no complex computers, minimal maintenance…
- The design philosophy was to simulate *actual* rock climbing. The wall only moves when you move, and rests when you rest, just like rock climbing. On the older units, this was done with a sensor cord: on the newer units (1998+) photo electric and mechanical sensors are used.
- Treadwalls are highly evolved with many years proven use. We upgrade the equipment constantly in response to owner's suggestions, always maintaining the highest quality. The new FT series is the latest evolution and a large upgrade.

Choice of Models

- The new Treadwall^{FT} series is a system where you choose three elements to arrive a model to meet your needs.
- **FRAME:** The side frames (Max, S and V) determine the angle range and use: The Max has +10 to -35 degrees, the S has +10 to -15 deg. and the V is only vertical.
- **WIDTH:** Each frame comes in 2 widths: 4-feet and 6-feet. The wider surface has more lateral movement and accommodates more climbing options, but the 4-foot is very space efficient and has the same intensity.
- **WALL HEIGHT:** All options have choice of wall sizes. The Max and S frames have 10, 11 or 12 ft options. The V and Kore are only offered with 10-foot and 11-foot options.
- The Kore units are designed exclusively for home climbers. The warranty is voided if used commercially.

Placing in a Facility

- The floor space varies *by width and frame style, not height*. See the size schematics on the site for details.
- Consider a V in tight areas. These are <u>always</u> placed against a building wall.
- Leave room around the mat and fall zone: placing a weight stack/other equip next to the mat is not safe. Common sense.
- You can place a Treadwall against wall - back and/or side. Corners are typical.
- Climbing is intimidating so d*on't* put in front of the cardio area: give a little privacy or keep off to one side. Members can be embarrassed. Sometimes just turning a Treadwall 90 degrees will make a big difference in usage.
- No special electric circuit is needed. A small transformer (100-240 volts, output 9 v/ 1.5 amps) that plugs into any outlet is provided. Only the sensors and display need power.
- The 6-foot units weigh @800-1150 lbs. The 4-foot units weigh @ 650-1000 lbs.
- There are portable options. Casters can be ordered, typical in gymnasiums.

Selling points

The following sales points, pro and con, are some that we have run into many times over the years. We hope they are helpful in meeting a client's questions.

Benefits

"Functional training and magnificent workout...".

- Climbing is a whole-body activity that involves a full range of motion, full recruitment of muscle groups and constant strategic decision making.
- Continuous climbing generates a fast heart rate response, with a high perceived exertion.
- The forearm and upper bodywork is paramount, and can be done on a ground-based or full climbing mode. The endless variety of hand positions required are significant for sports training, replicating the functional movements needed for baseball, martial arts, etc.
- A Treadwall offers the widest range of movement of any single piece of training equipment.
- Users are free to make their own movement choices yet always within a safe, limited range.
- The non-impacting movement can be done at any intensity (fully adjustable to all abilities).

"Offers whole new mode of training involving a basic human activity…"

- Climbing is a core human activity, missing from most training environments. It is not movement created to sell equipment; it is equipment created to capture movement.
- Treadwalls add great perceived and real variety to a training area.

"Great marketing tool…"

- Treadwalls make a positive statement for perspective and existing members.
- Generates interest from outside media and local groups that promote a facility. It is large enough to be visually pleasing yet does not require any building renovation.

"All ages participate…"

- Climbing is age universal. We have clients from age 6 to age 86 using the same equipment.
- For recreational and residential environments, multi-age equipment is a very hard to find.

"Core program for youth fitness "

- Climbing is intriguing to youth: it has the mental challenge and "goofiness" to overshadow the high quality of the physical demands. In school environs, climbing reaches those hard-to-handle kids who do not identify with fitness yet satisfies the athletes as well.
- Climbing is cool.

"Increases personal training income…"

- Climbing on a Treadwall offers effective new training mode enhancing tools for trainers.
- While clients have their HR at a training level, trainers can adjust angle and change climbing routes to create varying intensity and focus to enhance the training.
- Combines cardio, flexibility and strength into one fast workout, convenient for fast sessions.

"Requires minimal supervision…"

- They are easy and safe to use, and do not need direct supervision.
- It is a safe alternative to fixed walls that require close supervision.

"Equipment tested over many years commercial use…"

- The Treadwall has been refined through many years of commercial use. It is not a new product – it has evolved for commercial facilities.

"Efficient way to add climbing…"

- Reduces climbing to its essentials: it is easy to fit in a facility. It extracts the essence of the movement for training without the dangers.

Customer objections and Answers

"Too expensive…"

- Average lease cost is $280-$350 monthly. If a Treadwall increases membership by 5-10 persons over a year, it breaks even. It has multiple income streams to accomplish this: its visibility means higher marginal sales, higher personal training income, retention of existing members, youth programs, etc…
- Cost remained relatively level over 5-8 years. Cost of treadmills has risen in comparison.
- No long-term operating costs. No belts, decks, etc. All cost is up front.

"Too big…"

- It is a very efficient size for the activity of climbing. Can't be made smaller and still offer the activity with any serious training or movement.
- M4 is same size of a large treadmill. A Max6 takes up space of 1-1/2 Treadmills.
- Suggest the S or V models: less dramatic choice in angles, but very space efficient

"There will not be enough usage…"

- A Treadwall will be never be used at the same level as a treadmill: it is different equipment.
- For members who do use it, it is very important.
- It represents an alternative, variety and cutting-edge movement. Makes a statement about a facility and its relationship to other facilities.

"A fad that will die out…"

- Climbing is a core activity. The physiology is amazing. Treadwall was developed to harness this activity, not invent it. There is nothing else that offers the similar training benefits of climbing and trainers recommend it more and more.
- Participation in indoor climbing has increased dramatically. It is a normal activity, and part of the trend towards more sports-specific and functional training.

"It is a liability and dangerous…"

- A Treadwall is a lot safer than a treadmill.
- Treadwall climbers are only 1-2 feet off the ground. No height means there is no liability.
- Insurers treat a Treadwall as fitness equipment, not climbing walls.
- There have been no major injuries and no major lawsuits with the Treadwall in 20+ years.
- The motor-less design is inherently safe; the wall only moves when you are climbing.

Typical customers who should be considered

A. Fitness facilities with strong staffing and a focus on training
B. Youth fitness facilities
C. Schools, especially middle and high schools
D. Personal trainers and small studios (M4 especially good for this)
E. Sports centers and multi age recreational centers
F. Therapy and hospital-based clinics
G. Portable customers such as school and park districts that can share among multiple facilities

NOTE: GSA sales to military and related U.S. government agencies are handled directly through Brewer Fitness. Please call if you have any questions on this matter.

Treadwall® is trademarked in the US and many other countries. US Patent 5,127,877, others pending