

# PURESTRENGTH™

SPORT PERFORMANCE



**TECHNOGYM®**

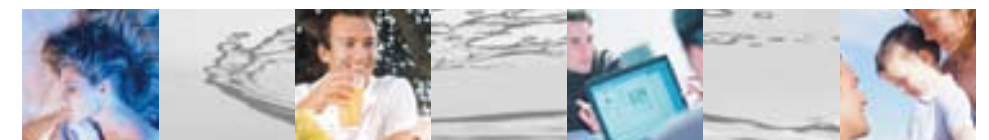
The Wellness Company™



# The strength to perform with champions.

Over the last 25 years Technogym's mission has been to promote a Wellness lifestyle. In our desire to bring a human-centered approach to product development, we have focused on biomechanics, ergonomics and end user performance. To guarantee each user with the best possible training experience, we have matched products to individual needs, helping achieve desired results and offering new stimulating challenges.

Our latest innovation to fulfill this mission is PURESTRENGTH™, a new concept in plate loaded equipment. PURESTRENGTH™ is the essence of strength training that combines performance and ergonomic principles to help users to achieve advanced strength training objectives in complete safety whilst creating a challenging experience with the freedom and feel of free weights.







Halter used for strength training,  
Greek Archaic period.



Discover where your strength lies. Discover where it can take you. How far can you go?

From Olympia to Beijing the desire to overcome individual limits and reach higher levels of performance has turned men into champions.

Official Supplier to Sydney 2000, Athens 2004, Turin 2006, Beijing 2008, we've made it happen. By matching human aspirations with the highest form of strength.



Champions train with Technogym.

## Our Olympic Heritage, your Strength.

776 b.c. OLYMPIA

2000 SYDNEY

2004 ATHENS

2006 TURIN

2008 BEIJING





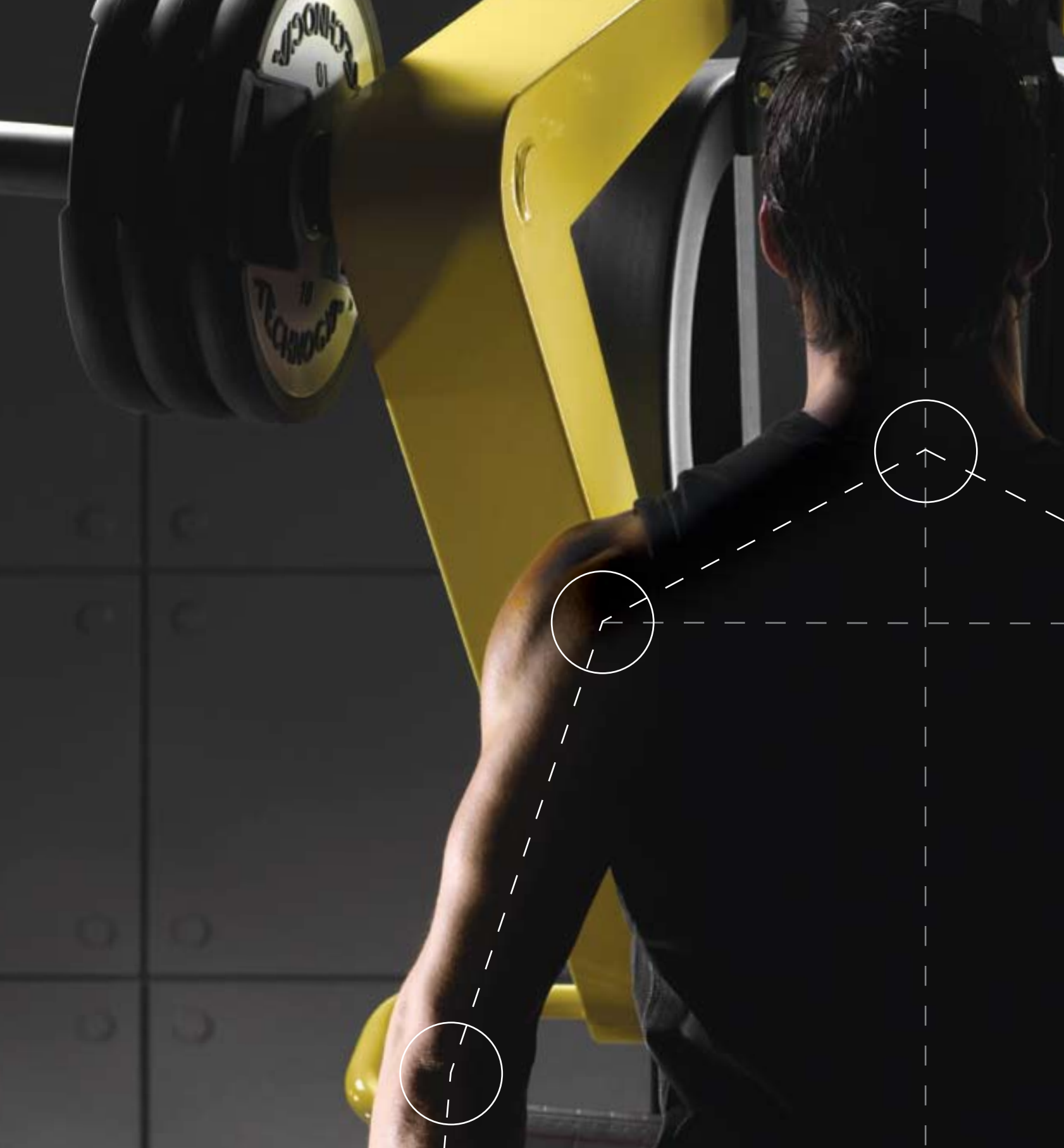
Perform at your best.

