

Tactical Performance Strength Solutions

RAISE THE BAR



ELEIKO

Since 1957

From waffle irons to 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, revolutionising 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.

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 humour, optimism, and kindness built a strong foundation for growth. These traits along with a commitment to learning, a drive to optimise 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 & France
EMPLOYEES:	200 people
OWNERSHIP:	Family-owned and operated
GROUP CEO:	Erik Blomberg

Delivering best-in-class

Quality, Partnership and Performance



Quality

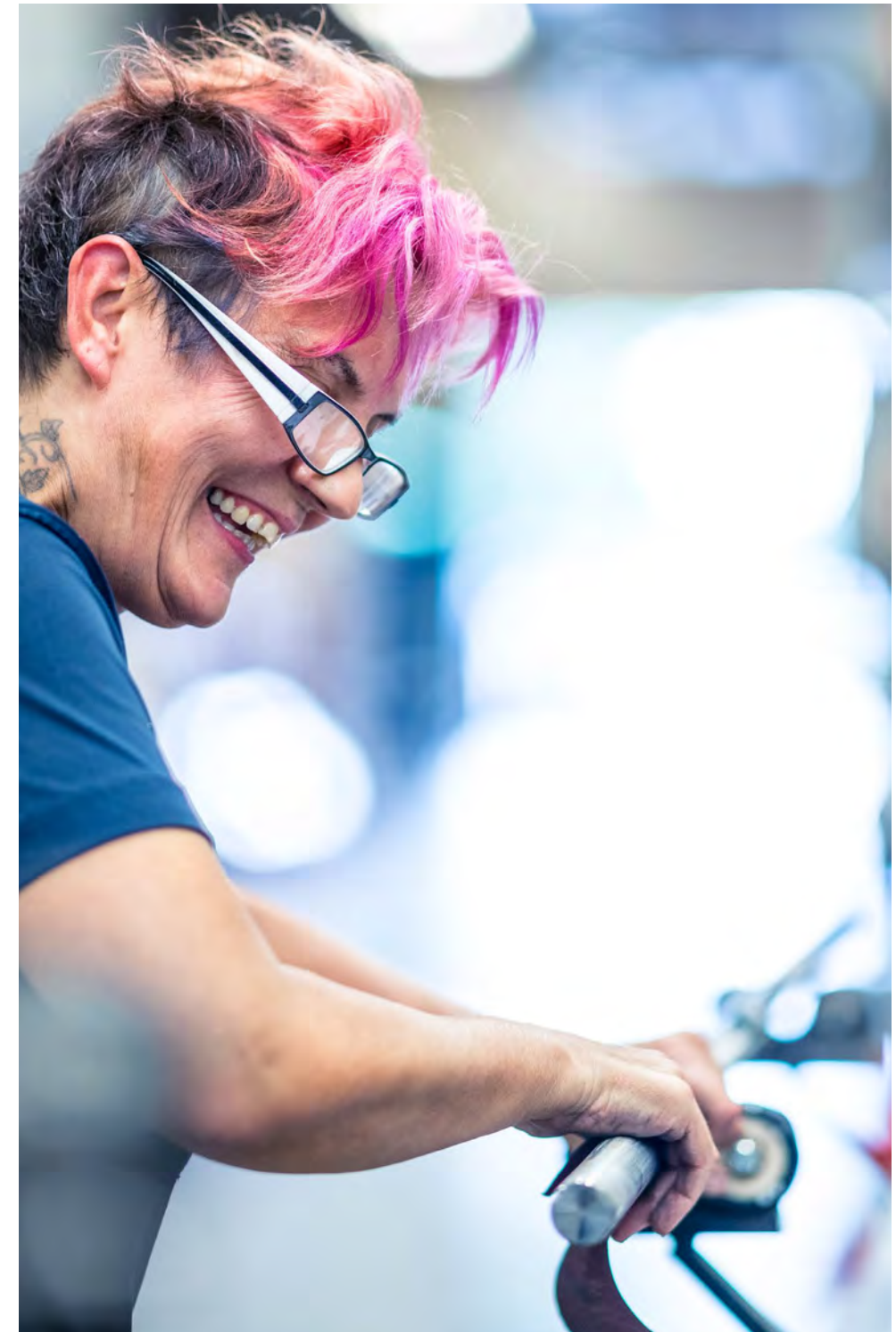
We are dedicated to being the industry leader in quality with durable, high-performing products. Eleiko quality is achieved through carefully sourced materials, precision engineering and our Swedish manufacturing. We care about the way things are made and we care about details.

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.

Performance

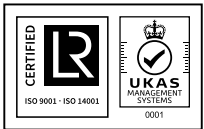
We strive to deliver the ultimate lifting experience by keeping the human being at center throughout the development and manufacturing process. Our product performance is verified by certifications from the IWF, IPF, and WPPF along with our leading position as a supplier to 6 Olympic and Paralympic Games and 40+ World Championships.



Building a Stronger World



We work to have a positive impact on our industry, communities and customers by reducing our environmental impact. Our ISO 9001 and 14001 certification, sustainability initiatives, emphasis on durable design, materials and ultra-clean green steel exemplify our commitment to building a stronger world.



United Nations Global Compact



Launched in 2000, the UN Global Compact guides and supports the global business community in advancing UN goals and values through responsible corporate practices. With more than 10,000 companies and 3,000 non-business signatories based in over 160 countries, and 68 Local Networks, it is the largest corporate sustainability initiative in the world.

