

Eleiko WPP0 Para Powerlifting Competition

World Para
Powerlifting

THE CHOICE OF CHAMPIONS



TOKYO 2020
PARALYMPIC GAMES



ELEIKO

About Eleiko

- 4 Eleiko History
- 6 Quality, Performance and Partnership
- 8 Building A Stronger World
- 10 Community Engagements

Precision Crafted Equipment

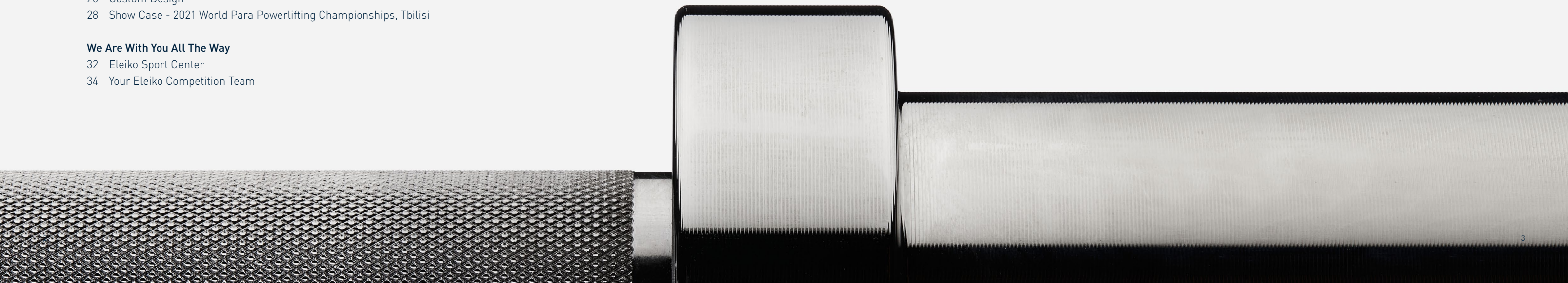
- 14 Free Weights
- 16 The World's Most Famous Bar
- 18 Eleiko WPP0 Competition Plates
- 20 Performance Gear

Eleiko Weightlifting Competition Solution

- 24 The Perfect Setup
- 26 Custom Design
- 28 Show Case - 2021 World Para Powerlifting Championships, Tbilisi

We Are With You All The Way

- 32 Eleiko Sport Center
- 34 Your Eleiko Competition Team



Since 1957

From waffle irons to the world's leader in lifting

Eleiko first started as a manufacturer of small kitchen appliances such as waffle irons, when in 1957, an inspired idea forever changed the company's direction.

Eleiko's factory supervisor Mr. Hellström, an avid weightlifter, frustrated and tired of barbells constantly bending and breaking, was determined to find a better solution. He approached Mrs. Johansson, the managing director, with his idea and received permission to pursue the project. Eleiko worked closely with a Swedish steel company to formulate a special hardened steel – a propriety mix perfected over time and still in use today. The barbell appropriately received a waffle pattern knurling, a nod to the company's history. To complement this much-improved barbell, Eleiko produced a collection of metal weightlifting discs setting a new course for the company's future.

Since that day, the Eleiko brand has set a new standard, revolutionizing the world of weightlifting as we know it. Big words, we know, but with hundreds of championships and more than 1,000 world records, Eleiko products have been proven. After becoming certified by the IWF 1969, the IPF 1973 and for Para Powerlifting 1992 – Eleiko has equipped more than 50 Olympic & Paralympic, Continental and Regional Games, as well as over 500 World, Continental and Regional Championships.

A New Chapter

The Blomberg family was part of the Eleiko story long before acquiring the company. Lennart Blomberg, a family friend of the original owners Mr and Mrs Johansson, was an experienced and successful businessman when in 1997 Eleiko was made available for purchase. Great potential and a hint of nostalgia led the Blombergs to acquire the company and it has remained a family owned and operated business since.

The Next Generation

Today, the next generation of Blombergs have taken the helm, while Mrs Blomberg stays active in the company

through its board of directors. CEO Erik Blomberg leads the company inspired by his father's principled leadership where humor, optimism, and kindness built a strong foundation for growth. These traits along with a commitment to learning, a drive to optimize human performance, and a passion for strength and professional strength sports guide Eleiko today. Rickard Blomberg, in his role as President of Eleiko Sport, heads the company's rapidly growing US operations. Hans Blomberg supports Eleiko's IT and Logistic Systems as a consultant while Madeleine Blomberg and her partner run Eleiko France.

