

INTRODUCTION

This book is an important part of your Treadwall® package.

Vertical movement is a recent option in fitness and training, and often misunderstood. Simply installing equipment will not guarantee a strong program. A successful program needs people who understand its potential, benefits and how to use it as a fitness tool.

Sometimes, when we visit clubs with Treadwalls, we hear the comment “Oh yeah, the Treadwall. I’ve tried that. It’s a real workout!” True, the Treadwall can be set to give an upper-body challenge that will soon exhaust the fittest person, but it is also capable of delivering a remarkable aerobic burn that anyone can “enjoy.”

You need to focus on trainers who look at the Treadwall with a creative eye, understand that they have found a highly effective activity adaptable to all levels of fitness, and who integrate vertical movement into their own routines as well as their clients.

This book is designed to help managers, staff and trainers make the most of their Treadwall. It suggests ways to engage staff/clients and a reference tool to help design fitness programs. Many of the ideas are easy but effective. Others are more ambitious. They all can work!

Jeff Brewer, inventor of the Treadwall, works out on the first prototype, fall, 1990



Choosing an Advocate: first crucial steps

When the Treadwall is first installed, it will be an unfamiliar item. Climbing will be a relatively new training activity for most. We recommend that a staff person be chosen as the main advocate for the product's introduction period. This person might take on the following responsibilities:

- a. Read through the manual and familiarize yourself with the Treadwall's operation procedures, use and set-up.
- b. Formulate a plan to integrate this equipment into your classes, personal training or general usage. Consider making announcements and sending out emails to promote the new addition to your member.
- c. Meeting with staff for the first month for weekly suggestions on new training ideas and get their feedback on the use of the equipment.
- d. Consider challenges, competitions (joining our Everest Program), fun ways to get your members hooked on Vertical Movement.

Another important first step is to consider carefully the location and positioning of your Treadwall. A location that is too visible - for example in the direct focus of members using CV equipment or walking in the entrance - may discourage people from climbing. Often simply rotating the Treadwall slightly will dramatically improve its



THE FIRST YEAR:

Suggestions for making the Treadwall work a success:

Developing an effective fitness program involves more than just placing a piece of equipment. To unlock the full potential of the Treadwall, the machine and vertical movement should be properly integrated into your facilities environment. (refer to the box above for suggestions)

Important Basic Groundwork:

Staff should understand that vertical movement is a basic human activity, non-contrived and part of everyday life. It should be presented a positive addition to the facility

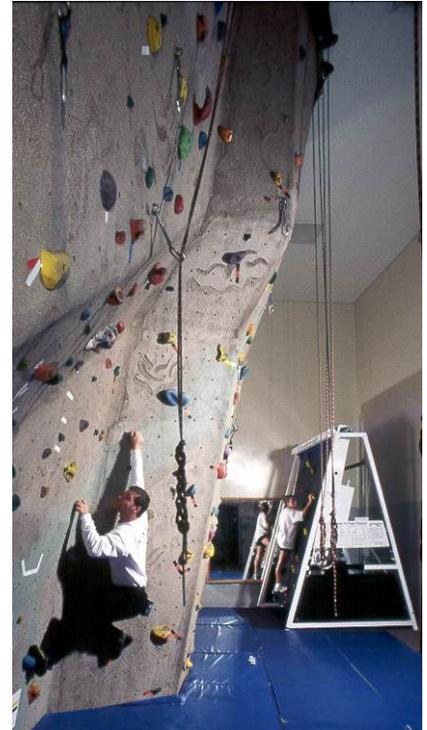
Climbing will often be perceived as challenging and intimidating activity. A staff locked into the value of vertical movement as a fitness tool is the key for changing this perception. Members should be actively encouraged to try the Treadwall and

consider it for part of their workout routine. We have found that people who are initially hesitant often end up being the biggest Treadwall fans.

Introduce Treadwall to Staff: Have them read this

During this introductory period, it is crucial that all staff learn how to operate the Treadwall and become familiar with the benefits of vertical movement. Being able to adjust the wall to best suit each person is key to making a Treadwall comfortable for anyone.

- 1) You should use the equipment yourself to get a first-hand look at how the workout makes you feel, learning to access angle/speed for a variety of abilities and to reap the benefits of vertical movement personally.
- 2) At first this equipment may be considered intimidating, but the more knowledge you can pass on to your members about training and benefits will help bridge the gap.
- 3) Check out all the different ways it can be used (varying hand grip, angle and body movement) --- to keep it engaging to the user. Be creative.