Add something new to your strength routine.  
Add challenge. Add motivation.  
Add a feeling of achievement.  
Add a pure feel of power.

Achieve your best performance.  
To be a strong athlete, to be a strong team mate,  
to be a strong parent, to be a strong person,  
to be a strong you.

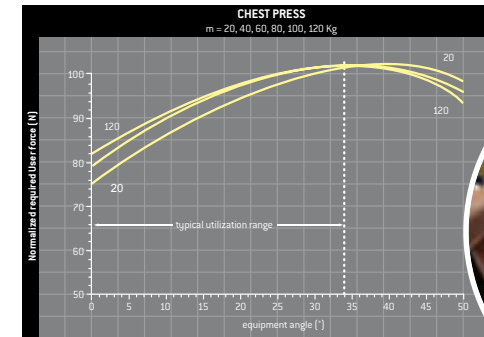
Achieve your best with strength training that is  
at one with your body because it draws at  
the essence of strength itself.





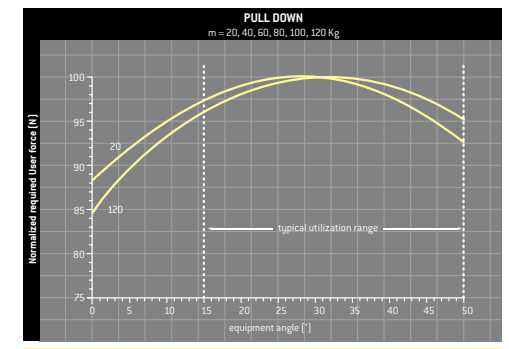
# Biomechanics: the language of strength.

Biomechanics forms the pillar of our Wellness Design. It stands for user safety, comfort and performance. It guarantees that all our equipment respects the physiological movement of the body without the stress or trauma that other equipment may cause. PURESTRENGTH™ embodies 25 years of biomechanical research and our extensive experience as exclusive supplier to the Olympic Games and to the world of professional sport and events.



The load is distributed according to the natural expression of muscular strength, following its curve and range of motion.

With PURESTRENGTH™ we've taken training on plate loaded equipment to new levels of performance, safety and enjoyment. By drawing on the essence of strength itself, reproducing natural physiological movements, trajectories and effective distribution of intensity, our equipment provides a basis to maximize total body strength training within a safe, supported environment.





# Ergonomics: designed around you.

The Olympic athletes who use our equipment can rest assured in the knowledge that they can work to improve their performance in complete safety and comfort. Our equipment is finely tuned to provide the best training experience and the best results to every user incorporating a number of unique design features.