Strength in Family Ownership

As one of the oldest fitness companies, Eleiko is a testament to the stability gained from being a family business. The leadership is personally invested and has built relationships with suppliers, partners, and customers that span generations. Eleiko has maintained authenticity never wavering from the goal of producing outstanding strength equipment and established trust with customers and Eleiko users along the way. Eleiko is driven to produce products, provide services, and create experiences for all those involved in gaining and growing strength around the world.

Continuous Development

Today, Eleiko offers a wide range of products for weightlifting, powerlifting, strength and conditioning. The range includes bars, collars, discs, dumbbells, kettlebells, platforms, benches, storage and accessories – all of which are made to Eleiko's high standards.

Participating in international competitions is an important part of our evolution. It is there, surrounded by lifters and coaches, we get the inspiration for our product development. Building on more than 60 years of expertise, we continue to design and manufacture best in class strength products for the world's leading competitions, training facilities and gyms. Our mission is to help people to become stronger so they can perform better in sports and in life.



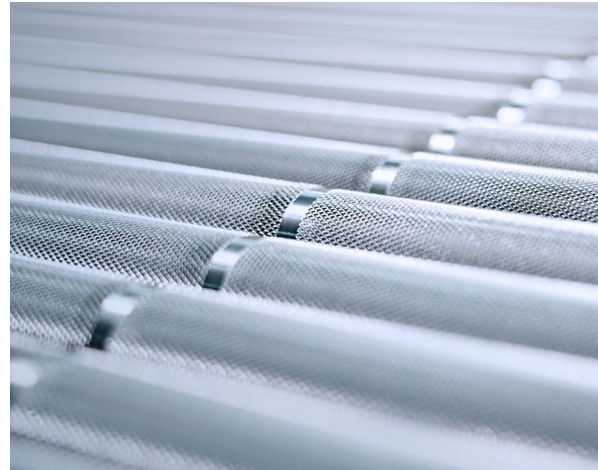
DATE OF INCORPORATION:	1927, Electrical appliance such as waffle irons
FIRST BAR PRODUCED:	1957
WORLD RECORDS:	1000 +
HEADQUARTERS:	Halmstad, Sweden
OFFICES:	UK, USA, Germany, Norway, Finland, Russia, Spain & France
EMPLOYEES:	200 people
OWNERSHIP:	Family-owned and operated
GROUP CEO:	Erik Blomberg

Delivering best-in-class

Quality, Performance and Partnership

“ Our professional Para Powerlifting equipment is made in Sweden. With that comes top of the industry quality, performance, safety, design and warranties. We work to build strong relations, bring a high level of expertise and deliver outstanding service.

— Andreas Andrén, Eleiko VP, International Sales



Quality

We are dedicated to being the industry leader in quality with durable, high-performing products. We care about the way things are made and we care about details.



Eleiko quality is achieved through carefully sourced materials, precision engineering, and our Swedish manufacturing.

Performance

We strive to deliver the ultimate lifting experience by keeping the human being at center throughout the development and manufacturing process. Our product performance is verified by certifications from the IWF, IPF, and WPP0 along with our leading position as a supplier to more than 50 Olympic & Paralympic, Continental and Regional Games, as well as over 500 World, Continental and Regional Championships.

Partnership

We work to build strong relationships, bring a high level of expertise and deliver outstanding service. We are a family-owned and operated company invested in our customers' success.



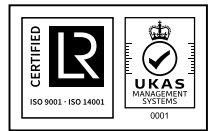
“ The ‘Eleiko Feeling’ is something frequently associated with our bars, but to us it is bigger than that - it’s what we strive for in all our products and best achieved by keeping the user experience at the heart of everything we do.

— Erik Blomberg, Eleiko CEO

For A Stronger World

Reducing our environmental footprint

We work to have a positive impact on the industry, communities and our customers by reducing our environmental impact. Our ISO 9001 and 14001 certification exemplify our commitment to building a stronger world.



We believe in building A Stronger World. That expands beyond simply making people stronger to also strengthening our environment and communities. And when we say A Stronger World, we mean it in an all-encompassing way – personal strength, strong communities and clean environment for a healthy strong world. We continuously look for opportunities in our processes, product development and supply chain where we can do more to protect and contribute to a healthy environment and promote sustainable practices.

Our “Green Team” focus on policies and initiatives that inform, inspire and lead our sustainability work forward throughout the organization. That way we can build value and positively influence our stakeholders, from suppliers and employees to customers and end-users.

Ultra-Clean Swedish Steel

Our proprietary Swedish Steel has been the foundation of our bars since 1957. Improved cleaner manufacturing processes reduce environmental impact while our bars retain their distinguishing characteristics; strength and flexibility. A winning combination.