The Benefits of Vertical Movement:

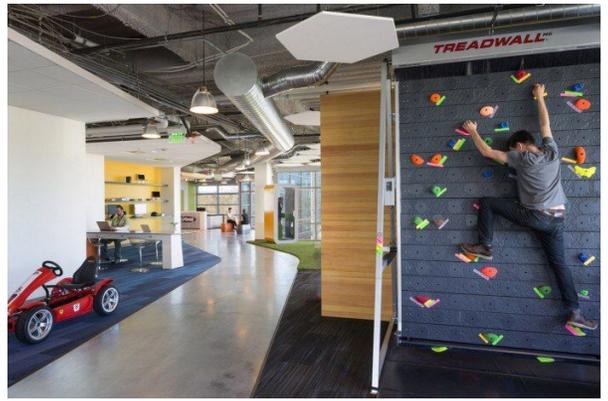
Most fitness activities target isolated muscle groups, but vertical movement is different. Using a treadwall provides a full-body, non-repetitive exercise that can be adapted by the user for different goals. By adjusting the exercise patterns, angle and/or speed you can vary the amount of cardiovascular endurance, upper-body strength and grip training you perform for a customized experience. Working out on a Treadwall is fun and mind-engaging. In terms of focus and mental involvement, climbing has no peer. The activity requires constant decision-making and concentration. This promotes a quick motor response and muscle recruitment. Technique, balance and core strength interplay and climbers often develop a heightened sense of body awareness and confidence in their daily lives.

The Treadwall can be used by itself by performing intervals, for circuit training with other equipment or longer periods for pure endurance. It is a low-impact full body workout which makes it an ideal complement to other fitness activities and sports. It can be used as a warm up, cool down or a high intensity programming.

Customize it to suit YOUR needs and GOALS.

Basic Operations: (refer to quick start sheet at the end of this document)

- 1) Changing angles,
- 2) Choosing different routes
- 3) Creating different types of workouts (aerobic, strength, flexibility) You can find helpful programming ideas on our website: www.brewerfitness.com/index.php/info/training



Make sure the holds are set in the easiest possible routes. Spend some time reviewing and fine tuning hold positions. (Using the routesetting guide on page 7 and 8) This is a good opportunity for staff to learn and discuss route setting:

- What happens when you turn a hold to a different orientation?
- How does the angle of the wall affect the way the different types of holds work?

Make strong attempt to get all members to try the Treadwall for at least one workout session. They should try it at a positive angle first so they can get familiar with the balance and motions involved. Try the workout on the *Quick Start* with them if you need a reference.

- Emphasize controlled, smooth climbing and attention to balance and footwork.
- Suggest short workouts to start, which will complement their current workout routine

Setup a Mt. Everest club challenge for staff and members. Perhaps use teams. (Brewer Fitness provides free Everest Club membership to the first three staff members to complete the challenge.

The Everest Club:

Climb 29,028 feet on the Treadwall and you are eligible to join. You can find the Everest application and a training log to keep track of distances on our website: www.brewerfitness.com/resources

Special incentive:

Brewer Fitness provides free Everest Club Membership to the first three staff members to complete the Everest Challenge

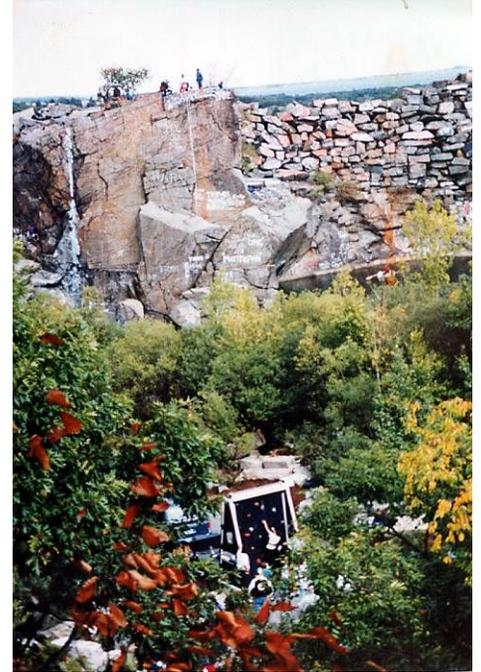
Recognize the first members to start on Mt. Everest Club challenge. Use the bulletin board to put up names and perhaps pictures.