Eleiko is proud to join the UNGC as part of our commitment to being a responsible company. In joining we commit to operating responsibly, in alignment with 10 universal sustainability principles, taking actions to support society, and reporting to the UN Global Compact annually on our ongoing efforts.

The Ten Principles of the UN Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

Human Rights

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

Labour

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

Environment

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

Anti-Corruption

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

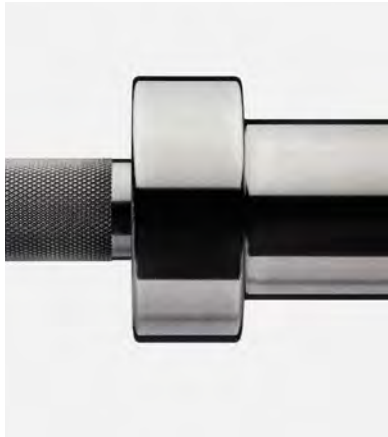
A close-up, low-angle shot of a woman with blonde hair, wearing a black t-shirt and a blue wristband, performing a pull-up on a thick metal bar. Her face is contorted with effort, and her arms are fully extended upwards, gripping the bar. The background is a blurred industrial or gym setting with other metal structures.

Precision Crafted

Eleiko equipment for tactical strength

We understand the unique need of today's Defense, Military, and First Responder customers. We build equipment that is as tough as the men and women training on it, and back it up with the industry's strongest warranties. We know how to navigate the complexities of designing and installing performance and strength training centers on land and at sea. We support you with education course for coaches to help them effectively address the challenges posed by being tactically ready at all times when careers can span decades and include deployments.

Everything we make is designed for performance



Bars

From the competition stage to the gym floor, our range of bars are precision crafted to deliver the ultimate lifting experience and built to last a lifetime.



Plates

Eleiko combines high quality materials and manufacturing to deliver durable plates engineered for lasting performance.



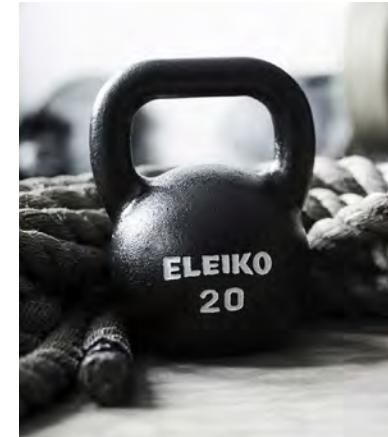
Collars

Eleiko collars improve lifter safety. Designed for quick weight changes with tight tolerance and longevity in mind, our range keeps plates secure in all types of lifting environments.



Dumbbell

Eleiko dumbbells harness our 60 years of bar manufacturing expertise. The range is purpose-built to support varied training needs and environments, adding an important dimension to strength training programs.



Kettlebells

Carefully sourced materials and manufacturing ensure Eleiko training and calibrated competition kettlebells deliver long lasting performance in any training or competition environment.



Platforms

Clearly define the lifting space and protect flooring and equipment with platforms designed to set the foundation for the optimal lift – on the competition stage or the gym floor.



Racks

Our range spans from racks tailormade for professional strength sports to designs that are the foundation for building strength training stations and functional training spaces. Each design reflects our exacting standards for precision, quality, and performance with a singular focus on the lifting experience.



Benches

Precision crafted benches with roots in professional lifting are an essential element of a well-equipped gym or competition. Distinctive features cater to the needs of both the lifter and the facility.

Eleiko Prestera

Re—invent your strength space

Discover Eleiko Prestera, a complete strength system that evolves with your needs and opens new possibilities for your floor plans and training.

We put everything we have learned in more than six decades of perfecting equipment for the strongest athletes in numerous Olympic Games and leading facilities worldwide into one customisable and scalable system optimised for long-lasting performance and safety.

Prestera reflects our meticulous precision, quality, and performance standards. From the width of the uprights to the carefully considered interaction points and incremental adjustments, giving lifters greater control, improved safety, and better support in their training.

Developed with the precision of elite athletes in mind

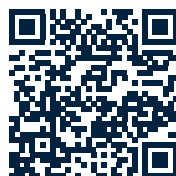
For athletes, performance comes down to precise execution and outcomes are decided by the smallest of margins. In developing Prestera, we focused on what is best for athletes, gaining critical millimetres in the geometry to optimize the rack for squats and bench press — ensuring nothing gets in the way of the lift.

Complete training at your fingertips

Building on the perfected frame foundation, we cater to lifters' varied needs with a rich and constantly evolving attachment ecosystem. Integrating attachments for free weight, body weight, and cable training adds exercise versatility, changing your facility's dynamic. Each element is designed to minimise interference with each other to support effective programming essential for recruiting top athletes and keeping users engaged.

Lifting everyone's performance

Meeting the demands of today's facilities and lifters, Prestera provides flexible and scalable training spaces with many uses for athletes, members and coaches alike. Between the modular design and the attachment ecosystem, Prestera is a system that grows with you easily adapting to evolving program or facility needs.



Scan to learn more





Eleiko Prestera

Racks

Working together, we create your ultimate lifting experience by evolving any Prestera rack foundation with attachments and creative configurations to suit your needs. From a single rack to a row of racks or even a hybrid rack/rig system — with Prestera, the possibilities are endless.

Sleek uprights, optimized geometry and precise adjustment increments give lifters greater control and improved safety. The Prestera Rack frame geometry balances the needs of bench presses and squats, optimising the spacing for each lift. There is ample room to grip the bar, lift off and rack the barbell for a smoother, safer lifting experience.