Durable Design

We design products that last. They are built from the finest quality components and crafted to withstand the test of time rep after rep, drop after drop. Focusing on making quality products that last a lifetime benefits our customers and minimizes the environmental impact associated with disposal.

IOC Sustainability Strategy

Our strategy is aligned with the UN Sustainable Development Goals & IOC Sustainability Strategy, focusing on infrastructure and natural sites, sourcing and resource management, mobility, workforce, and climate.

Supply Chain

We have increased the use of organic and recycled material and moved production of several items to Sweden and Europe in line with our initiatives to source products from more sustainable and clean partners.

We implemented a refund system for packaging materials, switching to reusable sea pallets instead of disposable ones to lessen our environmental impact. And a lot more presented in our Annual Sustainability Report at eleiko.com.

100% CO Neutral Electricity

In 2017, when building our new headquarters, Eleiko officially established its sustainability initiatives. Working with the Swedish government’s “Generational Goal” framework which aims to solve environmental concerns for the next generation, Eleiko HQ identified three specific areas to focus our efforts for maximum impact; reduce waste, reduce our CO2 emission of our goods transported and reducing our energy consumption.

In expanding our HQ with a new Logistic Centre we will keep supporting our continued growth in a sustainable way by ensuring it is built out with a high environmental rating as well as working towards our plan for becoming a climate positive company.

Read our Annual Sustainability Report at eleiko.com

For A Stronger World

We are in this together



Eleiko joined the UN Global Compact, as part of our commitment to be a socially responsible company. Working actively with sustainability and human rights is fundamental to our vision of building a stronger world.

— Erik Blomberg, Eleiko CEO



Besides reducing our environmental footprint, we work to have a positive impact on the world we live in by helping to build stronger people and communities.

We routinely work with individuals and organizations to strengthen the population as well as communities. Through sponsorships and equipment grants, we actively collaborate with and support those who also seek to raise the bar and help build a stronger world.

Barbells For Boobs

Barbells For Boobs aims to redefine the standard of care in breast health and improve quality of life post-diagnosis through physical activity such as weightlifting. We are pleased to support their annual fundraising drive and partner with the organization to raise awareness about their important mission and funds to support their programs.

Generation Pep

We support Generation Pep's vision that all children and young people should have the opportunity to live an active and healthy life. Today in Sweden, only three out

of ten young people achieve the recommended amount of physical activity - 60 minutes a day. In supporting Generation Pep, we are working actively to change this to build a stronger future.

Médecins Sans Frontières

Médecins Sans Frontières (MSF) is an independent medical organization that provides healthcare to those who need it most. No matter who, where or why. Eleiko supported the organization during the height of the COVID pandemic to support their response to the global health crisis.

Community Engagement

We support local associations and projects that contribute to a stronger world and share our values. We value sustainable development, entrepreneurship and innovation and most importantly, equal rights for all people. Children and young people are our future, and we want to contribute to them having a healthy and active lifestyle with community and belonging. In our opinion, it is the best start you can get in life!

Committed to UN Global Compact

Eleiko is proud to be part of the UN Global Compact and committing to responsible operations towards humanity, society and a healthy planet.

The UN Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals. Launched in 2000, the UN Global Compact is the largest corporate sustainability initiative in the world, with more than 10,000 companies in over 160 countries.

The Ten Principles

Human Rights

1. Businesses should support and respect the protection of internationally proclaimed human rights; and
2. make sure that they are not complicit in human rights abuses.

Labour

3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. the elimination of all forms of forced and compulsory labour;
5. the effective abolition of child labour; and
6. the elimination of discrimination in respect of employment and occupation.

Environment

7. Businesses should support a precautionary approach to environmental challenges;
8. undertake initiatives to promote greater environmental responsibility; and
9. encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

10. Businesses should work against corruption in all its forms, including extortion and bribery.

Precision Crafted Equipment

THE CHOICE OF CHAMPIONS

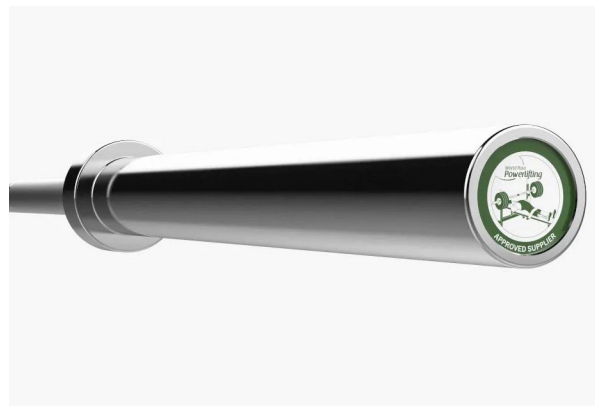


Since 1957, Eleiko has always worked to improve the lifting experience on and off the competition platform with durable designs and a lifter first perspective. Eleiko quality is achieved through carefully sourced materials, precision engineering and our Swedish manufacturing.

