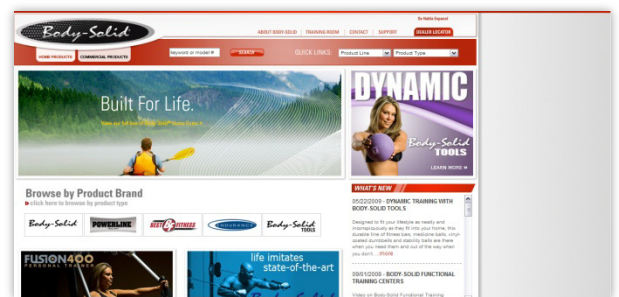




Body-Solid, Inc. is a leading manufacturer and distributor of high quality fitness equipment for the home and commercial markets. With over 20 years of experience, Body-Solid offers one of the widest arrays of products in the industry including multi-station gyms, free weight machines, a complete line of cardiovascular products, weight plates, kettle bells, dumb bells and fitness accessories. Already the nation's leading supplier of home gyms and strength training equipment, Body-Solid wanted to bulk up its web & marketing programs even more, and chose Adaptive Easel to redevelop their entire B2B and B2C applications.



BodySolid.com

Body-Solid is one of the nation's largest manufacturers of quality fitness equipment



Dynamic image banners add energy and drive key messaging to highlight the lifetime performance warranty for all Body-Solid products and to also support and advocate for the healthy lifestyles that Body-Solid promotes. These dynamic image banners are interchangeable as campaigns develop and change. This ensures consistent messaging across the entire marketing mix.

Get Fit



AdEasel created several featured online product promotions utilizing key messaging, product shots, and graphic design to promote featured brands and to help drive traffic throughout the site. These images randomize adding a dynamic element to the interface and providing added visibility to sub-brands.

Dealer Network



In addition to home products, Body-Solid also sells commercial equipment to licensed Body-Solid dealers who have the ability to login and manage their own accounts. This increased user functionality helped to unite a disparate dealership network and to streamline wholesale orders and shipping procedures.

Home Gyms



AdEasel created several home gym promotions which featured Body-Solid's space saving equipment that can fit in any room and is crafted into state-of-the-art designs that can handle multiple users. The Body-Solid home gyms are packed with the features people want at prices they can afford.

Download additional case studies and learn more about our agency at www.AdEasel.com.