Modular Design

Prestera is available as a Half Rack, Double Half Rack or Power Rack and can even adapt between those options if needs change over time.

Powder Coat or Stainless Steel Uprights

Prestera Racks are available in a hard-wearing powder coat finish or with stainless steel uprights.



Eleiko Prestera

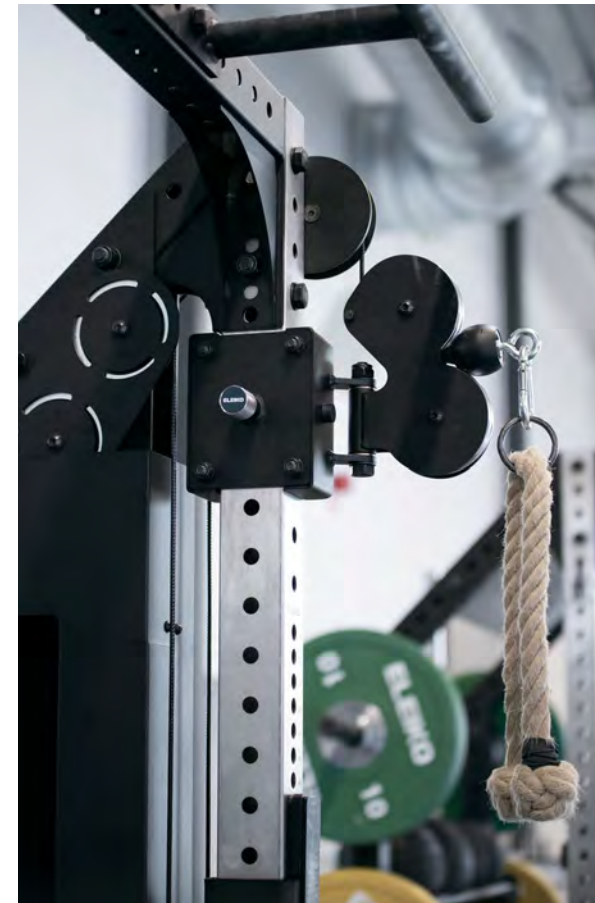
Rigs

Expand beyond the traditional notion of what a rig can be with Eleiko Prestera. The 45-degree bracket allows you to change rig build directions to create new configurations and distinctive space-efficient designs even in the most challenging spaces. Build staggered lifting stations, angled corners or hexagonal rigs.

When we build a rig, our goal is simple, add value to your business. We aim to create something that exceeds your expectation — to install a rig that delivers a great experience year after year, problem-free. Rigs create highly adaptive spaces with many uses for members and trainers alike. And we will show you how to use them. We can prepare your team with our rich education offering to help you get the most from your investment, effectively utilising every inch of your rig.

Our rig parts and components are precision engineered.

Manufacturing tolerances are kept tight, which means our Prestera components come together seamlessly, and the fit is precise and exceptionally secure.



Eleiko Prestera

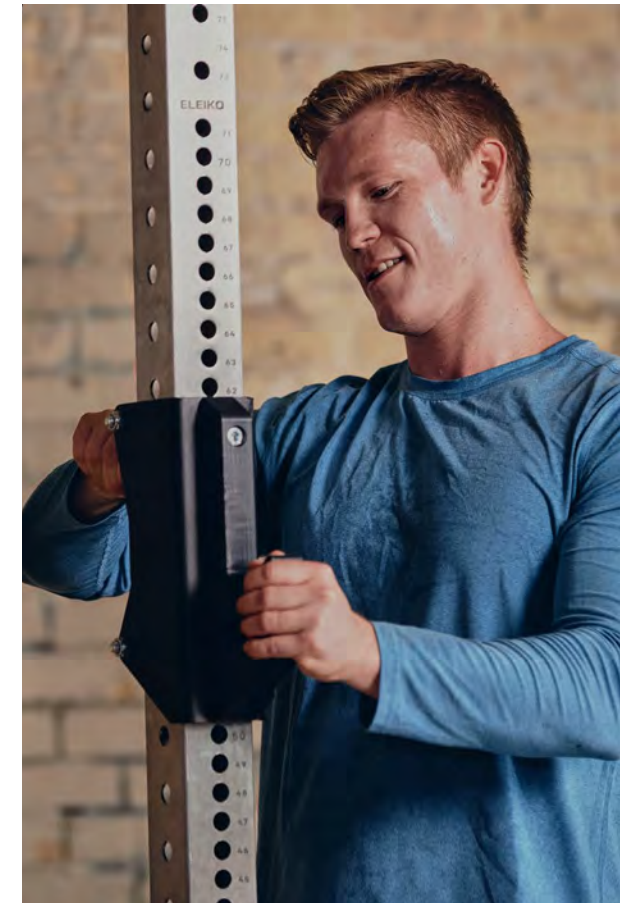
Cables

Prestera Cables are designed to be integrated into any Prestera configuration to support numerous cable-based exercises within the compact footprint of a Prestera Rack or Rig, making Prestera an even more versatile strength system.

Prestera was thoughtfully designed to better support athletes in their training. "Lifting and functional training includes compound movements using large muscle groups and is essential for developing strength and improving performance. While free weights are our core, it's a way of training complemented by cable-based training," said Björn Welde, Product Development Manager. "By adding cables, Prestera becomes an even more powerful kit for facilities and lifters, giving easier access to popular prehab and rehab exercises and more training methods in a compact footprint."