Over the course of our longstanding partnership with both the IWF, IPF and WPPF, we have continued to set the highest standards for equipment innovation, quality, functionality and design, as well as technical support.

Precision crafted

WPP0 Certified free weights and equipment for field of play, warm up and training areas



WPP0 Certified Bar

Eleiko Competition bar are precision crafted at Eleiko HQ in Sweden and backed by our lifetime warranty. Each Eleiko competition bar is built to our exacting standards with the finest materials and a great attention to detail to support the ultimate lifting experience.



WPP0 Certified Plates

Eleiko Competition Plates are specifically designed, meticulously crafted, calibrated and certified for competition. Our high standards are verified by rigorous testing to ensure performance and backed by our warranty.



WPP0 Certified Collars

Eleiko Competition Collars are certified, carefully calibrated and approved to keep discs secure during professional competitions. The collars ensure a secure grip when handling and are easy to operate to tighten down collars and keep plates in place.



WPP0 Certified Platform

Eleiko platforms are designed for competitive lifting and world class performance. Featuring a modern design while also minimizing signs of heavy use, providing lifters with an optimal lifting surface.



WPP0 Certified Powerlifting Bench Press

Eleiko para powerlifting bench press meets the unique requirements of its competitive athletes. The bench transitions from a wide bench below the torso to a standard bench to best support athletes.



WPP0 Certified Magnesia Container

Eleiko magnesia container's tapered cylindrical shape gives the piece a modern clean aesthetic and allow for ample access. Resin is placed in the base of the container giving athletes easy access to the resin before they take on the platform.



WPP0 Certified Plate Racks

Our Plate Racks keep all the essentials in one place for efficient weight changes during competition. It holds the competition plates along with a competition collar, keeping your equipment well organized for swift and orderly loading and unloading.



For a lifetime of lifting

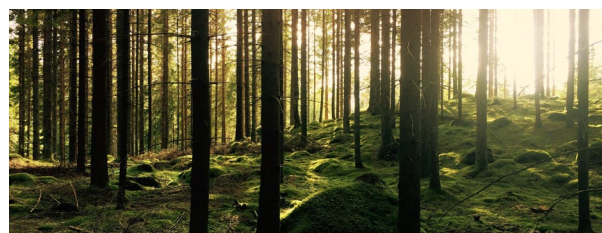
The world's most famous bar

The Eleiko bars are the very heart of our company. Over 1,000 world records have been performed with them since the first one was built in 1957. Our bars are precision crafted to deliver the ultimate lifting experience and built to last a lifetime.

Professional lifters frequently refer to the "Eleiko Feeling" as what sets Eleiko bars apart. It is a term used to describe how our bars' flexibility, grip, and sleeve rotation gives you the ultimate lifting experience. It is about feeling truly connected with the bar, in essence becoming one with it. Visit our website to learn about their unique specifications and the differences between our bars.

Ultra-Clean Swedish Steel

The Eleiko steel is known for its unique characteristics, offering an exceptional balance of strength and flexibility optimized for lifting. Our Ultra-Clean Swedish Steel has been perfected over decades for even greater longevity and less environmental impact.



With an enhanced hardening process and superior surface treatment procedure, we can customize each bar for the flexibility it needs. When performing a lift at one's maximum capacity, the steel in the bar should work in unison with the lifter's rhythm and provide a connected feeling to the bar throughout the entire lift and at all loads.

The Grip

Grip is a critical factor in a bar – and barbell knurling plays a big role. Eleiko's knurling options are specifically refined to meet the varying needs of our diverse user groups, enhancing the feel and performance for all categories of lifters. Visit our website to read more about what barbell knurling is, why it's important, and how we have chosen what we believe is the optimal knurling for weightlifting.