Continuing Education and Interest:

Set up a meeting with trainers to establish goals and training ideas for continuing to advocate use of the wall. The following are ideas for positive criteria:

- Cross-training for sports that emphasize forearm strength such as martial arts, baseball, swimming and tennis.
- Weight-loss programs. Focus on manageable goals, using easier positive angles. Emphasize smoothness over speed.
- For Cardiovascular try 15 minutes once a week or every two weeks in place of a treadmill.
- As a warm-up, especially for lifting. Suggest using ground-based training (hands only) for larger lifters.

Once you feel it has become part of the scene at your facility. Now that vertical movement is a stronger part of the workout landscape, it's time to get creative with special programs and combinations with other workout activities. Use Staff as resources for these ideas.



Common questions about the Treadwall®:

Q&A

How hard is climbing on the Treadwall?

Climbing on the Treadwall is as hard or as easy as you choose. The wall is customizable in difficulty by altering the speed, angle and route you follow.

How fast can I climb on the Treadwall?

The Treadwall is easily adjusted via the speed lever. In addition, the auto-stop system will keep pace with your stops and starts. We recommend starting off climbing at a slower controlled pace, focusing on smooth movement.

How does the Treadwall work?

The Treadwall operates by the weight of the climber. There are no electric motors. A hydraulic brake controls the speed of descent. The Treadwall cannot move after the climber steps off.

How long should I climb for?

This depends on your objectives. Test out various methods and take a look at our training section:
www.brewerfitness.com/index.php/info/training

Will the hold pattern get repetitious?

Eventually, but it takes much longer that you might expect. The Treadwall has no beginning or end, and it continually presents you with new challenges and possibilities. It is simple to set holds in other places and change the climb completely.

Do I need special shoes to climb the Treadwall?

No. Any well fitted athletic shoe will do quite well. However, special climbing shoes are more enjoyable to climb in. Climbing shoes are very close fitting with a special flat sole of special 'sticky' rubber. They are quite expensive. Karate shoes are a good inexpensive alternative.

Can anybody use the Treadwall?

Almost anyone can perform vertical movement. Anyone with a serious physical problem should consult with their doctor, and people with very long fingernails should think twice. We also suggest taking off your rings before climbing.

Can you be too old to climb?

Maybe, but we have reports of people well into their 70s who enjoy climbing on the Treadwall. One climber 72 years old recently completed the Everest challenge (29,028 ft.) - for the second time!

Does everyone like it?

Most people who try the Treadwall love it. Some of the biggest fans are people who start off saying "I don't think I'd like that." Everyone should be encouraged to give it a try.

I have never done that. Will it take me long to learn?

Never climbed? - not likely. Most children spend many happy hours climbing play equipment and trees. For adults, climbing on the Treadwall recaptures much of that simple joy and natural vertical movement.