A new training dimension

With its space-saving design, single or dual pulley configuration, generous cable length, and an array of handles, Prestera Cables introduce adaptable, functional trainer and cable capabilities within the Prestera Strength System.



Eleiko Prestera

Attachments

Prestera includes an array of attachments designed to work across the system, adding exercise versatility, new configuration possibilities and clever training integrations to unlock a new level of performance.

Our collection of racks and rigs can be customised to meet unique space and training needs and fitted with attachments for varied fitness and strength training. Ideal for commercial gyms and home gyms alike.

The Prestera attachments have been developed to support athletes' training needs and protect equipment. Designed to maximize placement possibilities and usable rack space, they are easy to place, secure when attached and easy to use. Use attachments to create your preferred training environment.

An extra level of precision

Exact laser-cut holes in the Prestera Rigs and Racks mean fitness attachments go on easily, sit evenly and are firmly secured.

Galvanized Prestera

Expand training possibilities by utilizing your outdoor spaces. Training equipment used outdoors needs to withstand the elements – dust, moisture, dirt and temperature changes. Eleiko galvanized solutions are built to withstand the elements, rain or shine.

The galvanized finish provides weather and rust resistance, extending longevity and performance and is suitable for demanding use in harsh outdoor environments. Simply put, our galvanized products can stand outdoors 365 days a year – in all types of climates.





Outdoor Training

Raising the Bar with a Dam Strong Partnership



Multi-faceted outdoor strength solutions that integrate storage and support varied training styles are a great way to engage with users and cater to their evolving needs.

Eleiko and BeaverFit join forces to offer a diverse range of elite outdoor training solutions combining BeaverFit's high-quality and feature-rich weatherproofed containers with Eleiko's range of durably designed strength equipment.

Shred Shed

The BeaverFit X Eleiko Shred Shed is a compact, fully customisable, multi-use training and equipment storage solution ideal for functional fitness and general strength training. BeaverFit's patented multi-use Shred Shed is equipped with Eleiko's free weights to deliver the ultimate outdoor training experience.

Multi-functional, easy to deploy outdoor training space

Performance Container Gyms expand facility footprints and training effectiveness with elite outdoor training solutions that combine BeaverFit's quality, design, and feature-rich containers with Eleiko's precision-crafted strength equipment.

The Performance Containers are constructed from shipping containers with integrated shelving systems for storing strength training equipment. Available in three sizes, the containers are fully weatherproofed and can be outfitted with a rig and tailored with custom colours and branding.

Mobile Training

BeaverFit mobile training solutions allow you to bring the gym wherever the road takes you. Our Weatherproofed trailers with galvanised BeaverFit rigs feature integrated internal storage and are easily set up and broken down in minutes — no tools required.



Grounded in Science. Proven in Practice.

Eleiko Education

We uniquely blend our free weight equipment with powerful education to deliver strength programs that get results — for you, your clients and your facility.

The strength of our courses lies in our unique multifaceted approach. We integrate effective hands-on learning, expert instruction on technique, and lifting fundamentals with dynamic presentations led by highly experienced instructors from diverse and impressive backgrounds.

“As the director of the Army Fitness program for over 1.2M soldiers, I attended an Eleiko Training session. They demonstrated their equipment, techniques and ability to deliver instruction materials to both highly trained and untrained individuals. I found their equipment excellent, their technique valuable and their training well suited to the environment. I believe their work on the Army Combat Fitness Test (ACFT) training was absolutely 1st Class and I have not worked with better or more skilled civilian instructors. Their emphasis on service and their background of their team fits well with the military environment. They “get it.” Highly recommend.

— Michael McGurk
Director Research and Analysis, US Army CIMT
Lead for ACFT, Director H2F Program

Grounded in Science. Proven in Practice.

Eleiko's passion for strength and equipment is matched by our education team's enthusiasm for quality teaching. Our programs can upskill and develop your staff and provide your team with support to effectively deliver strength programs and get the most out of your facility.

The strength of our courses lies in our unique, multifaceted approach. We integrate effective hands-on learning, expert instruction on technique, and lifting fundamentals with dynamic presentations led by highly experienced instructors from diverse backgrounds.

Live and Online Courses

Eleiko Education delivers extended learning opportunities in both live and online formats. Our live courses and workshops combine systems and science with practical application to develop and enhance your technique and coaching skills in Weightlifting, Powerlifting, Functional Training, and Tactical Training.

Our online courses enable you to progress through multimedia content at your own pace. Each course provides lectures, practical applications, and instruction videos with a downloadable manual, training programs, helpful articles, and CEUs.



Eleiko Education



A man with short brown hair, wearing a blue t-shirt, is lying on a black bench in a gym, performing a bench press. His arms are extended upwards, holding a barbell. The background is slightly blurred, showing gym equipment. The overall tone is professional and focused.

Human Performance Solutions

Tactical Strength Centers

We have a deep appreciation for the rigorous physical demands and performance required of military and first responder service members and understand how strength, performance training, and Olympic lifting play an important role in fitness and tactical readiness. We have 60 years of development and manufacturing experience and a deep passion for strength and developing human performance.

Eleiko is the equipment of choice when value, durability and performance are key decision criteria and has a proven record of accomplishment working with and supporting military, defense, and first responder communities globally.



Tactical Strength Center

Fort Bragg Ritz Epps Fitness Center

Fort Bragg is a military base of the United States Army and is the largest military installation in the world (by population) with more than 50,000 active duty personnel. They are home to the XVIII Airborne Corps as well as the United States Army Special Operations Command. The physical demands that are put on the soldiers based at Ft Bragg are great, and Eleiko is proud to have been chosen to for several projects including becoming the bar and disc provider of choice for several of the High

Performance Training centers around the base as well as transforming a 10,000 sq ft space into a state of the art training for the 82nd Airborne.

