



# FitWall® The New EDGE™ of Fitness

## Limitless Programming for Everyone!

This product is truly amazing! We thought we learned a lot about the product and what was behind it in the last article we did on FitWall in our January Issue of the Journal, but after closing that article we kept finding out more. As mentioned in the last article, FitWall has truly made a global impact on exercise and fitness like no other product in history. After 10 years of development, this product has once again evolved into their New EDGE FitWall® model for the fitness market, and the Tactical EDGE™ model for the military. Both deliver everything the older models did and much more, with even better ergonomics and more exercise options. It has a cleaner and less intimidating look with tons of programming to go with it.

*“The only limiting factors in the FitWall® are your imagination and education!”*

Doug Brendle, the inventor of the FitWall® and Vertical Training™, explained to us that the original models were a means to an end, utilizing what was available during the development stages of

the product needed to create the new modality of Vertical Training™ and all of its required geometries and protocols. After years of refining and maximizing the potentials of Vertical Training™, Brendle Systems was able to use the now-known geometry and create a product specially designed for Vertical Training™. The result was a form that no longer resembled a “little climbing wall” and the misconceptions it brought to the first impression, and now represents pure Vertical Training™, while still utilizing Brendle’s intellectual property and patents pending, to condense many other modalities of training into one frame and footprint as an unbelievable ‘wall of fitness’. The FitWall® truly allows an individual, therapist or trainer to do a multitude of different types of training such as: Vertical Training™, suspension, resistance band, strength, plyometric, bar and so many more. FitWall® makes it possible to generate a myriad of training combinations that could never have been accomplished before with other equipment and methods. Resulting in the number of specific exercises increasing by the thousands, for sports specific to rehab/therapy, and the deconditioned to strength training. “The only limiting factors in the FitWall® are your imagination and education!” Brendle says.

The FitWall® fits into so many environments seamlessly and the programming is endless. FitWall® has programs available to get the beginner going and excited to move, and challenge every fiber of

the extreme athlete and soldier’s body. Both the FitWall® and its programming fit effectively in army tents, navy submarines and battleships as well as small private training facilities and big box clubs. It offers so many programming options for facilities it makes filling the whole day’s calendar a real possibility instead of a wishful dream.

*“Calories go up in smoke, and the fun goes on...”*

Jessica David Beal, Certified Personal Trainer, Master Group Exercise Instructor (formally with 24HR Fitness), FitWall Certified Instructor at Emerge Fitness, Centennial, CO., and Director of Fitness Operations for the Annual Fitness on the Rocks (the Red Rocks), told us: “I have been teaching group fitness programs for the last 8 years, and I’m known for being a “hard-core” bootcamp instructor. I am passionate about giving people the best workout possible in the least amount of time and as intensely as the body will allow”. She went on to tell us enthusiastically: “However, this ‘hard-core’ style has not only led me to some occasional joint pain, but my clients too. Because of this, when I learned about the FitWall, I fell madly in love with it!! The FitWall, is CRAZY! It is so simple at the surface, but allows a person to get the same heightened effect from a hard-core bootcamp, in a condensed time, all while taking the impact off common joints that tend to pay the price of bootcamp extremists, like myself. It has been a great way to introduce bootcamp style training to a beginner or someone who would never try a bootcamp, due to fear or injury issues. As soon as my clients get onto the FitWall, every muscle has immediately engaged, the core becomes the main stabilizer and

calories go up in smoke, and the fun goes on and on from there. And you know what the best is? My clients walk away having had the greatest workout, without the joint pain! FitWall® is truly the smartest piece of 'exercise equipment' I've ever seen!"