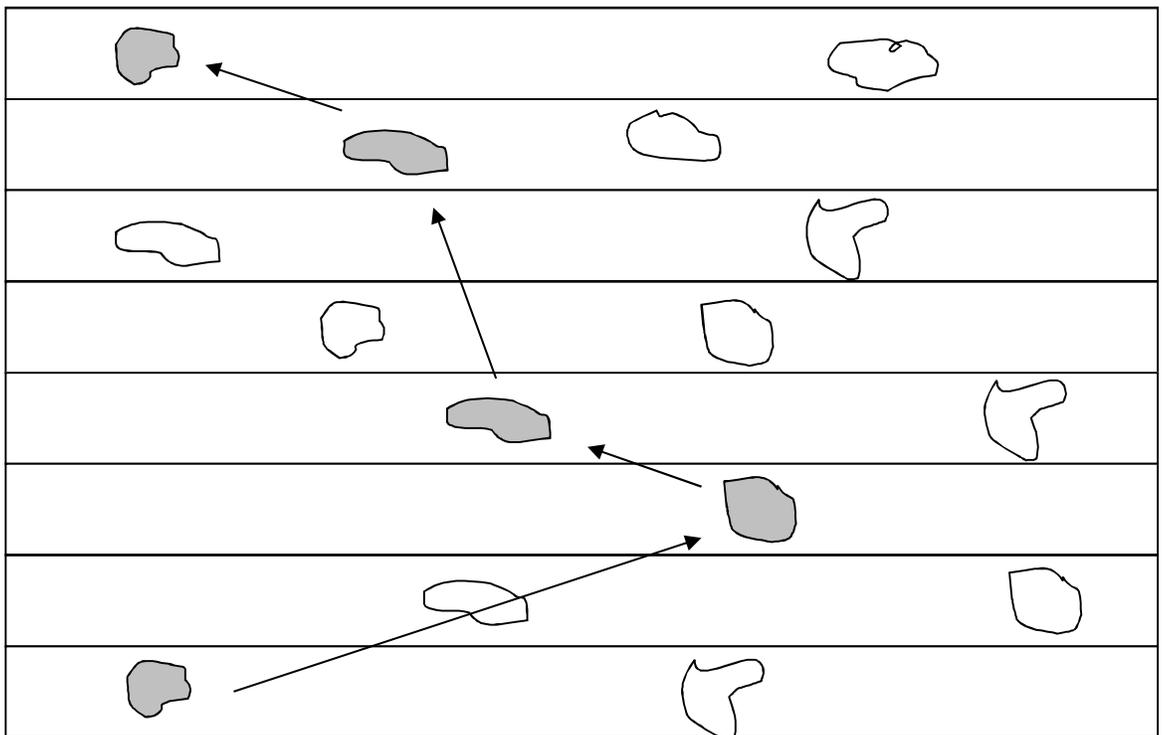
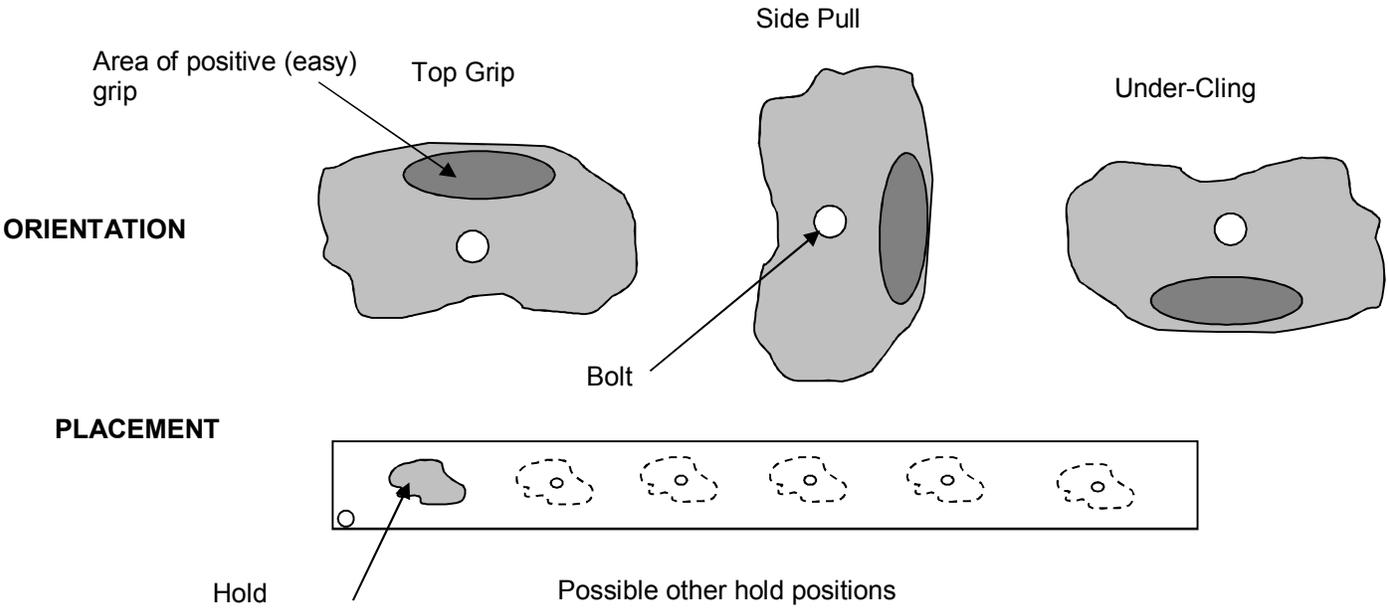
What kind of bodies does Vertical Movement build?

Climbing and gymnastics are similar, promoting muscle tone, flexibility and endurance with increased agility and body awareness. Your body will respond by burning fat, creating a lean muscle structure and increasing bone density

Do serious climbers like the Treadwall? Yes, it is a perfect endurance training tool, all the way from elite climbers to a novice.

ROUTE SETTING AND HOLDS

The climbing holds provided with the Treadwall are universal to all climbing walls. They come in various colors, textures and materials can be set up in any number of ways by orientation or placement to provide new and different routes.



