

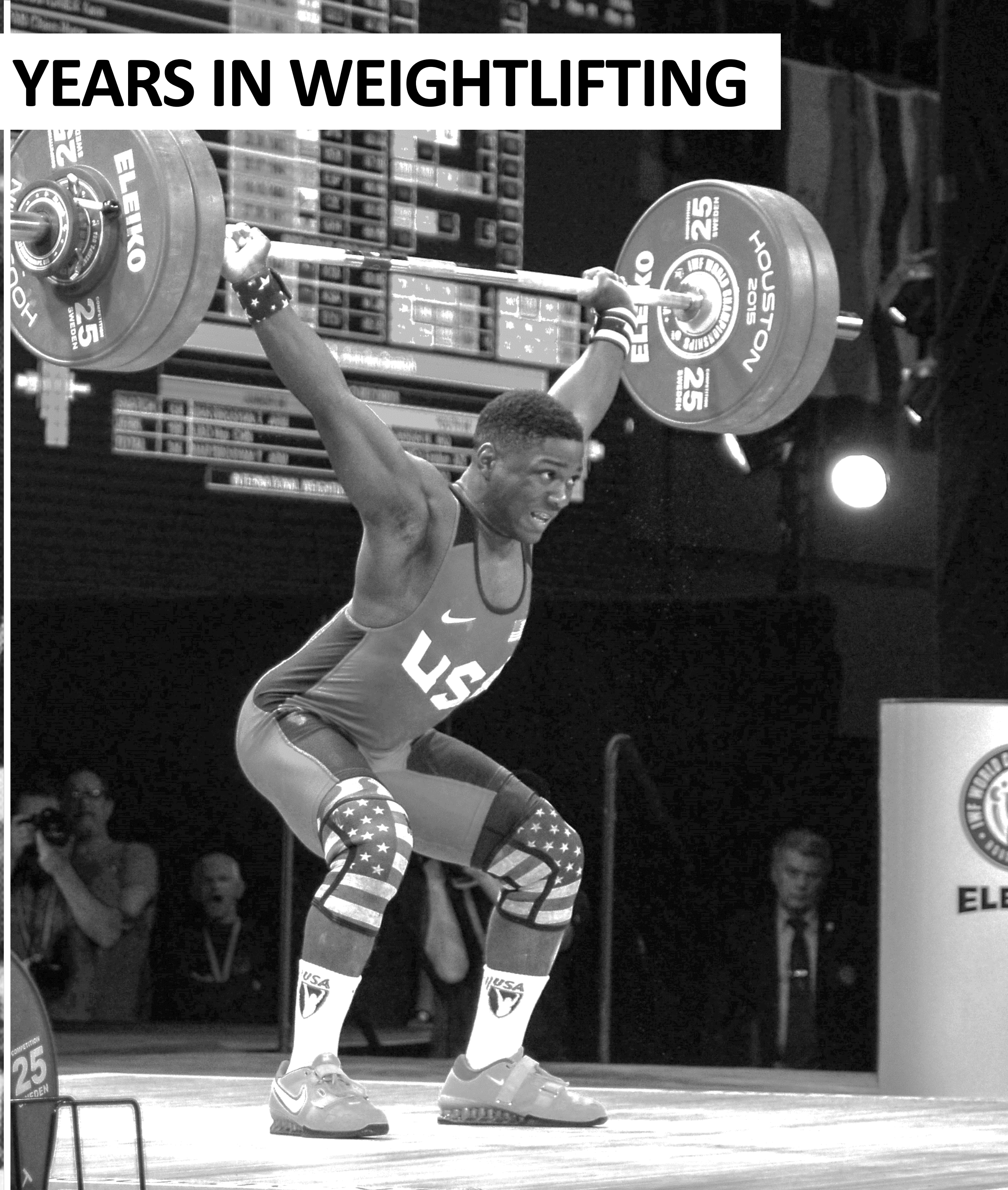
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RAISE THE BAR

2019 IWF WORLD CHAMPIONSHIPS IN PATTAYA, THAILAND



OVER 60 YEARS IN WEIGHTLIFTING



THE ELEIKO BAR

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1957

MADE IN SWEDEN

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INDUSTRY
LEADING

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1000 WORLD RECORD



A DEDICATED IWF WEIGHTLIFTING TEAM



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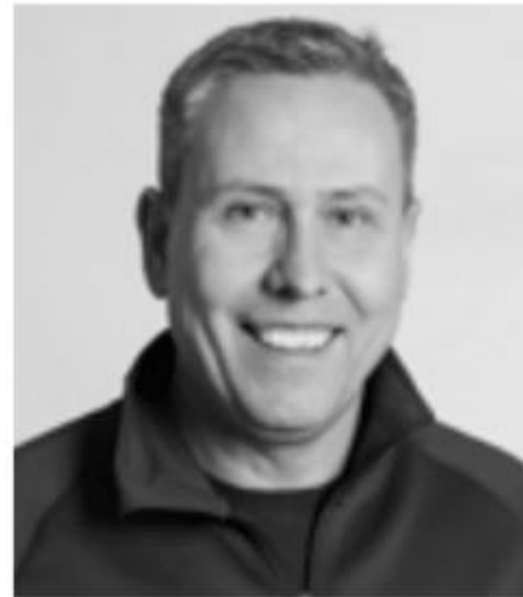
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EAST