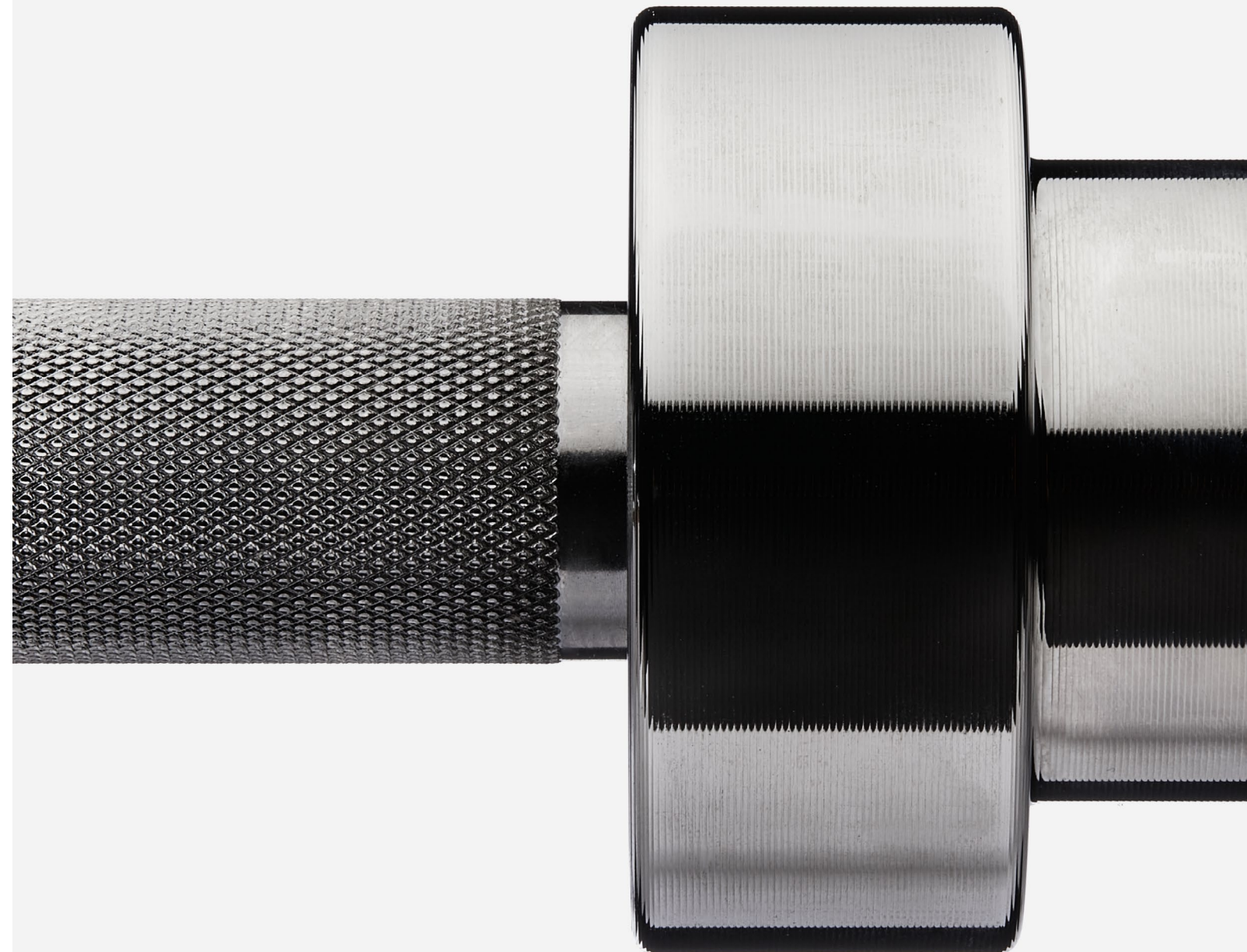
Optimized rotation at all loads

Particularly essential to the lifting experience is the rotation of the sleeves, or the "spin". This is an area that we have spent considerable time on perfecting. Our re-engineered sleeve construction is specifically designed to deliver a more stable and controlled rotation, optimized for smooth performance giving lifters a more connected and precise experience. Precision needle bearings, an inner race and dust proof seal ensure weight moves smoothly under load and at high speeds. The product design minimizes wear on crucial parts, ensures that the sleeves remain cleaner for longer, and that greased components continue to be well lubricated for years with minimal maintenance.



Every bar is made at the Eleiko HQ in Sweden from Ultra-Clean Swedish Steel and designed for the distinct needs of the different lifts and purposes.

— Mattias Andersson, Production Foreman





Made in Sweden

A new standard in plate performance

The new WPP0 Competition Plates set a higher standard for performance and durability utilizing our proprietary SBR rubber, a new patented design which distributes impact force, and precision engineered zinced steel hubs.