## ERGONOMICS



### PURE GRIP

Thanks to the ergonomic design, the push and pull movements become more effective and comfortable due to distributing load more evenly. The surface provides a grained texture to increase grip and prevent lateral slipping. The markings indicate correct hand position and the special alluminium, copper and silicon alloy ensures maximum durability.



### BODY PRINT SYSTEM

The special high-density upholstery filling adapts to the shape of the body, providing a stabilizing effect and maximum comfort during exercise.

## EASY TO USE



### SEAT ADJUSTMENT

Because our machines are built around your body, once you've found the seat adjustment best suited to you, this will be the same for all PURESTRENGTH™ equipment. If you are a number 6 on the Chest Press, you'll be a 6 on all other pieces.



### VISUAL FLAGS

Yellow flags show the correct position of body on the equipment to make adjustments easier and training more effective.





# Performance: superior results and safety.

PURESTRENGTH™ offers the freedom and pure feel of free weights in complete safety without risk of injuries. This is because our equipment sets the highest standards of biomechanics, ergonomics and safety to provide the best possible experience and results.

PERFORMANCE



## MOVEMENT TRAJECTORY

We carried out a very accurate and detailed analysis during an extensive number of test exercises to define the best movement trajectory for each machine. PURESTRENGTH™ provides performance and safety during training whilst maintaining the natural physiological capacity for movement around the joints.

## MUSCLE ACTIVATION

Biomechanical principles provide the basis for the design of PURESTRENGTH™, enabling maximum muscle activation throughout the variance in force output.

## WORKLOAD DISTRIBUTION

The optimal workload distribution for each machine was obtained by testing users of different sizes followed by accurate data analysis, to produce movement trajectory with maximum torque, from beginning to end, along the physiological range of motion.

SAFETY



## PURE WARM UP & STRETCH

This innovative and unique feature enables users to complete the Warm Up of specific muscles group before exercise to prevent potential injuries and to stretch and relax muscles afterwards. The pure Warm up & Stretch is a standard feature on each machine.



PURESTRENGTH™  
SPORT PERFORMANCE



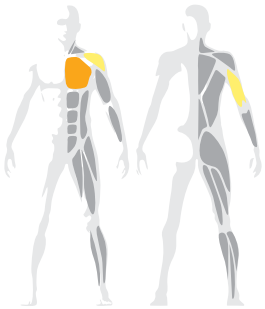


CHEST PRESS  
MG0500

This machine replicates the dumbbell extension movement on the flat bench. The trajectory follows the best physiological movement for shoulder articulation. The movement is independent, for a better neuromuscular involvement and for symmetrical development of the muscles.

|                |         |         |
|----------------|---------|---------|
| Length         | 1500 mm | 59 in   |
| Width          | 1200 mm | 47 in   |
| Height         | 1715 mm | 67 in   |
| Machine Weight | 164 Kg  | 361 lbs |
| Max Load       | 200 Kg  | 441 lbs |

**Muscles:**  
*Pectoralis Major*  
*Triceps*  
*Deltoids (Anterior)*



**Main related activities:** rugby, shot put, football, canoeing, boxing, basketball, volleyball, weight lifting, wrestling, judo, gymnastics, bobsleigh.

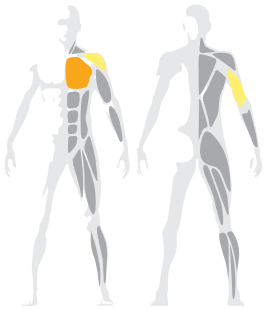


INCLINE  
CHEST PRESS  
MG1500

This machine replicates the dumbbell extension movement on the incline bench, activating the upper chest muscles. The trajectory follows the most effective physiological movement for shoulder articulation. The movement is independent, for a better neuromuscular involvement and for a symmetrical development of the muscles. The real minimum workload at the handgrip is 500 grams.

|                |         |         |
|----------------|---------|---------|
| Length         | 1540 mm | 61 in   |
| Width          | 1030 mm | 40 in   |
| Height         | 1685 mm | 66 in   |
| Machine Weight | 160 Kg  | 353 lbs |
| Max Load       | 160 Kg  | 353 lbs |

**Muscles:**  
*Pectoralis Major*  
*Triceps*  
*Deltoids (Anterior)*



**Main related activities:** boxing, shot put, rugby, javelin, football, canoeing, basketball, volleyball, weight lifting, wrestling, judo, gymnastics, bobsleigh, swimming, waterpolo.