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SALES MANAGER - LATIN
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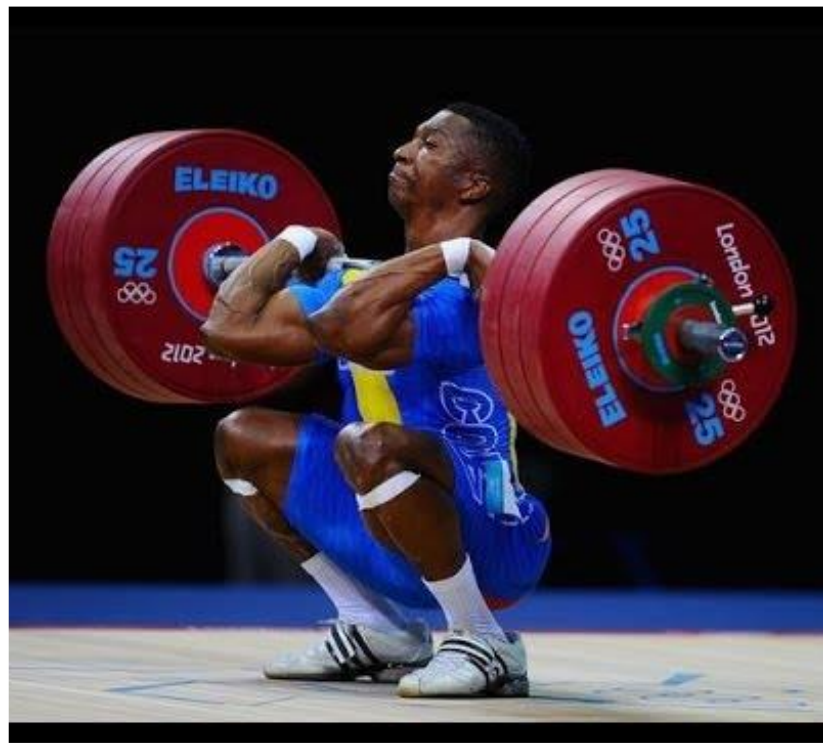
MARTIN MENENDEZ LEMA
SALES COORDINATOR
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- HIGHLY EXPERIENCED ELEIKO IWF WEIGHTLIFTING TEAM
- WORLDWIDE SUPPORT ON ALL CONTINENTS

LET'S SPREAD THE BEAUTY OF WEIGHTLIFTING



...THROUGH A PERFECT COMPETITION SETUP



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...THROUGH AMAZING WEIGHTLIFTING AREAS



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...THROUGH EDUCATION



WEIGHTLIFTING FOR SPORT

Weightlifting and weightlifting training have been heavily studied over the years. This offers us strong insights about the benefits of the weightlifting movements outside of the sport itself, generally as a mechanism to develop athleticism across a range of physical qualities.

If you don't already use weightlifting with your athletes, you should at least consider doing so.

In this paper, we will look at the reasons why you may want to use weightlifting movements with athletes from a wide variety of sports. We will also consider some of the high-level considerations when introducing athletes to the movements and using them in a programme.

After reading this paper, you should understand the benefits of weightlifting training for sports and be ready to plan to introduce it with the athletes you work with.

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PERFORMANCE TRAINING FOR ACTIVE AGING

ABSTRACT

Aging has some negative physiological effects on the human body. There is good evidence that strength training can slow or even reverse some of these but unfortunately most older people do not do this kind of exercise.

Since the older segments of the population are growing, especially in developed countries, there is an opportunity for strength coaches and personal trainers to help older people.

In this paper, we will look at some of the effects of aging that can be addressed through strength training. We will see how the right kind of training can make a big difference to the general health and everyday lives of older people. We will also look at some of the challenges of coaching older generations and how to overcome them.

After reading this paper, you should feel inspired to seek out older people who can benefit from your coaching and confident to encourage them to incorporate more strength training in their lives.

THE FUTURE OF STRENGTH AT ELEIKO.COM

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UNILATERAL TRAINING

For most coaches, the main goal is strength exercises and things like back squats or barbell presses that train both sides of the body in the same way at the same time. However, there are benefits to using unilateral exercises, where each side of the body is trained separately.

In this paper, we will see how unilateral training differs from bilateral training and what benefits it can bring. We will also look at some examples of unilateral exercises and discuss some key coaching points to bear in mind.

After reading this paper, you should understand how unilateral exercises could benefit your clients and have some ideas for how you can introduce them into their programming.



STRENGTH TRAINING FOR DISTANCE RUNNERS

Strength training is not usually associated with distance running in the same way that it is with other sports such as football or hockey. When training, distance runners try to maximise their endurance capabilities. Football and hockey players try to maximise strength, speed and power as their sport's biggest plays often stem from an athletic, explosive movement. However, strength training for distance runners is important and is not as dissimilar to that in other sports as you might think.

Just because distance running is defined on endurance does not mean a distance runner will not benefit from training to improve strength and explosiveness. Many races, middle or long distance, come down to the final kick when competitors are straining on the podium and their training partners get the medals. Distance runners who do not weight train for strength and explosiveness are limiting their running potential.

After reading this paper you will understand how to strength train a distance runner and why lifting heavy loads and performing high velocity movements will maximise their running potential.

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