To create the 10,000sqft state-of-the-art training facility for the 82nd Airborne at Fort Bragg's Ritz Epps Fitness Center, Eleiko installed over 27 tons of equipment and weights in a facility that can now comfortably allow over 140 Soldiers to utilize the facility comfortably and work within built-in stations.



At Ritz- PFC, Fort Bragg, NC Eleiko installed 14 free standing platforms, 14 double sided half racks as well as Eleiko Evo rotating dumbbells. 28 or more barbells and kettlebells were also part of the project. We had forgot to order female bars in our first order and Eleiko took care of us and send us some priority shipment. Eleiko stayed until the job was complete and assisted in the clean-up. Very great team to work with. Also easy to get a hold of if you have any questions about the equipment. I highly recommend Eleiko and its team.

— Mrs. Karie Shakeel, Facility Manager
Tucker Performance Enhancement Center
USAG Fort Bragg, North Carolina



Tactical Strength Center

U.S. Navy

Eleiko extends partnership with the United States Navy with new five-year bulk buy contract and an expanded range of strength equipment.

As the leading manufacturer and supplier of strength training equipment and education, we have been awarded a new 5-year IDIQ (“Indefinite Delivery, Indefinite Quantity”) contract with the United States Navy. As a preferred supplier to the U.S. Navy, Eleiko will supply a range of precision crafted strength products, including bars, plates, dumbbells, racks, platforms, and benches, and will be utilized in training facilities worldwide on land and at sea.

Eleiko has proudly served the U.S. Navy as an equipment supplier since 2017 and, in 2019, became the official education partner to develop the NOFFS program and NOFFS Master Trainers. With this new IDIQ award, Eleiko is honored to continue serving the Navy for the next five years with an expanded product range. Eleiko offers customers a holistic approach to strength training, with long-lasting strength products supported by a world-class education, allowing customers to leverage our expertise to raise the bar for the training environments and experiences they deliver.

“We are thrilled to be awarded this new contract with the U.S. Navy. Our partnership with them has been incredibly rewarding, and we are honored to continue our support of the Navy’s strength training programs with our high-quality equipment and education.”

*— Magnus Nyberg,
President, Eleiko USA*

Eleiko awarded new 5-Year IDIQ contract with United States Navy

Eleiko has a total of 4 contracts with the United States Military and Federal markets, including the U.S. Navy IDIQ, U.S. Navy NOFFS IDIQ (the education contract for the “Navy Operational Fitness & Fueling System”), U.S. Army IDIQ, and GSA (a Federal Supply Schedule for the U.S. General Services Administration).

