

PURE KRAFT



IRON KRAFT
MUSCLE BUILDER MACHINES



EDITION 80

PURE KRAFT

PURE KRAFT

STRONG

IRON KRAFT
MUSCLE BUILDER MACHINES



CONTENTS.



EDITION 80

www.gym80.de
www.ironkraft.com.br

IRON KRAFT
MUSCLE BUILDER MACHINES

- 6 THE ANT.
- 7 WHY PLATE LOADED?
- 8 HENNING BAUM.
- 10 **PURE KRAFT. PEITO**
- 12 **PURE KRAFT. GLÚTEO**
- 13 **PURE KRAFT. BRAÇO**
- 14 **PURE KRAFT. OMBRO**
- 15 **PURE KRAFT. COSTAS**
- 17 **PURE KRAFT. PERNA**
- 20 **PURE KRAFT STRONG**
- 26 BEHIND THE MACHINES.



THE ANT. THE TINIEST POWERHOUSE.

Our PURE KRAFT series has a very special „heraldic animal“ that you’re sure to already have noticed. Maybe it isn’t quite clear at first glance why we’ve chosen an ant as our emblem.

Ultimately, PURE KRAFT - and not just this, but also generally at gym80 - is all about becoming strong and exceeding your limits. Wouldn’t a gorilla, a lion or a bull be a better choice here? We admit, that was of course our first instinct.

But then we thought about it a bit more, and we came up with the ant idea. Compared to humans, ants can lift many times their own body weight. Depending on the species - and it’s assumed that there are around 15.000 species in the world - the insect can move 40, 70 and even 100 times its own weight.

If this were a human, they would be able to transport a weight of 4 tons with their own body strength. So you can clearly understand why this little creature is far superior in terms of strength, and why it’s perfect as a symbol of strength in its purest form.

But there’s more. These insects are perfectly organised into a large social community - each individual has their own role, which it fulfils with tremendous zeal. This makes ants strong not just individually, but also as a community. And this is precisely what we’d like to invite you to do too: become part of the PURE KRAFT community and follow us on Facebook and Instagram.

Find out the latest news about everything that gives us strength, discuss ideas and swap stories with others!

WHY PLATE LOADED MACHINES?

The trend towards plate loaded weight machines is experiencing a new peak in strength training.

Plate Loaded machines create a perfect symbiosis between the robustness, the original, hard dumbbell and barbell training and the training comfort and stability of equipment training.

Perfectly coordinated resistance and strength curves, full movement amplitudes, entry aids, counterweights, different grip variations, which allow for finest exercise specifications and excellent biomechanics as well as the machine’s own target storage, distinguish the PURE KRAFT series.





HENNING BAUM ON STRENGTH TRAINING: MORE THAN JUST SPORT.

BY HENNING BAUM

If you ask someone if they want to be strong, most likely everyone will reply „yes“. However not everyone is willing to make the journey because it's hard and it's uphill. As a child, I thought that you were born strong or weak, that your physical constitution was determined by chance and luck. I held good cards, I was fast and I was able to climb well. But there were lads who were stronger than me. That wouldn't have bothered me, but for the fact that some of them were mean and used their strength to intimidate others. I wasn't willing to put up with that. I decided to become stronger - much stronger - than I had been thus far so that I was no longer helpless in such situations. None of these bad guys were going to threaten me or my friends ever again!

This first impulse from childhood has stayed with me until today, powering my drive and ambition. It literally is still a

question of whether I choose to be strong or not, now as it was then. For me, it's part of the bigger question of how do I want to live? What sort of person do I want to be?

TRAINING SHAPES YOUR ENTIRE LIFE.

his fundamental question probably shapes what I do more than anything else. To achieve my goals, I need to train: regularly, hard, with discipline. And since you don't get and keep strength like a nice car that you keep in the garage, I need to train constantly. While I'm still making the decision to want to be strong, then it shapes my life like light and dark shape the day.

This constant striving and effort has much more far-reaching consequences for us as people than just gaining physical strength and vitality, which of course have a positive impact on our whole lives: it also changes us inside.

It represents our efforts to develop ourselves and not just our muscles, but instead to constantly move forward, not to be sluggish and to recognise that a little bit of effort is part of everyday life and it shouldn't be avoided, but rather embraced willingly.

If you do weight training, then you go even further. You look for stress. You want to push your limits. You fight against the resistance until there's nothing left to give. Only when you haven't avoided any effort during training can you accept the calm that then sets in.

FIGHTING FOR SUCCESS - THE ONLY WAY TO BE SATISFIED.

If you choose this path, then this decision will also impact on how you live your life. Effort is no longer seen as something that should be avoided, but rather it is seen as a challenge. „Will I ultimately be stronger?“ is the question that a power athlete will ask themselves. Why demand comfort if it just weakens and softens me? It's not the cable car that takes me up the mountain. It's my legs. And the experience of the summit you have fought for will be a hundred times more beautiful than reaching the top of the mountain by engine power.

