

BLADEX

Core77 2023 Award Submission Document



Design Team: **Scott Melanson** (Push.Design, Lead Creative)
Nick Hudson (Inventor, Athletic Trainer)



Fitness Anywhere? You Got It.. Now

When we started this project, the primary focus was on a product that effectively allowed a customer to perform the Nordic Curl Exercise anywhere.

Soon, it expanded into exploring how small adjustments could not only allow for a better and more durable product, but one that allowed a user to do a variety of workouts and stretches for a fraction of the current product investment and in a way that was far less wasteful of natural resources.

PROJECT KEY GOALS

Easy Use at Home or Gym

Durable, Simple Construction

Flexible for All Fitness Skill Levels

Simplicity Equals Effectiveness

Most Modern Fitness Products focus on adding features through electronic integration or adding more things to be effective. But just like any good workout, simple and fluid movements lead to better results and lesser chance of injury

Portability is Key

With emphasis on improving your daily workout, it was vital to design a system that is used anywhere and fit in a small bag for transport.

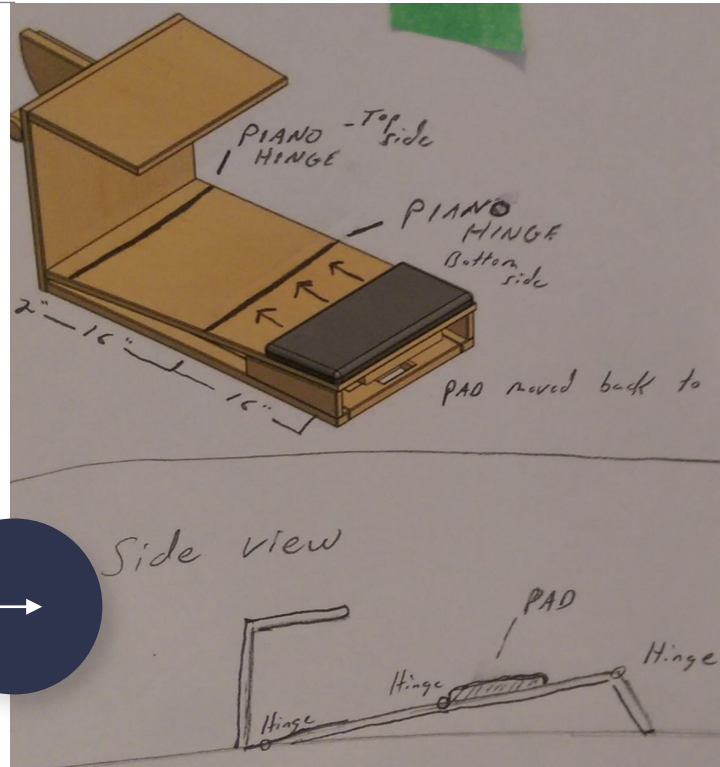
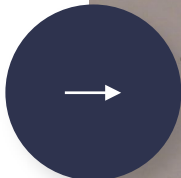


How was the BladeX Developed

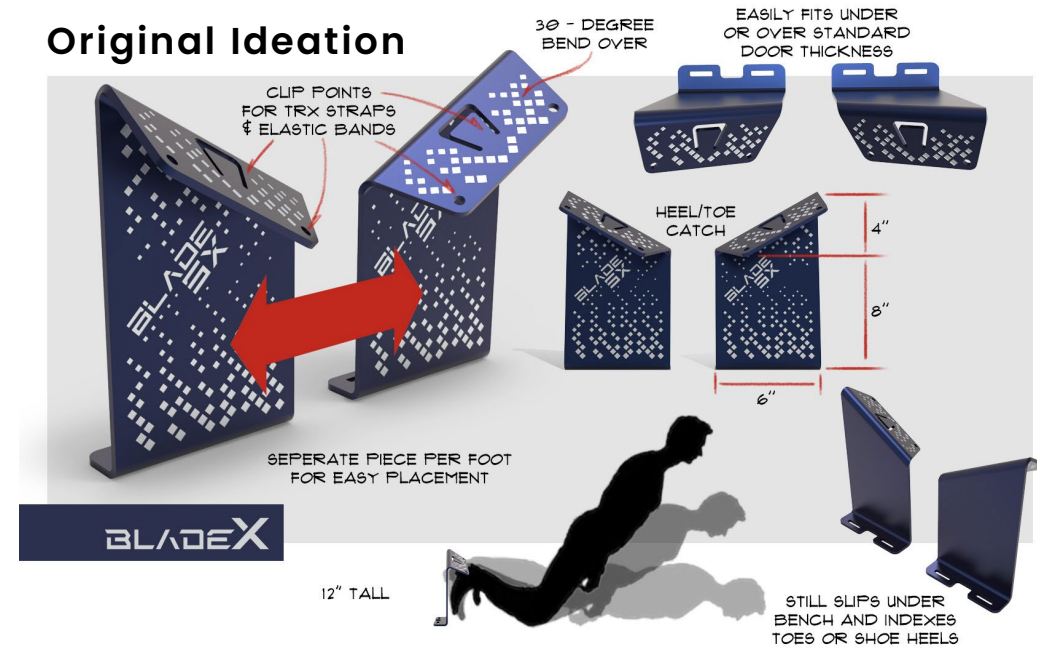
Starting back in 2020, Nick Hudson was working with a client during one of their sessions and he noted that there were no good options (at that time for under \$600) for most users to use and not also damage their home. From there, he first built a box with spare wood to check theory and confirm the fit/function of the device.