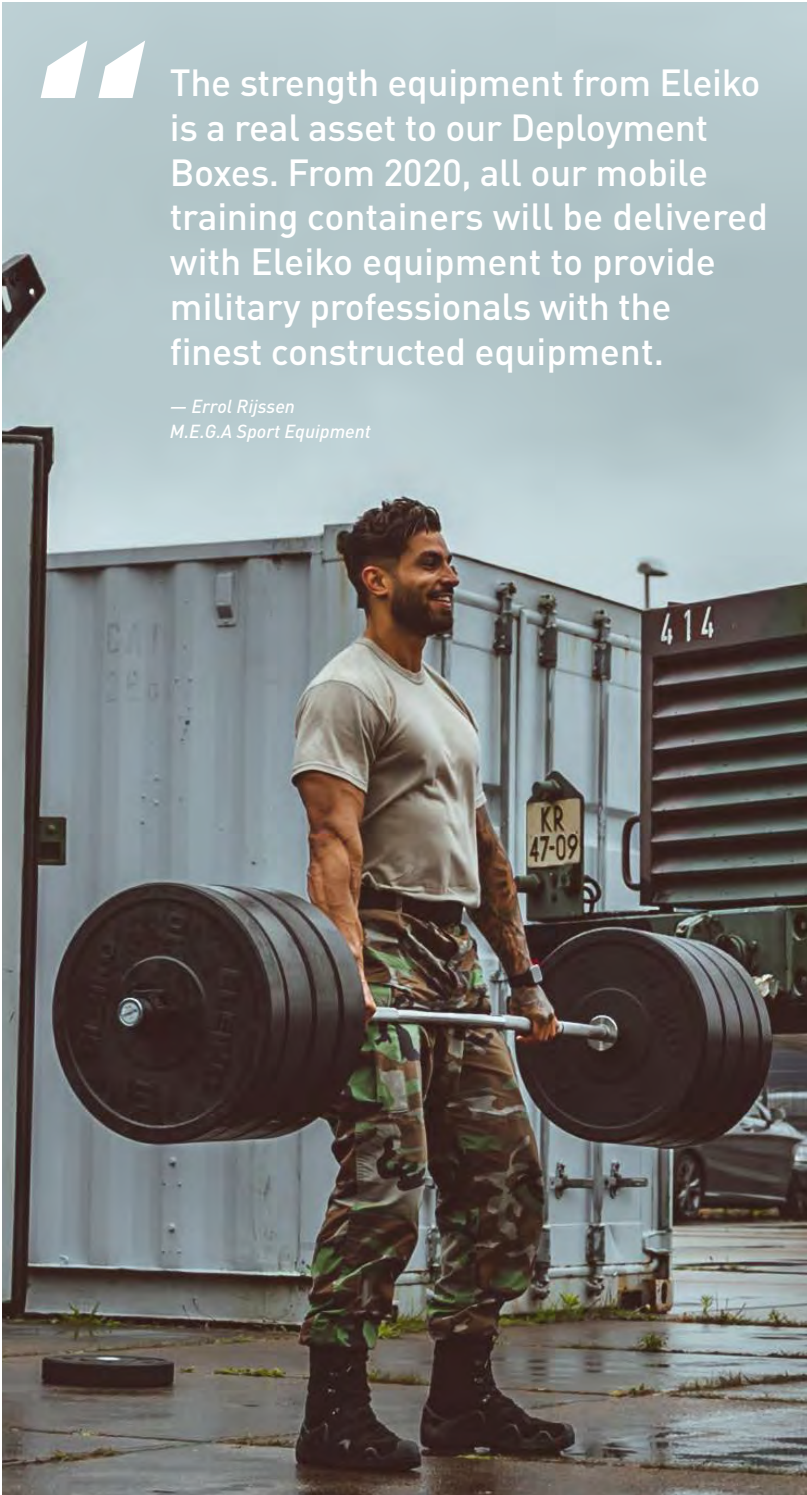
M.E.G.A Sport Equipment x Eleiko

M.E.G.A Sport Equipment choose Eleiko as the strength equipment provider for their mobile solution, used by the army and navy in the Netherlands. Delivering solutions for military professionals and defense units, Eleiko has partnered with M.E.G.A Sport Equipment to equip their Deployment Boxes with precision crafted strength equipment.



“The strength equipment from Eleiko is a real asset to our Deployment Boxes. From 2020, all our mobile training containers will be delivered with Eleiko equipment to provide military professionals with the finest constructed equipment.

— Errol Rijssen
M.E.G.A Sport Equipment



US Air Force Academy

Eleiko was contracted by the United States Air Force Academy to install an impressive 48 Eleiko IWF Weightlifting Competition Sets into its training centre in Colorado Springs. Cadets now train on Eleiko IWF weightlifting Competition Bars and have access to Eleiko IWF Weightlifting Competition Discs ranging from 2.5 kg to 25 kg.

Eleiko worked directly with the purchasing department and the strength coach at the Air Force Academy to plan and coordinate the delivery of a first-class facility. From the moment the strength coach reached out to us, it was clear the Air Force Academy wanted only the best of the best in terms of equipment. They decided to go for the Eleiko Competition equipment, which is widely regarded as the gold standard for bars and discs within the strength and conditioning world. In addition to providing world-class

equipment, Eleiko was also able to be cost competitive winning the work in an open market bid. Eleiko facilitated an on-time delivery and stayed in close communication with Air Force Academy staff to provide ongoing updates on the shipping and installation. We contracted our shipping partner, a company called TransCon – a division of Expeditors International, who are highly experienced in providing on-time deliveries all over CONUS. Real-time tracking information provided the Air Force Academy purchasing department and athletic staff with regular updates on the shipment, and we worked closely with the team at the Academy to ensure the delivery was smooth and seamless and allowed for a quick installation into the facility so the cadets training was disrupted as minimally as possible.





“ We are proud, excited, and humbled to be awarded this new contract with the Danish Defence Forces and very much look forward to supporting their plans for massive facility upgrades and supporting their domestic facilities, mission areas and NATO tasks.

— Mads Østergaard
Eleiko Denmark Country Manager

Tactical Strength Center

Danish Defense Forces

After a thorough tender process and product evaluation, Eleiko has once again been chosen by the Danish Defense Forces (DALO - Defence Acquisition and Logistics Organization), extending and expanding its partnership to supply a wide range of over 200 different training products and precision-crafted strength equipment, including container outdoor gyms, for all facilities, bases, and navy ships during the coming four years.

The contract has a maximum volume spending of 60 mio DKK within the four years and could therefore be the largest single source contract in the Danish fitness industry. Eleiko has proudly served and equipped the Danish Defense Forces since 2009 as a total supplier and experienced increasing demands and volumes to support their troops and staff's training and physical well-being in domestic and foreign destinations and mission areas.

Our ongoing partnership with the military is significant for Eleiko, and we continuously strive to develop quality products designed and tested to ensure they meet the needs of the tactical market, a segment closely aligned with Eleiko's roots in performance.



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



RAISE THE BAR

Eleiko Group AB
Klastorpsvägen 18
302 62 Halmstad
Sweden

+46 35 17 70 00
info@eleiko.com

ELEIKO

The Prestera Strength Station

ELEIKO





Maximum versatility. Compact footprint.

Lifting performance with endless possibilities

Strength training is becoming an integral part of everyone’s health and wellness journey. More people are embracing performance training. Because of this, versatile, space efficient strength training spaces are a must.

Strength training helps men and women of all ages and abilities build a strong foundation. It helps to prevent injury, increase confidence and enhance performance in sports and quality of life. A strength station is the perfect base for building that foundation and reaching optimum performance.

Strength training for every goal

Strength stations allow users to address their individual needs and preferences, regardless of their ability. From an athlete training for peak performance, to a beginner training to reach their personal goals. Strength station’s fantastic use of space allow users to perform many different lifts and exercises all in one place.

Building strength stations utilizing Pretera and Eleiko free weights provides endless possibilities. Because our roots are in professional lifting, every aspect and detail has been carefully considered and taken care of. This means that with an Eleiko strength station, users can reach any goal, no matter how unique or specific.

