



# Going Vertical With Your Cardio Training

by Brett Collins

health solution

In today's competitive health club industry, facilities are hard-pressed to offer virtually every kind of fitness equipment to help increasingly time-crunched members meet their goals. As member expectations and demands rise, health clubs are challenged to find ways to meet their needs — particularly when providing total body equipment that is cost-effective, space-efficient and, more importantly, produces top results in less time.

As for cardiovascular equipment offerings, total-body vertical trainers sometimes are overlooked. Their unmatched effectiveness has given them an inaccurate reputation as being too intense for the average exerciser, so club owners and operators, as well as members, may be inclined to shy away from them.

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The good news is that total-body vertical trainers now offer reduced step height to effectively decrease the workload by 50 percent, better replicate total-body stair stepping and enable all level exercisers to reap the benefits of vertical training. These models can also allow for more upper-body motion for increased range of motion and greater flexibility and better conditioning on the heart.

Now with the new generation of total body vertical trainers, all that has changed. New vertical climbers are equipped with numerous improvements designed to accommodate every level exerciser:

- Shortened step height — 50 percent reduced workload.
- Longer upper body range of motion.
- Interactive display module for training instruction, feedback and motivation.

Club managers looking to add valuable variety and uniqueness to their fitness floors should consider total-body vertical trainers. While machines such as treadmills and ellipticals are necessary, members have become accustomed to these, and many are seeking to vary their workouts to stay motivated. That's where vertical trainers are ideal, not only do they differentiate a facility, but they provide exercisers more options for cardio training and a total-body workout that has been shown to deliver results faster than other cardio modalities.

## *New and improved vertical trainers.*

Previously, vertical climbers provided the ability to step at any height from one inch to 20 inches, which created tremendous freedom of mobility. However, exercisers unaccustomed to vertical trainers tended to try to step through this entire 20-inch range, which typically proved to be too intense for most average users. Most exercisers didn't realize that they simply had to shorten their steps to a more comfortable four- to six-inch range to enjoy a manageable yet highly effective workout.

Furthermore, new vertical climbers interactive voice module simplifies getting started and provides valuable instructions and motivational feedback, like "Good job you're almost to the top," to ensure that exercisers maintain the appropriate intensity level to sustain their workouts and achieve results. Additional inspiration comes in the form of a variety of virtual challenges to select from: opponents, towers and famous mountain peaks, all depicted on a back lit, bright console.

Plus, an optional seat facilitates non-weight-bearing exercise, padded side handrails can be used for pure stepping routines, and arm extenders accommodate users up to 6'9".

Today's vertical trainers function as two machines in one, a lower-body stepper and a total-body climber, which further enhances their versatility in minimal space requirements of just 3.5 by 4 feet. Which

also significantly distinguishes them from other cardiovascular machines like treadmills and ellipticals, that typically require twice the amount of floor space.

***Unmatched vertical climbing benefits.***

Unlike other cardiovascular modalities, total-body vertical trainers provide unparalleled benefits such as:

- Actively engage more muscle groups for a true total-body workout and greater conditioning.
- Offer highest caloric and fat expenditure over most cardio machines in as little as 20 minutes.
- Provide non-impact, fluid, total-body motion.
- Require lifting arms above the heart and head for better circulation and conditioning.

- Facilitate vertical training against gravity so users have to push and pull their own body weight—minimizing the opportunity to “cheat” and boosting results.
- Allow for interval sprint training for better conditioned users or athletes who want to boost anaerobic threshold.

Most importantly, research has shown that vertical climbing for just 20 minutes or less uses all major muscle groups and is more effective and time efficient than other cardio equipment like treadmills, ellipticals, steppers and bikes.

***An invaluable addition.***

Clearly, today’s vertical trainers create a win-win situation. Clubs not only benefit

from space-efficient, versatile and cost-effective equipment that is precisely engineered and highly durable. Members enjoy a new option in cardio training that engages the entire body with no impact, valuable variety, effective and efficient workouts, and, ultimately, yields results.

Competitive facilities should consider offering vertical trainers, which are quickly regaining popularity as a mainstay in cardiovascular equipment, as a distinguishing component of their comprehensive training options.

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