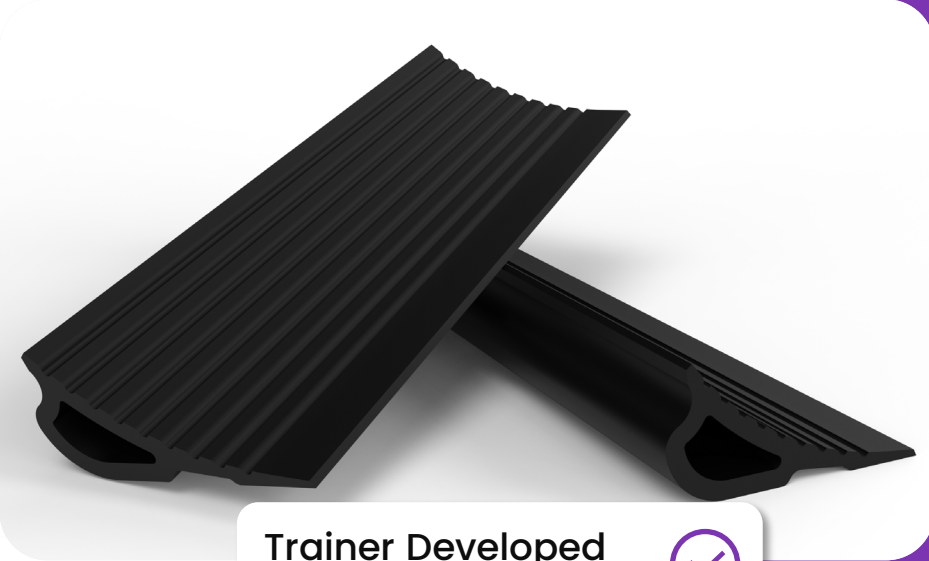
After working with Push.Design over 2 years, finessing the design to simplify its attachments and bend angles to feel balanced, locked in place, the correct weight, and comfortable in 5 different orientations. These created a defiantly simple and efficient design that changes you perspective on workout equipment.

