

BFS Launches New Website



Greg Minear and Richard Knowley used the latest in high-tech computer technology to develop a great website for BFS.

A pictorial essay behind an internet service that takes sports education and customer service to the highest level



BY **KIM GOSS**

Every business has a website. Some are good and some are bad...and some are very, very bad. At BFS, we decided to take our

time and come up with what we believe to be one of the best.

A year and a half ago we launched our new E-store, one that would not

only provide all the information about our equipment but also make online ordering safe and secure. At that point we decided to take the next step and

From the BFS home page, you can easily navigate the major sections of the website.

FEATURE STORY

redesign every other aspect of our website...from scratch.

The process started with many corporate meetings asking everyone

involved in our business, including our staff of clinicians – who now total more than 50 certified teachers – about what they wanted to see

in a website. Special sections about our seminars and certifications, and access to all our magazine articles – we wanted to do it all. And after

Concept to Completion

E-store

Clinics

Programs

more than a year of solid work, headed by our computer gurus Richard Knowley and Greg Minear, we have a website to

be proud of that will serve the needs of all our customers.

On these pages are screenshots of the major sections in the BFS website.

After checking them out, we invite you to give us a visit at biggerfasterstronger.com. BFS



Certification

The BFS website contains eight major topic headings that cover all aspects of the BFS products and services. You'll also find many special features, such as the magazine archive section that includes more than 1200 articles that have appeared in *BFS* magazine.

Coaches

Athletes

Nutrition

Magazine Archives

BE AN 11 Seminars

“The most inspiring night of my life!”

~Kyle Meyers, Rutherford B. Hayes High, OH

“Reaffirmed the reason
I entered coaching
25 years ago.”

- Coach Al McFarland



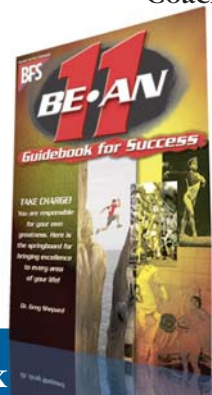
“Every school in the nation should schedule a Be An 11 Seminar today!
It is without a doubt the best thing that has happened to our school.”

- Coach T. Cox

“Be An 11 has
changed my life!
I WILL
BE AN 11!”
- Katie Heinlen



“This is exactly what our school
- and community - needed.” - Coach Fox



HERE'S HOW IT WORKS

- ▶ A BFS Presenter will come to your school and will spend up to three hours inspiring, motivating and educating your athletes how to become true elevens!
- ▶ The cost is only \$1,700 up to 50 athletes. Add'l athletes only \$20 each. Includes the Be an 11 Guidebook!
- ▶ Christian B11 Seminar is also available
CALL FOR DETAILS

INTERESTED SCHOOLS CAN REQUEST A FREE BE AN 11 BOOK & SEMINAR LITERATURE

BIGGER FASTER STRONGER

BFS

- ▶ OTHER CLINIC OPTIONS: 2 Day & Be an 11 Seminar / 2 Day Clinic / 1 Day & Be an 11 Seminar / 1 Day Clinic / Certification Clinic

DEDICATED TO HELPING ATHLETES SUCCEED SINCE 1976

TAKE CHARGE! - CALL 1-800-628-9737
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WE HAVE YOUR HEX BAR

Specialized Hex Bars to fit your program needs.



ORIGINAL HEX BAR \$99

- ▶ The classic model
- ▶ The best way to perform deadlifts and shrugs
- ▶ Hex bar design offers greater stability than triangle design
- ▶ Weighs 45 lbs with solid, 2" Olympic sleeves
- ▶ Holds five 45 lb Slim-line plates with collars



HIGH HEX BAR \$119

- ▶ Handles are 4" higher than original Hex Bar, to accommodate taller or bigger athletes
- ▶ A must for basketball teams
- ▶ Weighs 45 lbs with solid, 2" Olympic sleeves
- ▶ Holds five 45 lb Slim-line plates with collars



COMBO HEX BAR \$149

- ▶ Combines the High-Hex and regular Hex bars in one bar
- ▶ Simply flip over to change exercise starting position
- ▶ Weighs 50 lbs with solid, 2" Olympic sleeves
- ▶ Holds five 45 lb Slim-line plates with collars



MEGA HEX BAR \$189

- ▶ Built for the biggest and strongest athletes
- ▶ Weighs 75 lbs
- ▶ Solid, 2" Olympic sleeves and a thicker steel frame
- ▶ Holds up to nine 45 lb Slim-line plates per side
- ▶ Combines the High-Hex and regular Hex bars in one bar
- ▶ Simply flip over to change exercise starting position



YOUTH HEX BAR \$139

- ▶ Great for teaching perfect technique
- ▶ Weighs only 15 lbs
- ▶ Slightly smaller in diameter with shorter sleeves
- ▶ Ideal for rehab and upper body exercises
- ▶ Used in the BFS Readiness Program

BIGGER FASTER STRONGER



Dedicated to helping athletes succeed since 1976

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