WIDE CHEST PRESS  
MG1000

This machine enables users to perform a movement similar to lifting dumbbells on the decline bench, activating the lower chest muscles. The trajectory follows the most effective physiological movement for shoulder articulation. The movement is independent, for a better neuro-muscular involvement and for a symmetrical development of the muscles.

|                |         |         |
|----------------|---------|---------|
| Length         | 1450 mm | 57 in   |
| Width          | 1182 mm | 46 in   |
| Height         | 1730 mm | 68 in   |
| Machine Weight | 170 Kg  | 374 lbs |
| Max Load       | 200 Kg  | 441 lbs |

**Muscles:**  
*Pectorals Major*  
*Triceps*  
*Deltoids (Anterior)*



**Main related activities:** gymnastics, rugby, shot put, wrestling, judo, bobsleigh, football, kayaking, swimming, golf, martial arts.

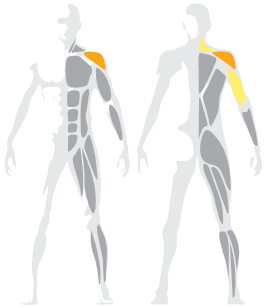


SHOULDER PRESS  
MG3500

This machine replicates the overhead press on the frontal plane, activating the Deltoids. The trajectory is the safest for shoulder articulation, avoiding any articular stress. The movement is independent, for a better neuromuscular involvement and for symmetrical development of the muscles. The true minimum workload at the handgrip is 500 grams.

|                |         |         |
|----------------|---------|---------|
| Length         | 1290 mm | 51 in   |
| Width          | 1260 mm | 50 in   |
| Height         | 1485 mm | 58 in   |
| Machine Weight | 140 Kg  | 308 lbs |
| Max Load       | 200 Kg  | 441 lbs |

**Muscles:**  
*Deltoids*  
*Triceps*  
*Trapezius (Upper)*



**Main related activities:** gymnastics, weight lifting, shot put, rugby, volleyball, wrestling, judo, hammer throw, football, bobsleigh.





PULLDOWN  
MG2000



This machine replicates the retraction movement at the bar, activating the latissimus dorsi. The movement is independent, for a better neuromuscular involvement and for symmetrical development of the muscles.  
The machine is provided with a handle to improve stability when performing unilateral exercises.

|                |         |         |
|----------------|---------|---------|
| Length         | 1110 mm | 44 in   |
| Width          | 1740 mm | 68 in   |
| Height         | 1990 mm | 78 in   |
| Machine Weight | 150 Kg  | 330 lbs |
| Max Load       | 200 Kg  | 441 lbs |

**Muscles:**  
Latissimus dorsi  
Biceps  
Rhomboids  
Trapezius (Lower)



**Main related activities:** swimming, freeclimbing, rugby, wrestling, judo.



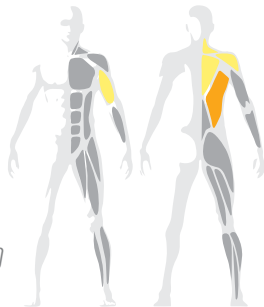
ROW  
MG3000



This machine replicates the traditional pulling movement towards the chest, activating the latissimus dorsi. The multiple handgrips enable the user to diversify the exercise. The movement is independent, for a better neuro-muscular involvement and for symmetrical development of the muscles. The machine is equipped with a handle to improve stability when performing unilateral exercises. The wide footplate also offers maximum stability during use.

|                |         |         |
|----------------|---------|---------|
| Length         | 1190 mm | 47 in   |
| Width          | 1380 mm | 54 in   |
| Height         | 1300 mm | 51 in   |
| Machine Weight | 135 Kg  | 297 lbs |
| Max Load       | 200 Kg  | 441 lbs |

**Muscles:**  
Latissimus dorsi  
Biceps  
Trapezius  
Deltoids (Posterior)



**Main related activities:** rowing, canoeing, weight lifting, wrestling, judo, rugby, field archery, kayaking, volleyball.