Connecting people through performance

Strength stations connect users of all backgrounds and abilities. People love to share the strength stations and encourage each other as they achieve bigger and better results.

They’re also an excellent choice for coaches and trainers because they can coach their athletes and members in one spot. Keeping lifters focused and motivated and increasing

the effectiveness of each session. This helps to build a strong connection between trainer and client.

Precision meets versatility

Pretera is Swedish for performance. The Pretera ecosystem was developed with the precision of elite athletes in mind. It is the foundation for creating strength station concepts. Combining this with the wide-ranging training options the attachment ecosystem provides makes the Pretera suited to any environment and fitness level.

Pretera’s scalability means it can easily equip large training environments where full teams train simultaneously. The compact footprint means it’s also great for small spaces, such as corporate settings or personal training studios.

With different options to choose from, the Pretera lets you optimize your specific training or facility needs. You can choose from the half rack, power rack, and double half rack as the foundation. Each base can be scaled and customized with integrated features and attachments. Every detail of the Pretera range is designed to maximize performance within a minimal space.

Lifting everyone’s performance

The Pretera range reflects Eleiko’s high standards for precision, quality and performance. The versatile and scalable series caters to lifters at all stages in their health and wellness journey. From the professional athlete in the arena to the beginner on the gym floor.

Eleiko is committed to making lifting and strength training accessible to everyone. The quality, versatility and efficiency of the Pretera ecosystem is another example of how we help lift everyone’s performance.

Inspired by athletes



For athletes, performance comes down to precise execution and outcomes are decided by the smallest of margins. Prestera was developed with the precision of elite athletes in mind. Sleek uprights, optimized geometry and precise adjustment increments give lifters greater control and improved safety.

Prestera reflects our meticulous precision, quality, and performance standards. Rooted in our six-decade heritage in professional lifting, Prestera takes a lifting first approach that considers all aspects of the user experience. From the width of the uprights to the carefully considered interaction points and incremental adjustments, Prestera gives lifters greater control, improved safety, and better support in their training.

Lifter first approach

In developing Prestera, we focused on what is best for athletes, gaining critical millimetres in the geometry to optimize the rack for squats and bench press — ensuring nothing gets in the way of the lift.

Building on the perfected frame foundation, we cater to lifters’ varied needs with a rich and constantly evolving attachment ecosystem. The attachments include a range of barbell and fitness attachments, smart storage solutions and platforms that can be seamlessly integrated to create your preferred lifting environment.

Lifting everyone’s performance

Meeting the demands of today’s facilities and lifters, Prestera provides flexible and scalable training spaces with many uses for athletes, members and coaches alike. Between the modular design and the attachment ecosystem, Prestera is a system that grows with you easily adapting to evolving program or facility needs.

The cohesive Prestera Rack Series starts with a sophisticated, minimalistic foundation. Working together, we create Prestera racks to your specification so you can deliver the ultimate lifting experience to lift everyone’s performance.

The geometry of the Prestera Rack frames balances the needs of bench presses and squats, optimizing the spacing for each lift. There is ample room to grip the bar, lift off and rack the barbell without hitting the flanges for a smoother, safer lifting experience.

Modular Design

Prestera is available as a Half Rack, Double Half Rack or Power Rack and can even adapt between those options if needs change over time.

Each frame offers distinct advantages, from maximizing footprint and storage options to dedicating more space for lifting and training.

Powder Coat or Stainless Steel Uprights

Prestera Racks are available in a hard-wearing powder coat finish or with stainless steel uprights. The powder coated uprights feature 50 mm spacing increments to accommodate a wide range of users, attachments, and training needs. The laser-cut numbering helps lifters identify even attachment placement and consistently position themselves for training.

Upgrade rack performance with stainless steel uprights. They feature 25 mm hole spacing for more precise adjustments and laser etched numbering to maintain steel integrity. Stainless steel is recommended for gliding attachments.



Prestera Attachments

Precision meets versatility

Prestera attachments have been developed to support athletes’ training needs and protect equipment. Designed to maximize placement possibilities and usable rack space, they are easy to place, secure when attached and easy to use. Use attachments to create your preferred training environment.

Barbell Attachments

Prestera barbell attachments provide core functionality and athlete safety features to any rack foundation. They include J-cups and safety arms in three styles, from standard to our permanently attached gliding range.

Fitness Attachments

Fitness attachments add versatility to any rack foundation creating dynamic and flexible strength-training stations. They let you tailor Prestera to your program and facility needs, from pull-up options to dip modules and battle rope attachments to training pads.