Original Invention Sketch



Original Ideation





Trainer Developed
For User Safety



Listen & Enhance
Fitness & Health



Promotes Comfort
Ergonomics & Skill



4 Parts Total Endless Uses

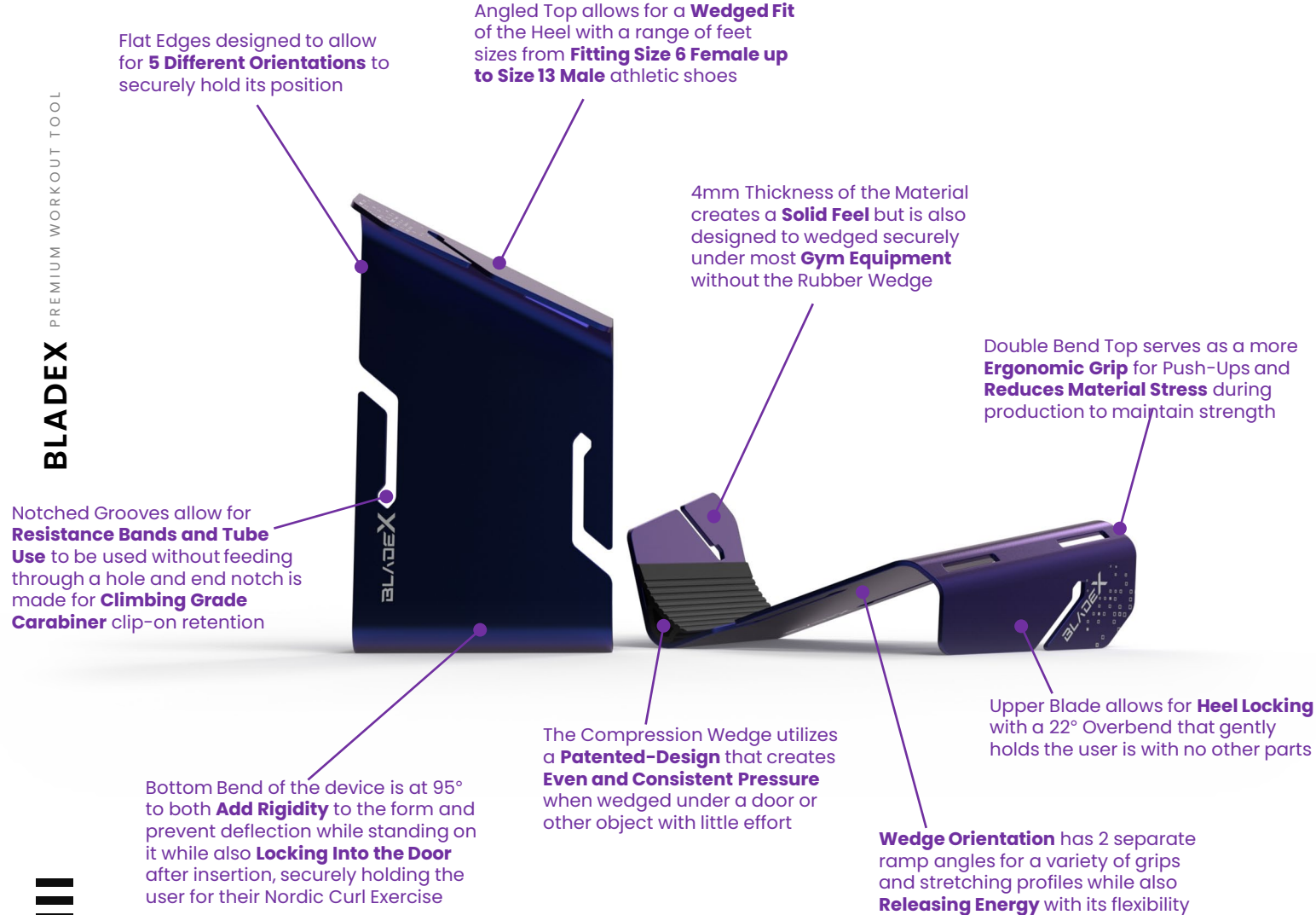
A Core Principle for the BladeX and all 2B Fit products to come is to

“Be as Simple, Effective, and Easy to Access as the Exercise Itself”

In an age of digital integration and fitness trackers, we wanted to simplify to experience and allow for the user to connect with their workouts in a visceral and simple manner. We said to ourselves when designing this, “Let the smart watches and other digital means track the workout to tell you what you did at the end, right now all I want you to focus on is the quality of your workout.” Who needs another thing to charge and maintain? We just want people to enjoy their workout and do it safely.

Scott Melanson

Push.Design, Design Lead



Anatomy of the BladeX

The product behind the BladeX contains two separate, patented designs that allow for an elegantly simple but feature rich design. These have been slowly analyzed and fine-tuned through a series of prototypes and careful analysis in the Gym and Home alike.

The best part about the BladeX system is its ability to stay simple in every way and complimenting your workout in new ways. Additionally, its flexibility reduces the need for large amounts of equipment to assist/augment your workout to be safe and effective. Reducing material consumption in the marketplace, saving natural resources, and allowing users and their trainers to be more effective in their workout goals.

Bladex

Sports & Outdoors



ERGONOMIC ASSISTANCE

Whether its making lunges easier, stretching deeper, or relieving hand stress during push-ups the Bladex system is here to help improve every aspect of your workout routine and improve recovery.

Service

RESISITIVE WORKOUTS

Forget using clunky weights, easily attach any resistance band or tube to the system to add resistance to any workout. This leads to several ways to either increase exercise difficulty or assist in easing exercises.

Service

ASSISTIVE STRETCHING

The quietest aspect of this system is the ability to quickly and effectively augment your stretching capabilities. The unique design creates an easy to wrap over assistant to your stretch your muscles.