The plates are made in Sweden with a redesigned thinner profile supporting heavier record setting lifts. The edge of the plate is more rounded and extends further and the grooved rim supports a firm grip for better handling.

“ The new plates have a smooth surface more easily tailored with custom designs for competitions and training facilities. The print is also more durable for longer lasting graphics as well. They can be tailored with custom prints on the rubber or decals on the hubs.

— Björn Welde, Product Development Manager

Precision Engineered

Plates range from 10kg – 25kg and are approved by the WPP0 and certified for competition. We calibrate them beyond the WPP0 standard and now hold an exacting tolerance of +/- 0.05%. The plates measure 450mm in diameter with a 50.5mm (+/- 0.5%) center hole for a precise and secure fit on the bar sleeve.





Strength Essentials

Lifting gear to support performance in training and competition

Our Eleiko powerlifting gear are designed specifically for professional lifters. Distinctive and technical details together with functional design elements set our gear collection apart. In our collection you can find lifting suits,

belts, wrist wraps, knee wraps, and socks to provide comfortable support and promote proper positioning for heavy lifts. The design delivers a flexible comfortable fit appropriate for a variety of sizes and exercises.



Eleiko WPP0 Para Powerlifting Competition Solution

PRECISION CRAFTED EQUIPMENT

As a partner to World Para Powerlifting Organization since 2005, we continually innovate our products to support para-powerlifters in achieving their strongest performances. Designed with the athlete's needs in mind, our certified equipment helps shape Paralympics sports.

Product such as the sensor compatible WPP0 Powerlifting Competition Bars — the first to integrate tracking into the barbell sleeve — give athletes and coaches access to real-time data and valuable lifting insights. The equipment is engineered to full WPP0 Powerlifting standard and calibrated to within millimetres and milligrams. The bar grip and diameter are specifically designed for the Para Powerlifting athletes, along with our special 50 kg disc. A disc exclusive to para athletes, the 50 kg disc is a metal disc covered in polyurethane and brought forward when the strongest athletes in the world compete for medals and world records.

All products in the Eleiko Para Powerlifting Competition Solution are according to WPP0 rules and regulations and recommendations for International Championships and Games.

In addition to certified equipment, Eleiko provides project management support and on site technical event service to help organizers put-on world-class competitions.

We built a reputation for having the best bars in the business, one preferred by lifters across the globe and recognized for its superb and special "Eleiko Feeling" — a feeling achieved through the combined effect of the strong yet flexible steel which gives our bars optimal spring, the sharp grip of our knurling and the smooth performance of our sleeves. It's a feeling and performance appreciated whether you are smashing world records, or setting a new personal best.