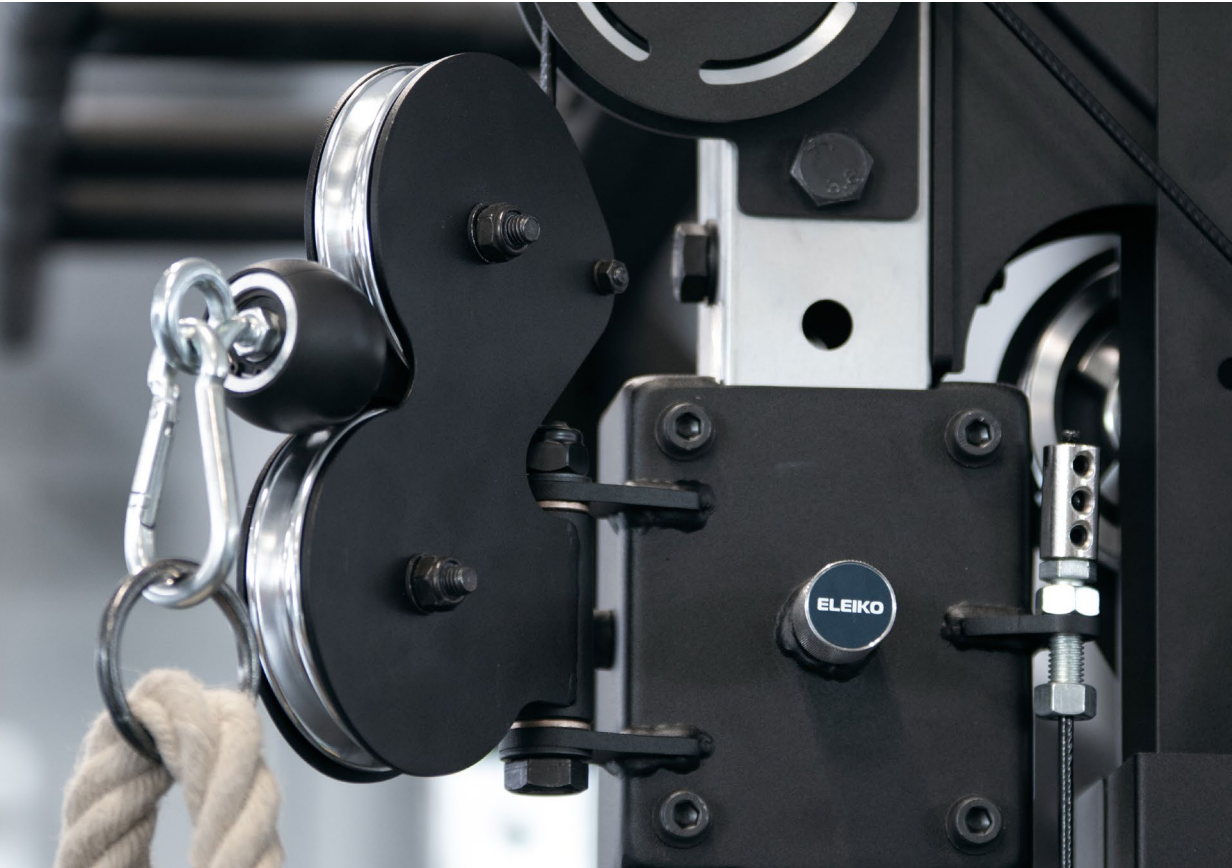
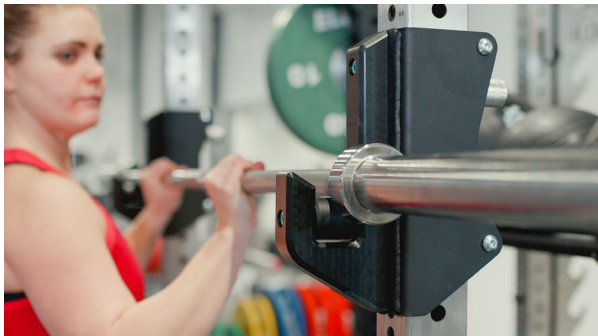
Storage Attachments

From barbell storage and plate pins to an assortment of shelving options, Prestera storage solutions keep training essentials readily accessible and spaces tidy.

Insert Platforms

Several options for insert platforms are compatible with the racks in the Prestera Series. This includes snug fit SVR Insert Platforms designed to seamlessly integrate with Prestera Half Racks to create a complete lifting station that does not shift. SVR platforms feature our technology to reduce sound and vibration and minimise barbell bounce in the drop zone.

Standard inserts are also available. These platforms are based on the IWF certified training platforms. Thick, durable odour-free rubber mats protect the equipment and facility flooring and stand up to rigorous high-volume use in busy facilities.



Prestera Cables – a natural expansion to the Prestera Rack Series

Eleiko’s new rack ecosystem – Prestera – was thoughtfully designed to better support athletes in their training. With Prestera Cable Attachments, we advance this vision further, delivering more training options and better space optimization in a gym or training facility.

“Lifting and functional training includes compound movements using large muscle groups and is essential for developing strength and improving performance. While free weights are our core, it’s a way of training complemented by cable-based training,” said Björn Welde, Product Development Manager. “By adding cables, Prestera becomes an even more powerful kit for facilities and lifters, giving easier access to popular prehab and rehab exercises and more training methods in a compact footprint.”

We bring the Eleiko lifting experience to the cable system — precision engineering, Swedish manufacturing, and the highest quality, craftsmanship, and safety standards. The attachments fit precisely within the Prestera uprights, maximizing space within the rack and facility. There is no interference with the barbell or other attachments.

The cable attachment is available in a 120 kg weight stack with a 1:2 resistance ratio. This means users can lift up to 60 kg using one stack or 120 kg when two stacks are connected with the cable connector handle. The single or dual pulley options, generous cable length, and weight stack ranges support many exercises.

Eleiko signature attention to detail is evident in the design and construction, keeping the user in mind at each interaction point. The adjustable pulleys slide easily on the uprights and firmly lock into place. Knurled knobs, selector pins and handles ensure a firm grip and premium experience. Available handle options to support lifter needs include a single handle, straight bar and v-grip, and a cable connector used in dual-stack applications.

Whether it’s a performance facility, a space focused on personal training or a fitness facility wanting to give members and athletes the ultimate lifting experience – Prestera keeps all the essential strength training tools, attachments – and now cable training - in a single compact dedicated training space.

Building A Stronger World

**Together we make
people stronger for
better performance
in sports and life.**