The Treadwall set you have received is specially designed for the Treadwall. There are 40 holds divided into 3 color groups, and each hold has an orientation arrow and a number. This allows on-line route sharing and exchanges. There is no large difference in difficulty between the set (you will find a routesetting app on our website: www.brewerfitness.com)

- The **Green group** is more uniform and is the easiest size to use.
- The **Orange group** has more surface shape and finger positions.
- The **Red group** has a third selection of hand positions and choices, but increases in difficulty

Setting patterns

Start with one color. For example, use red holds spreading them out over the length and width of the wall. Test climb while bolting them on to make sure that the workout will be reasonable. Important: Each hold must be completely on its panel. Do not allow any holds to overlap the space between two panels or the wall will not rotate properly.

To start, orient most holds with the positive grip upward (easiest position), but look for places where variety can be added. Turning some of the holds will suggest a side-pull orientation. Turning others up-side-down will provide an interesting "undercling" movement (promoting more emphasis on the bicep and lower trap).

After establishing an easy single color route, fill in with the other holds. Again, most of the holds should be placed with the easy side up, and spread out over the whole width. Avoid clustering the holds in adjacent holes and too many in one section leaving big "blank" spots as this can make it harder to use.

With a few holds left, climb your route a couple of times to find any hard spots. Try climbing up just the left side, and just the right. Try elimination routes (avoid using reds, for example, or use just oranges) to see if they are possible. Use the last holds to fill in any obvious gaps.

Route setting guidelines

- Emphasize non-repetitive movement and reaching.
- Create lateral movement.
- Always keep one really easy route.
- Use fewer big holds rather than many smaller holds.
- Plan routes with a purpose - flexibility, underclings, footwork, etc.

Programming tips

- To change the route it is not necessary to take all the holds off. It is amazing how the wall will change if you move a few holds around or even if you just rotate some of the bigger holds.
- Establish a schedule for changing the routes.
- Try to introduce new holds on a regular basis. This can be done through Brewer Fitness website or a number of hold manufacturing companies. Some size restrictions apply - call Brewer Fitness for details 781-961-5200
- Publicize new routes. Use member's bulletin board to post changes.
- Use members to help with route setting. Start a "climbing club" to create a sense of purpose and provide knowledgeable people to keep routes fresh.

SAMPLE HEIGHTS – AROUND THE WORLD

30'	Typical street lamp
58'	Texas School Book Depository - 6th floor
190'	Niagara Falls (American Side)
302'	Statue of Liberty
555'	Washington Monument
607'	Space Needle, Seattle
642'	Top Span, Astrodome roof.
984'	Eiffel Tower, Paris
1250'	Empire State Building, New York
1454'	Sears Tower, Chicago
2,717'	Burj Khalifa (tower in Dubai)
3200'	Angel Falls, Venezuela
4610'	Mt. Vesuvius, Italy
5117'	Devil's Tower, Wyoming
5267'	Mt. Katahdin, Maine
6288'	Mt. Washington, New Hampshire
7310'	Mt. Kosciuszko, high point in Australia
7569'	El Capitan, Yosemite National Park
8842'	Half Dome, Yosemite National Park
9570'	Mt. Olympus, Greece
11245'	Mt. Hood, Oregon
13766'	Grand Teton, Wyoming
14161'	Mt. Shasta, California
14495'	Mt. Whitney, high point continental US
14692'	The Matterhorn, Germany
16864'	Mt. Vinson, high point Antarctica
17011'	Mt. Arrarat, Turkey
18510'	Mt. Elbrus, high point of Europe
19938'	Mt. Kilimanjaro, high point of Africa
20220'	Mt. McKinley, high point of North America
22834'	Mt. Aconcagua, high point of South America
29028'	Mt. Everest, highest point in world



“IMAGINE CLIMBING THE HEIGHT OF EVEREST AND TELL ME WHO WOULDN’T FEEL ACCOMPLISHED.”

RESOURCES:

1. www.brewerfitness.com/index.php/info/training
2. Eric J. Horst – Climber. Performance Coach. Author has written multiple books on climbing training and exercises to improve strength to weight ratio
 - a. Training for Climbing
 - b.
3. Rob Pizem Site
4. Climbing Books/articles to reference

TREADWALL® LIMITED WARRANTY - All Models

1. WHO IS COVERED?

The original purchaser of any model Treadwall (“Original Purchaser”) may only enforce this warranty.

2. ORIGINAL PURCHASER OBLIGATIONS

- a. The Original Purchaser assumes full responsibility that this Treadwall purchased meets the specifications, capacity and other requirements of the Customer.
- b. The Original Purchaser assumes full responsibility for the condition and effectiveness of the operating environment in which the Treadwall is to function including spatial considerations.