World Para
Powerlifting



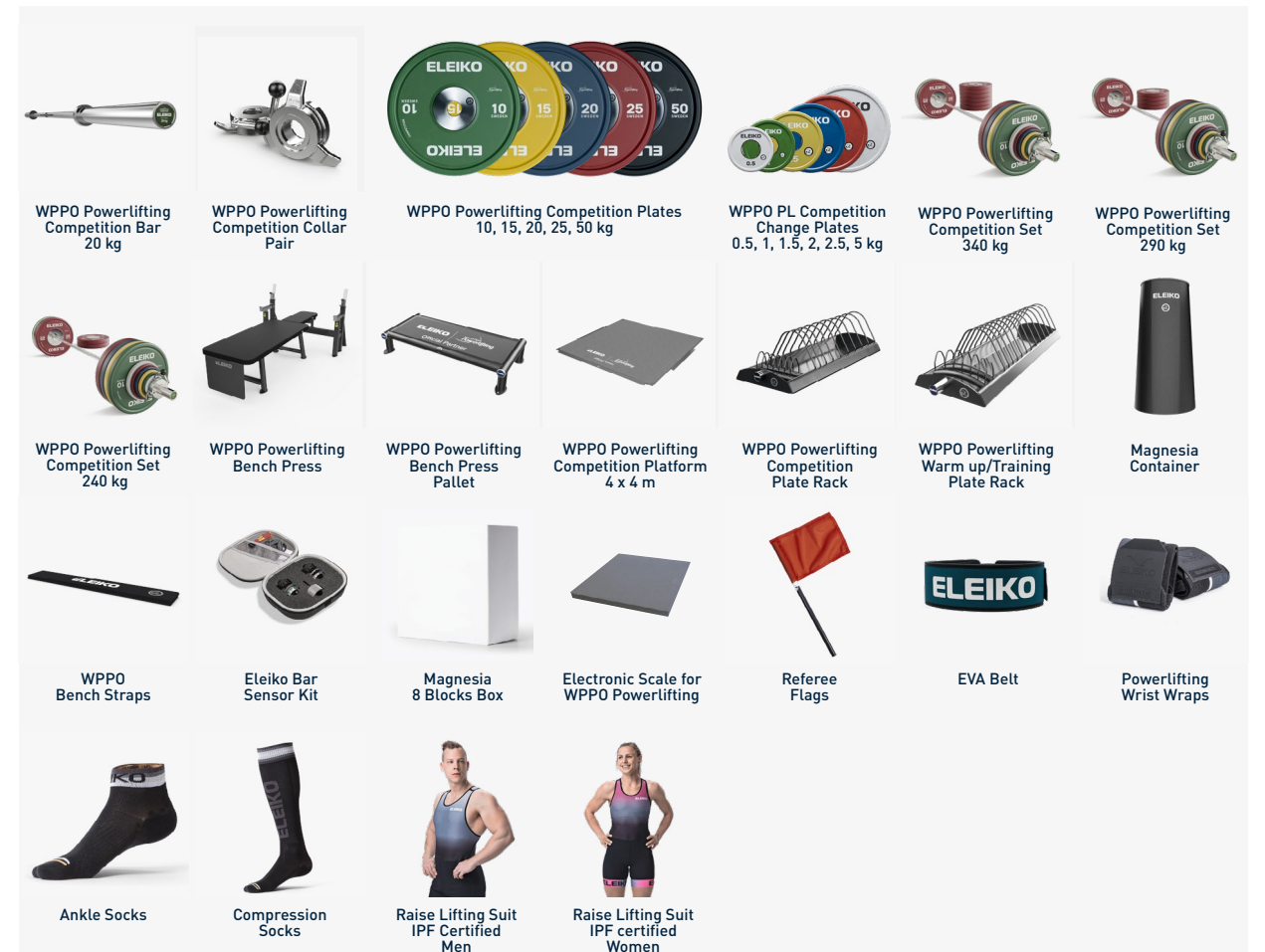
Competition Station



Fully equipped Eleiko Para Powerlifting Competition Station according to list of products and picture will be needed for competition stage, warm up area and training area during International Championships and Games.

Station includes:	Units
WPP0 PL competition set - 340 kg	1
WPP0 PL plate - 50 kg	2
WPP0 PL bench press	1
WPP0 PL bench press pallet	1
WPP0 PL platform	1
WPP0 PL competition plate rack	2
Magnesia container	1
WPP0 bench strap - 2 m	1
WPP0 bench strap - 2,2 m	1

Product Range



Tailored for your brand

Competition Custom Product Design



We provide you with branded solutions tailored for your needs. Our experienced design team can develop a unique design proposal in close collaboration with the organizing committee.

We always use the graphic identity of the event as a foundation for the customized layout and create a draft for the committee to review and adjust to perfection. Both competition station, warm-up station and training station can be customized.





Reference Solution

2021 World Para Powerlifting Championships, Tbilisi

World Para Powerlifting and Eleiko have enjoyed a longstanding collaboration and partnership since 2005, seeing athletes at all major competitions using Eleiko equipment. We “raise the bar” on innovation, quality, performance, and safety working together.

For the 2021 World Para Powerlifting Championships in Tbilisi, Eleiko delivered 25 sets of equipment spread between the field of play, warm-up, and training areas. The special 50-kilogram black discs used for athletes lifting over 236 kilograms were on the field of play.

The benches and plates for the Tbilisi 2021 World Championships were branded with the custom logos, look, and feel designed to commemorate the competition. The community benefits from seeing the new customized equipment for this significant event. It helps build the legacy of the competition. It also develops the sport and

demonstrates a country’s commitment to inclusion for the region. It also helps create fond memories for competing athletes and all the people and organizations involved in hosting the World Championships.

Performance highlights

At the Junior World Championships, the next generation of athletes took to the stage, shining as they started their Para powerlifting careers. Followed by the Senior World Championships where the sport’s top stars exchanged “good lifts” to win their medals, while many other athletes competing achieved their personal bests.

These performances, this competition and this sport all help athletes find motivation through sport. It inspired those involved and helped act as a springboard to further raise the profile of the Paralympic Movement and the importance of inclusion in Georgia and all over the world!



“The quality and the “Eleiko feeling” sets the equipment apart. It is amazing to travel to competitions and see equipment still in good shape after being used daily for many years. The Para powerlifting athletes rave about lifting Eleiko bars.”