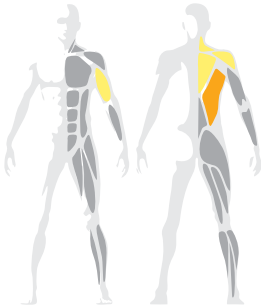


LOW ROW  
MG2500

This machine replicates the pulling movement towards the chest and the chin at the end of the exercise, activating the latissimus dorsi and the middle and upper trapezius. The multiple handgrips enable the user to diversify the exercise. The arm movement is independent, for a better neuro-muscular involvement and for symmetrical development of the muscles. The machine is equipped with a handle to improve stability when performing unilateral exercises. The wide platform also offers maximum stability during use.

|                |         |         |
|----------------|---------|---------|
| Length         | 1320 mm | 52 in   |
| Width          | 1250 mm | 49 in   |
| Height         | 1630 mm | 64 in   |
| Machine Weight | 125 Kg  | 275 lbs |
| Max Load       | 200 Kg  | 441 lbs |

**Muscles:**  
Latissimus dorsi  
Biceps  
Deltoids (Posterior)  
Trapezius



**Main related activities:** judo, wrestling, rugby, rowing, canoeing, field archery, kayaking, weight lifting, sumo.

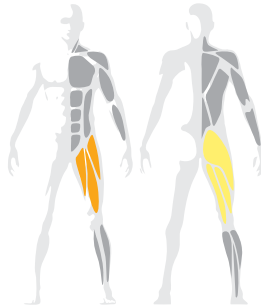


LEG PRESS  
MG5000

This machine replicates the extension movement of the lower limbs, in closed kinetic chain. A pre-start system enables the user to begin the exercise from an easy starting position without limiting the ROM. The wide pushing footplate enables training from different working angles. The project development of this machine enables the user to perform fully efficient unilateral movements. And an intuitive three-position stop system ensures maximum user safety.

|                |         |          |
|----------------|---------|----------|
| Length         | 1780 mm | 70 in    |
| Width          | 2060 mm | 81 in    |
| Height         | 1525 mm | 60 in    |
| Machine Weight | 215 Kg  | 474 lbs  |
| Max Load       | 480 Kg  | 1058 lbs |

**Muscles:**  
Quadriceps  
Gluteus  
Hamstrings



**Main related activities:** volleyball, sprint, rugby, alpine ski, weight lifting, skating, wrestling, judo, sumo, basketball, high jump, ski jumping, handball.







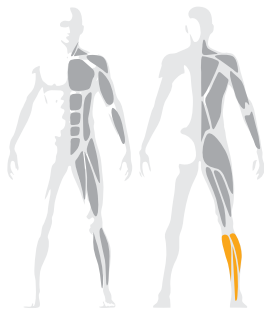
CALF  
MG4500



This machine activates the calves' muscles, without stressing the spine. The elliptical shape of the platform ensures maximum articular excursion and muscular involvement even in the last degrees of the ankle range of motion. A pre-start system enables tall users to avoid excessive knee tension at the beginning of the exercise.

|                |         |         |
|----------------|---------|---------|
| Length         | 1120 mm | 44 in   |
| Width          | 1710 mm | 67 in   |
| Height         | 1170 mm | 46 in   |
| Machine Weight | 150 Kg  | 330 lbs |
| Max Load       | 280 Kg  | 617 lbs |

**Muscles:**  
*Gastrocnemius*  
*Soleus*



**Main related activities:** basketball, sprint, rugby, wrestling, volleyball, ski jumping, high jump, weight lifting, cross country skiing, skating, judo, handball, dancing.