This is how strength sports change people in very different ways over the years than „just“ strengthening their muscles. They grow much more in terms of their willpower, which constantly drives them forward. Their resolution not to give up grows, even if it's hard, even if they feel they're not making any progress, or if they have to start again after a forced break through illness or injury.

PHYSICAL AND MENTAL STRENGTH - TWO SIDES OF THE SAME COIN.

Weight training strengthens willpower, which also helps us to achieve other goals in life, to fight for them and not to give up. It strengthens our character, becomes our inspiration to grab life by the horns time and time again, not to complain and to hesitate, but instead to embrace the challenges and opportunities that life brings us.

If someone asks me what I want, then I reply that I'd always like to train for as long as I'm alive, and that the joy of pumping iron may never be lost to me.





PURE KRAFT

CHEST

SEATED CHEST PRESS DUAL I 1710 X 1230 X 1290 MM I 200 KG



PURE KRAFT

CHEST

BENCH PRESS DUAL I 1180 X 1160 X 490 MM I 145 KG



INCLINE CHEST PRESS DUAL I 1980 X 1670 X 1400 MM I 170 KG



CHEST BUTTERFLY DUAL I 1940 X 1620 X 990 MM I 125 KG



PURE KRAFT

CHEST



DECLINE CHEST PRESS DUAL I 1650 X 1560 X 1250 MM I 170 KG



PURE KRAFT

ARMS



TRICEPS DIP DUAL I 1780 X 850 X 1180 MM I 120 KG



PURE KRAFT

HIPS



GLUTES KICK BACK I 1500 X 1250 X 1640 MM I 147 KG



BICEPS CURL I 1100 X 950 X 1310 MM I 90 KG



PURE KRAFT

SHOULDER



SHOULDER PRESS DUAL I 1980 X 1750 X 1090 MM I 165 KG



SHOULDER LATEREL RAISE DUAL I 1390 X 880 X 1330 MM I 100 KG



PURE KRAFT

BACK



BENT OVER ROW I 1760 X 1020 X 470 MM I 60 KG



SEATED ROW DUAL I 1550 X 1060 X 1210 MM I 135 KG



PURE KRAFT

BACK



HIGH ROW DUAL I 1580 X 1380 X 2030 MM I 165 KG



BUTTERFLY REVERSE DUAL I 1800 X 870 X 1390 MM I 110 KG



PURE KRAFT

LEGS



HACK SMITH I 2120 X 855 X 1350 MM I 205 KG



PIVOT LEG PRESS I 1950 X 1550 X 1130 MM I 275 KG



PURE KRAFT

LEGS



LEG EXTENSION I 1180 X 1160 X 490 MM I 145 KG



LYING LEG CURL I 1670 X 1150 X 850 MM I 135 KG



PURE KRAFT

LEGS



55 STANDING CALF RAISE I 1330 X 1010 X 1280 MM I 70 KG





PURE KRAFT STRONG.



Besides the well-known benefits of the PURE KRAFT line, the PURE KRAFT-NO BULLSHIT. Line is equipped with a unique and patented mechanism; the Load Drop mechanism!

This technical revolution allows training with drop sets as well as sets with different inertia (acceleration of the load). The user doesn't need to change position, and also doesn't need help from a training partner. There is no training break, so that the maximum training effect can be achieved.

FUNCTION

By activating the release mechanism, the training weight moves in the direction of the rotation axis. The user does not have to leave his position. The weight change of about 30% takes only a few seconds and allows training un-

til muscle failure. If the weight is positioned closer to the rotation axis from the beginning, sets with higher load at lower inertia or even explosive repetitions to optimize the explosive strength can be done.

Depending on the machine model, the machines have an adjustable backrest, an adjustable seat and adjustable shoulder and leg pads in order to be able to always assume an optimal training position. Extra long and thick grips allow an optimal pressure, perfect angles and reduce stress on the wrists. The entry aids help to find the optimal starting position and make an eccentric movement at the beginning of a set possible.