— Dillon Richardson, World Para Powerlifting Performance and Development Manager

Our purpose

**We work
to make people
stronger, so they
can perform better
— in sports and
in life.**





Halmstad, Sweden

Eleiko Sport Center and conference facilities

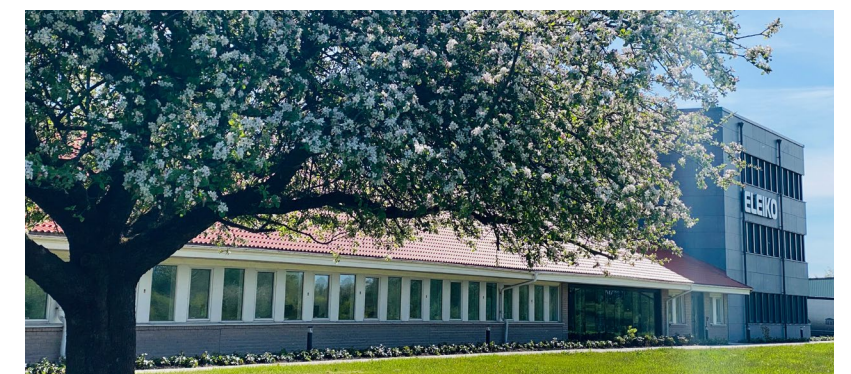
Eleiko welcomes International and National Sport Federations to hold training camps and conferences using our Sport Centre and Conference facilities in Halmstad, Sweden.

Customized setting

Prior to your arrival Eleiko will set up the Sport Center and conference facilities according to your needs and wishes.

Eleiko HQ tour

During your stay, we will be happy to give you an Eleiko HQ Tour and show you our top of the industry production and logistic facilities.



Accommodation and logistics

Through our partner hotels and transportation services in Halmstad we support with accommodation packages including full board (breakfast, lunch and dinner) and contacts suitable for you and your team.

Profil Hotels Halmstad Plaza, www.ligula.se/profilhotels/profilhotels-halmstad
Good Morning+ Halmstad, www.ligula.se/goodmorningshotels/halmstad

Traveling to Halmstad

Our closest international airport is Copenhagen in Denmark. Fly to Copenhagen and then go by train to Halmstad, Sweden (1 hour and 30 minutes).

Welcome to Eleiko, Halmstad and Sweden

For price information and booking contact:
 Hanna Widlund, Customer Experience Manager,
 E-mail: hanna.widlund@eleiko.com, Phone: +46733765359

We are with you all the way

Your Eleiko Competition Team



We would like to thank Eleiko Group AB Sweden, for their great contribution for the success of the Tokyo 2020 Paralympic Games”

— Jorge Moreno
Head of World Parapowerlifting International Paralympic Committee



Erik Blomberg
CEO

In addition to certified equipment, Eleiko provides project management support and on site technical event service to help organizers put on world-class competitions. We work to build strong relationships, bring a high level of expertise and deliver outstanding service. We are a family-owned and operated company invested in our customers' success.

Eleiko has the distinction of being the equipment provider to the world's most prestigious events and more than 1000 world records. We bring a unique project management team and technical support with over 60 years of experience in organizing international Championships and Games.

The strength of our team

We bring a broad spectrum of expertise; engineers, marketers, social media partners, project managers and technical team on site.

To ensure delivering the most successful event, Eleiko offers a comprehensive competition solution including:

- Project management
- Top quality equipment for competition, warm-up and training areas.
- Customized branding
- Installation and de-installation services.
- In-competition service and technical support.



Andreas André
VP - International Sales



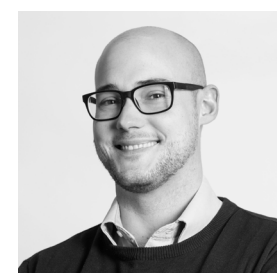
Gunilla Backlund
Project Leader



Stefan Berg
Technical Manager



Surya Cox
Marketing & PR Manager



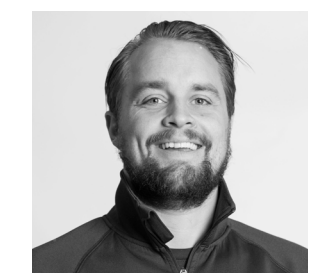
Karl-Henrik Larsson
Look Product Design Leader



Christoffer Hasselström
Product Manager



André Nobaek
Logistic Manager



Olof Eliasson
Quality Manager



Scan for contact

TOKYO 2020



ne

RAISE THE BAR

Eleiko Group AB
Klastorpsvägen 18
302 62 Halmstad, Sweden

+46 35 17 70 00
info@eleiko.com

ELEIKO