3. HOW LONG IS THE WARRANTY?

According to the following schedule, Brewer's Ledge Inc. warrants to the Original Purchaser of its Treadwall that under normal maintenance the Treadwall will be free from any defect in materials or workmanship.

For M4, M6, Kore Commercial models:

Structural Steel Frames and Welds:

Ten years - parts and labor and freight.

All other components except cords, floor mats and vinyl products:

One year - parts, labor, and freight.

Cords, side covers, floor mats:

Ninety days - parts, labor, and freight.

For M4 and KORE Home/Residential models:

Structural Steel Frames and Welds:

One year - parts and freight.

All other components except cords, floor mats and vinyl products:

One year - parts and freight.

Side covers, floor mats:

Ninety days - parts, labor, and freight.

4. WHEN DOES THE WARRANTY BEGIN?

Warranty begins from date of delivery to Original Purchaser or date of installation in the case of factory assembly. In the case of either Demonstration or Trial Agreement and related purchase, the warranty begins from the date of the original delivery.

5. WHAT IS NOT COVERED

- a. Normal wear and tear is excluded from this warranty. No warranty shall be provided in the event the Treadwall is modified by original purchaser, for parts not approved by Brewer's Ledge Inc., or for warranty-related service other than by personnel authorized by Brewer's Ledge Inc.
- b. Damage incurred by negligence during movement, assembly, or breakdown of the Treadwall by the Original Purchaser or personnel contracted by the Original Purchaser is excluded from this warranty. The sale of special tools and instructional materials to the Original Purchaser and any training of the Original Purchaser's staff by Brewer's Ledge Inc. related to the movement, assembly and break-down of the Treadwall does not imply any warranty against Original Purchaser negligence and does not void this exclusion. Brewer's Ledge Inc. reserves the sole right to determine the origin of damage as related to this provision.

6. LIMITATION OF DAMAGES AND IMPLIED WARRANTIES

- a. Except as provided herein, Brewer's Ledge Inc. makes no express warranties; implied warranty of merchantability or fitness for a particular purpose is limited in its duration to the duration of the written limited warranties set forth herein.
- b. In no case shall Brewer's Ledge be liable for any special, incidental, or consequential damages based on breach of warranty, breach of contract, negligence or any other legal theory. Such damages include but are not limited to, loss of profits, loss of use of the equipment or any associated equipment, the cost of capital, the cost of substitute equipment, facilities or services, downtime, the claims of third parties, including customers, and injury to property.

This limitation does not apply to claims for personal injury where such limitation would be a violation of the applicable law. Some states do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

7. TERMS OF WARRANTY

The terms and conditions of this warranty are applicable as between Brewer's Ledge and Original Purchaser to the sale of Treadwall equipment to Original Purchaser.

8. STATE LAW RIGHTS

This warranty gives you specific legal rights, and you may also have other rights, which vary, from state to state.

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Quick Start

1. Pull the knob on the angle mechanism out towards you to release the lock, then turn the wheel counterclockwise as far as it will go (ensuring you are at the most incline angle). Then line up one of the holes on the mechanism and push the knob forward ensuring it locks in place. This will allow you to begin at the easiest angle.
2. Be sure the speed lever is at zero before you begin
3. Step on the machine, begin to climb, and then pull the speed lever between 3 and 5 to begin slowly
4. For your first session, continue climbing for a few minutes (the timing is displayed on the screen) adjust the speed as you see fit during your session
5. Once you finish, ride the machine to the bottom and your foot pressure will activate the auto-stop sensor
6. **Access How You Feel?** (Elevated HR, Heavy Breathing, Muscles Burning)

DID YOU LOVE IT?!?

Angle Mechanism

Speed Lever

Display Screen

Angles

Beginner TW only-

Warm up: on Ladderline for 1 min (at a positive angle)

Meat:

- 1 min Ladderline, 1 min climbing holds
- Rest 1 min

**Repeat x3

Increase difficulty by:

- A. Increasing speed
- B. Change the angle to vertical or overhang
- C. Do both and/or increase number of rounds

Beginner Circuit -

Warm up: on Ladderline - 1 min (at positive angle)

Meat:

- 90 sec Ladderline
- 10 Push-ups
- 30 sec Ladder/30 sec climbing holds
- 15 squats
- 90 sec Ladderline

**Repeat

Increase difficulty by:

- A. increase speed or change angle to vertical
- B. Increase number of rounds