LEG PRESS DUAL | 2824 X 1181 X 1664 MM | 390 KG

**PURE KRAFT STRONG****CHEST**

DECLINE CHEST PRESS DUAL I 1814 X 1625 X 1394 MM I 210 KG

**PURE KRAFT STRONG****CHEST**

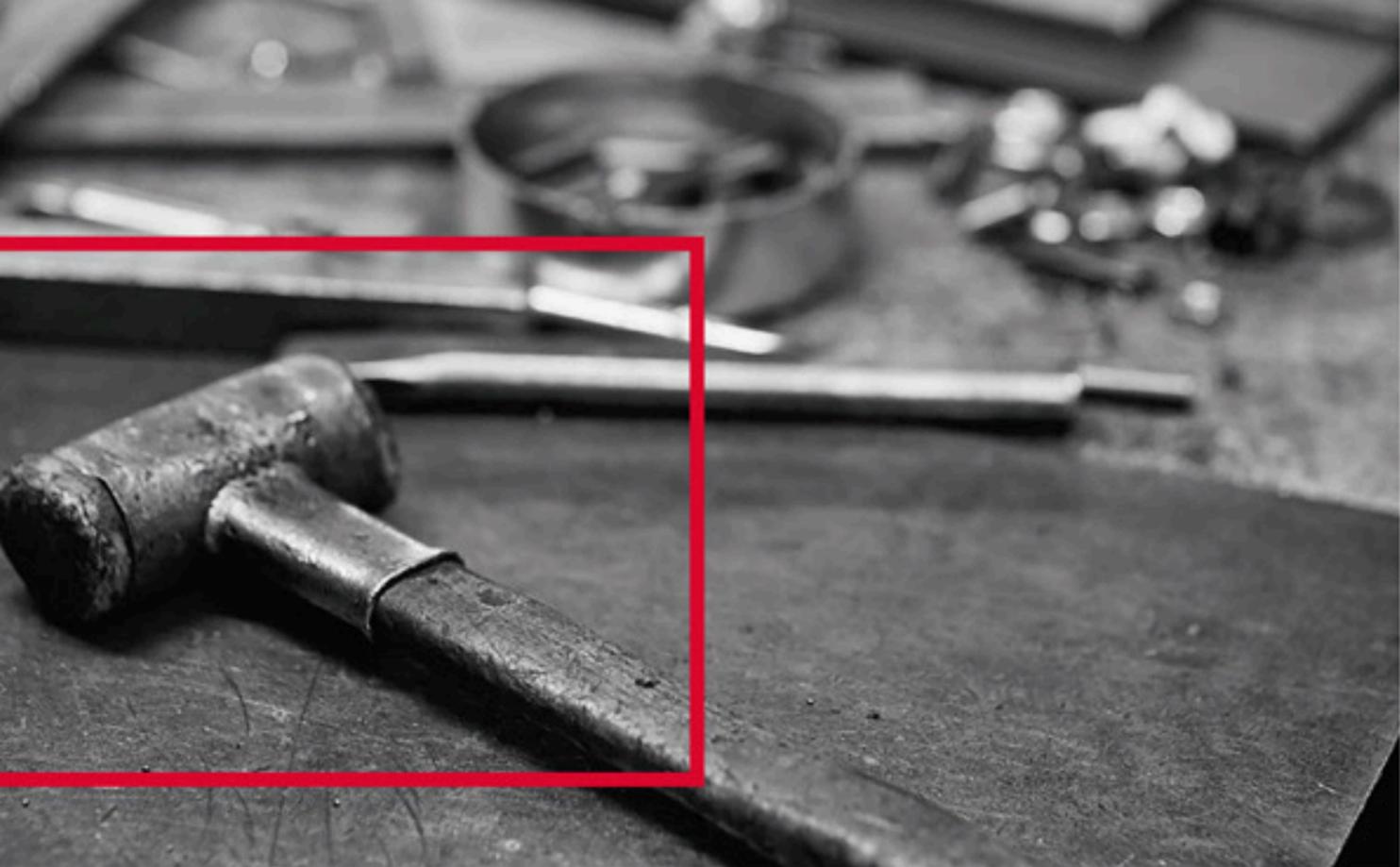
INCLINE CHEST PRESS DUAL I 2156 X 1677 X 1500 MM I 285 KG

**PURE KRAFT STRONG****SHOULDER**

BENCH PRESS DUAL I 2191 X 1652 X 944 MM I 220 KG



SHOULDER PRESS DUAL I 2188 X 1310 X 1064 MM I 260 KG



THE PEOPLE BEHIND THE MACHINES.

We've written a lot about PURE KRAFT, about training and nutrition, about will and motivation and about becoming a POWER MACHINE yourself with the help of our equipment. So far, however, we have only touched on one key aspect: the people who contribute to „bringing these machines to the world“.

At our production facility in Gelsenkirchen, we make our machines week-in, week-out, with two shifts a day. Industrial high-tech meets true craftsmanship, accompanied by a lot of passion, steel, strength and sweat.

Our engineers draw up the construction drawings in cooperation with our product managers and developers. What comes next is pure steel - 4 millimetres thick and virtually indestructible.

Our laser and welding robots create the components with extreme precision and permanently join them together. However the finishing touch is added by hand:

we grind, drill, test and correct until we're completely happy with the result. We weld our materials so that they are tube-in-tube, making our frames virtually indestructible. This is why it's easy for us to offer our customers a 25-year warranty on the frames of our PURE KRAFT machines, for example.

The metal is smoothed, painted in your preferred colour and the finished machine is ready for sale after final assembly.

Around 95% of our components are produced in-house. This makes us independent and highly flexible. We even make the padding ourselves. Our customers are able to choose from numerous equipment colours and padding decoration options. Even different colours on the same machine are not a problem for us! It doesn't get more customised than this! This is quality made in Germany - and by the best team in the world.





EDITION 80

www.gym80.de
www.ironkraft.com.br