***"It's completely different, and in the ways that it's different, it's better."***

Peter Seamans, of Boulder, with 30 years' experience and a long list of education and certifications including being a high-performance exercise kinesiologist, nutritionist, herbologist, somatic movement therapist and more, has been learning the FitWall® training methods and science from Doug Brendle for quite some time now. Mr. Brendle said "Peter is the perfect student, he listens, he learns, and he applies it for a desired and calculated result. He wants to learn something new all the time and thrives on challenge". Applying his vast education and experience to what he has learned about the FitWall®, Seamans graciously went on to explain "FitWall is 'all-levels, full-body, functional and metabolic strength-training', FitWall's® Vertical Training™ uses as many muscles in every movement as possible by taking a participant from the horizontal plane to the vertical plane", which is very upsetting for us horizontal/ground-based animals. "FitWall® ignites the muscles and causes you to burn more calories in a short period of time, oxygen consumption goes up considerably higher than normal, and the benefits are endless." Seamans went on to say "One study of geriatric patients (all reliant on canes and walkers) showed after six weeks of vertical training, 90 percent were able to walk unassisted. Other non-disabled participants quickly improve balance, stability, functional strength, posture and lose body fat."

FitWall's® amazing programming accommodates the young to the old, beginner to advanced and has effective wheel chair accessible programming too. Seamans told us "If you do this properly, you can stimulate your body to burn five to nine times as much fat for the next six to 12 hours after you're done exercising," he says. "I've been teaching exercise and nutrition for 31 years, and FitWall® is the most effective and user-friendly way for people to get into great shape really fast that I've ever seen." In addition, he says, "shorter-duration, higher intensity interval training on the FitWall® is the best way to increase the body's production of growth hormones and testosterone (anti-aging hormones), while producing the least amount of cortisol, a stress hormone that causes your body to lose muscle. Endurance exercise produces more cortisol".

"I think FitWall is the only truly innovative -- really, really innovative -- thing in fitness in a long time. This is definitely a revolution in fitness, there's no question. It's completely different, and in the ways that it's different, it's better. It has benefits over any other type of training apparatus and can be as intense as you want to make it, yet it's very safe. It's huge for fitness! Many other top industry gurus say it's the next big thing," Seamans says.

***"It seems a bit intense; however, would you want it any other way?"***

Christy Bross, educational staff member at Arapahoe College in Denver Colorado stated "The Human Performance/Exercise Health



Sciences Program at the ACC Fitness Center has been given an amazing opportunity with the installation of the New EDGE FitWalls®. Vertical Training™ is on the cutting edge of fitness with no age limits and is easily adaptable to all ability levels. Vertical Training™ is defined as being attached to the vertical surface with no other support other than yourself while exercising. By removing horizontal support and stabilization, the body is forced to turn on all your muscles from fingertip to toe the entire time you are exercising. When you step up on the FitWall®, the lower lobe of your brain, the auto response system, goes into a guarded state causing all of your muscles to be recruited and ready for action the entire time, and adaptation is not an option, only increased conditioning. Every muscle is demanding and consuming calories during every exercise cutting the time it takes to consume available calories in your system. As far as caloric expenditure, just 5 minutes on the FitWall is equivalent to spending 45 minutes on a treadmill at 30 degrees. It improves coordination, agility, speed, balance, strength and core simultaneously and can be used for sports performance, training for events and competitions as well as basic fitness and conditioning. "

Christy immediately integrated the FitWall® into their police academy training protocols and the ACC center is integrating it into many other demographics and sports specific studies and formal applications. Commenting on the quality of training and programming supplied by FitWall®, Christy went on to tell us that "it is not a toy, and JoNell, another ACC staff member, and I were lucky enough to be the first trainers Level 1 FitWall® certified at ACC and it wasn't as easy as just showing up. FitWall® takes certifying trainers very seriously. We spent 9 hours in class and hands on training and finished the day by taking a 21 question essay exam. The exam is then read by 5 individuals on the FitWall® education board and graded. You must pass with an 80% or better. It seems a bit intense; however, would you want it any other way? They take it seriously for you, as a trainer. With this specialized certification, you will have the confidence, expertise and knowledge to take your clients to a better fitness level in less time."

As you can see from the above testimonials, the FitWall® is limitless for programming and environments it can serve. The New EDGE FitWall® and the Tactical EDGE™ and all its exciting attributes can be utilized for performance and profit. Check out the many professional testimonials on the FitWall.com website to see how it could work for you.

FitWall®, You are the Machine™

Made in the USA

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