



Foam Rollers: “What’s the Difference?”

a look at production methods that determine quality

Tools for fitness • Knowledge for health

OPTP



Foam Roller Woes?

In the wake of one of the worst foam roller shortages resulting from poor quality production, this month’s newsletter will focus on foam production methods and what it could mean for your business.

The number of rehab and fitness facilities depending upon quality foam rollers is at an all-time high and many can’t withstand an extended time period without rollers. Whether used for myofascial release, proprioceptive, strength, balance or core training, time without rollers can lead to massive losses in revenue for any facility.

“I advise my clients to buy foam rollers and other rehab products from OPTP because I know they will get a high quality product.”

-Staffan Elgelid, PT, Ph.D., CFT

part has to do with the manufacturers trying to save time and increase production by cutting a few, yet essential, corners.

The way this happens is as follows. The process of making these foam rollers includes an **air-blown** element and then a specific amount of time for curing the foam. Being air-blown makes these particular rollers inconsistent and more susceptible to breakdown because of the tiny air pockets within the cells of the foam. And when coupled with an inadequate amount of time for curing, the quality suffers tremendously. It’s during this curing process that the foam “hardens” and becomes what we know as “firm”. And it’s this firmness that contributes to the roller holding its shape. When not allowed to firm up 100%, the roller will soften, dent and deform sooner than intended causing investment, inventory and ordering problems for those of you who depend on the rollers. In most cases these rollers can’t be expected to hold up for any longer than a few months. Signs of breakdown will usually begin sooner if they’re used repetitively.

Standard Does Not Necessarily Mean “Good”!

When asked to think about foam rollers, chances are that you’ll picture the traditional “white” roller. These rollers have been the industry standard for many years and are not hard to find in both fitness and rehab facilities. Cost and lack of

acceptable options are in large part reasons for the dominance of the traditional “white” foam roller. But as we’re beginning to see, and feel, these rollers are becoming less and less dependable. (OPTP alone has had to reject thousands of rollers in the past year due to poor quality.) Part of the problem has to do with the nature of the foam, and

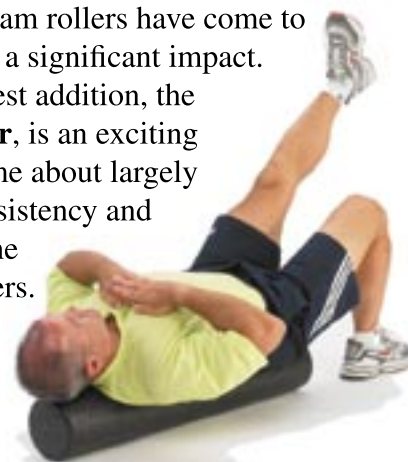


Enter New Technology

Hoorah! for technology. New and improved methods for manufacturing foam rollers have come to light and are making a significant impact.

For example, our latest addition, the **OPTP Axis™ Roller**, is an exciting new product that came about largely because of the inconsistency and quality issues with the traditional foam rollers.

We’ve developed these rollers with the professional in mind. Geared for moderate to heavy



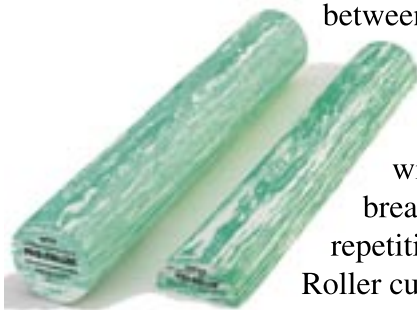
users, the exclusive OPTP Axis gives all the benefits of traditional rollers without breaking down. The Axis' black, **molded** foam technology is firm in density, has a smooth surface, and will not lose its shape after repetitive, moderate to heavy use. The reason is that the Axis roller is made up of solid foam "beads" that get compressed during the molding process. Fitness and rehab professionals will love the durability and lasting power of this roller. You can depend on this roller to last several months without any sign of breakdown after repetitive, moderate to heavy use. The Axis Roller is available in most sizes.



OPTP's Pro-Roller uses a cross-linked, **closed-cell** foam technology that is heat molded. Cross-linking the cells adds additional strength to the foam, warding against breakdown, and enables the Pro-Roller to withstand the heaviest of usage. With a firm density and textured surface, this attractive green *marble* roller excels at proprioceptive, balance and stability exercises. The closed-cell structure contains virtually no air and increases sanitary conditions with easy cleaning between patients/clients.



You can depend on these rollers to last up to a year without any sign of breakdown after heavy, repetitive use. The Pro Roller currently comes in two sizes, 36" x 6" and 36" x 3", with more sizes to come in the future.



Options, Options, Options...

The addition of two exclusive rollers, the OPTP Axis and the OPTP Pro-Roller, not only gives consumers more choices- it also gives us more control over the quality of the product that we sell. With these alternatives in place, foam roller shortages should be a thing of the past!

Foam Roller Accessories

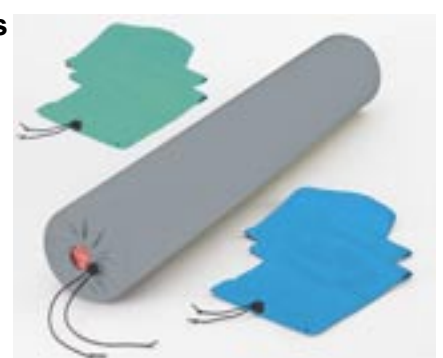


Foam Roller Techniques: for Massage, Stretches and Improved Flexibility
Get educated on the benefits of foam roller massage! **This book will teach you the essential techniques of self-massage using the**

foam roller. *Foam Roller Techniques* is a helpful guide that contains descriptive instructions and clear photo demonstrations for each muscle group. Performing these exercises on a regular basis will help increase flexibility, reduce muscle tension and pain, and improve performance. Illustrated. Softcover, 47 pages.

Foam Roller Covers

Lightweight and durable, these 4-way stretch woven covers are attractive and convenient. **Protect your foam rollers from dirt and grit while upholding sanitary standards.**



These covers are specifically made for 36" x 6" foam rollers and have a quick release clasp for easy removal. Machine washable.

Aeromat Premium Exercise Mat



This mat is ideal for pilates mat exercises and fitness workouts. The dual surface is ribbed on one side and smooth on the other providing an optimal

workout surface. The closed-cell foam structure makes for easy cleaning. Available in two sizes: 72" x 23" x .625" and 72" x 39" x .625". **The 39" wide mat (shown) accommodates all foam roller sizes and is ideal for foam roller exercises.**

Product Mentions

All products mentioned in this newsletter can be purchased from OPTP. Shop online at OPTP.com to see our vast selection of Foam Rollers, Gymnic Balls, Exercise Mats, Soft Weights, Bosu, and more! Or you can talk to one of our knowledgeable customer service representatives Monday-Friday from 8AM-5PM CST. Call us today at 1-800-367-7393, and we'll be happy to assist you with all your health and fitness needs.