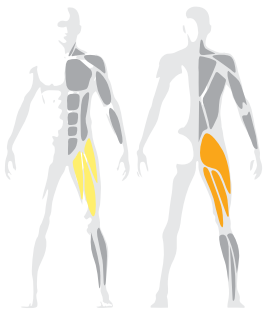
REAR KICK  
MG4000



This machine replicates the rear kick movement, in a closed kinetic chain, involving the hamstrings and gluteal muscles. The wide pushing footplate enables training from different working angles. The pelvic pad allows users to relax the back, whilst the ground leg pad reduces the weight of the body on the supporting limb.

|                |         |         |
|----------------|---------|---------|
| Length         | 1115 mm | 44 in   |
| Width          | 1330 mm | 52 in   |
| Height         | 1650 mm | 65 in   |
| Machine Weight | 140 Kg  | 308 lbs |
| Max Load       | 120 Kg  | 265 lbs |

**Muscles:**  
*Gluteus*  
*Hamstrings*  
*Quadriceps*



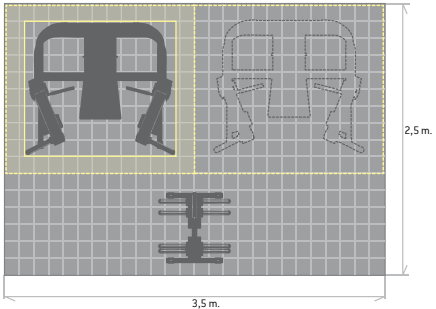
**Main related activities:** football, skating, soccer, wrestling, judo, sumo, cross country skiing, swimming; rugby, handball, race walking, volleyball, basketball.

COMPLEMENTS

Machines are available with or without optional plate storage attachment to give clients maximum lay out flexibility.

GROUND PLATE RACK

This space-saving solution enables facilities to reduce distance between machines. We suggest one plate rack for every three machines.



MACHINE PLATE STORAGE HOLDERS

Plates are stacked directly on the machine. Space between machines needs to be increased following this suggested scheme.

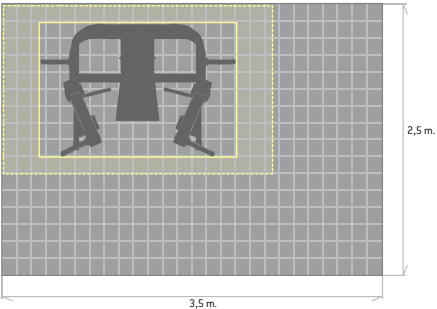


PLATE RACK - A0000356

|                |         |         |
|----------------|---------|---------|
| Length         | 670 mm  | 26 in   |
| Width          | 670 mm  | 26 in   |
| Height         | 1145 mm | 45 in   |
| Machine Weight | 60 Kg   | 132 lbs |



|                         |                            |
|-------------------------|----------------------------|
| 2 HOLDER SET - A0000374 | 4 HOLDER SET - A0000375    |
| MG1000 Wide Chest Press | MG1500 Incline Chest Press |
| MG2500 Low Row          | MG0500 Chest Press         |
| MG3000 Row              | MG3500 Shoulder Press      |
| MG4000 Rear Kick        | MG2000 Pull Down           |
| MG5000 Leg Press        |                            |
| MG4500 Calf             |                            |

DESIGN

PLATE SET

The new urethane-encased plates offer improved safety, durability and usability. The unique design makes them safe and easy to read, carry and handle.



URETHANE-ENCASED PLATE SET - FAK1

|             |      |     |   |    |    |
|-------------|------|-----|---|----|----|
| Weight (kg) | 1,25 | 2,5 | 5 | 10 | 20 |
| Nr.         | 2    | 2   | 2 | 4  | 4  |

The PLATE SET totals 137,5 Kgs in weight. We suggest one set per machine and two for the LEG PRESS.

OPTIONAL POWER PAD - A0000381

The ergonomic pad may be placed behind the back when using the CHEST PRESS, INCLINE PRESS, WIDE CHEST PRESS and SHOULDER PRESS to achieve a more challenging exercise.



SPORT EDITION

Synthesis of form and function, the design of PURESTRENGTH™ conveys both a sense of sleek elegance and solidity, translating the liberating sense of freedom into form. The stylish design and high-touch finishing materials give PURESTRENGTH™ a unique look and feel that will boost performance and enjoyment.

ARMS: GN PURESTRENGTH™ Yellow  
UPHOLSTERY: V Black Gymgo  
STRUCTURE: NB Textured Black







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