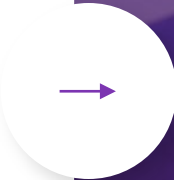
Service

BLADEX PREMIUM WORKOUT TOOL



Competitor Offerings

BLADEX PREMIUM WORKOUT TOOL



Compared to the competition we're not only Less Expensive but use Less Material, are More Durable, and Less Intensive to Manufacture

Most option cost north of \$160, that typically require other equipment to attach to, and most independent models cost north of \$250 and are intensive to manufacture with a considerable amount of welding, waste from creation, and difficult to store when not in use.



III



Our Advantages

Lighter & Stronger

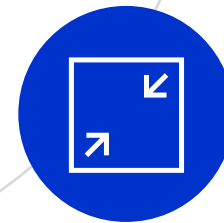
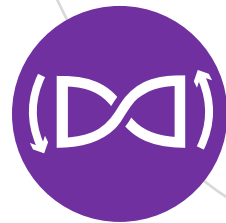
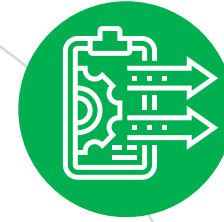
Using 4mm T6-6061 Aluminum, a fantastic balance of lightness and strength is found. Able to handle over **350 lbs / 158 kg** of dynamically moving load and weighing less than **5 lbs total**, it's your durable workout companion anywhere.



Additionally, there was special attention paid to Powdercoating with a **Wrinkle Texture** that allows for a strong grip even when sweat is present. Additionally, we were able to source a metallic shift that looked great and unique in the market with a durable label paint that will last for years of use/abuse.

Endless Workouts

Even after we initially had focused only on the Nordic Curls, through further experimentation and geometric alterations were able to identify improvements to **over 350 exercises** through either resistance training or ergonomic relief.



Reduced Material

Most equipment requires a large amount of material and welding with padding that deteriorates far sooner than the frame. Bladex uses **Laser Cut Stock** that recycles its waste material between the nested cuts of the form.

Not only are we efficient with our metal use, but the compression forms used are **Extruded Rubber** that can not only contain recycled content but produces little to no material waster during its production. Additionally with its diverse ability to augment, assist, or allow for an exercise to be completed we're able to discourage single-use equipment (single workout purpose or singular focus equipment) which also reduces the needed material for trainers and customers alike, further reducing the need for more natural resources being used.

Space Saving

With some clever design, the entire system can be fit within a **small backpack** and is shipped in a **14" x 8" x 4.5" Package** that greatly reduces shipping costs as well as taking up far less room in the user's home.

Simple & Effective

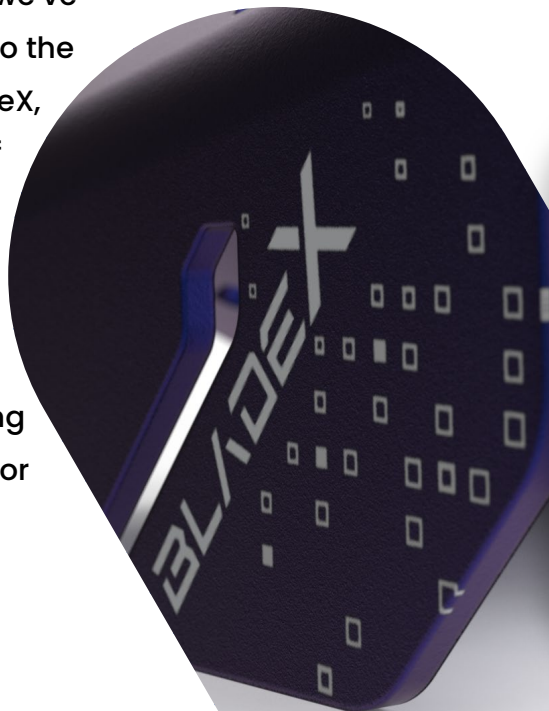
200+ Users/Testers

No Less than 4.7/5 Rating

The Crowd Favorite

In our close to 2 years of testing, we've had an overwhelming response to the versatility and design of the BladeX, with sales only now starting as of February 18th and showing an extremely strong first showing at events locally and a developing relationship with trainers around the United States who will be using the BladeX to improve workouts for themselves and clients alike .

BLADEX PREMIUM WORKOUT TOOL



As an avid gym-goer, I really appreciate the versatility of the BladeX. It's not only provided new and improved options in my workouts, but it also looks freaking sweet!



Steve Melek

Minnesota, 01/22/2023

BladeX Tester/Unsolicited Reviewer



Amazing product and so easy to use!



Cullen Copiskey

Minnesota, 12/08/2022

SHERP UISA



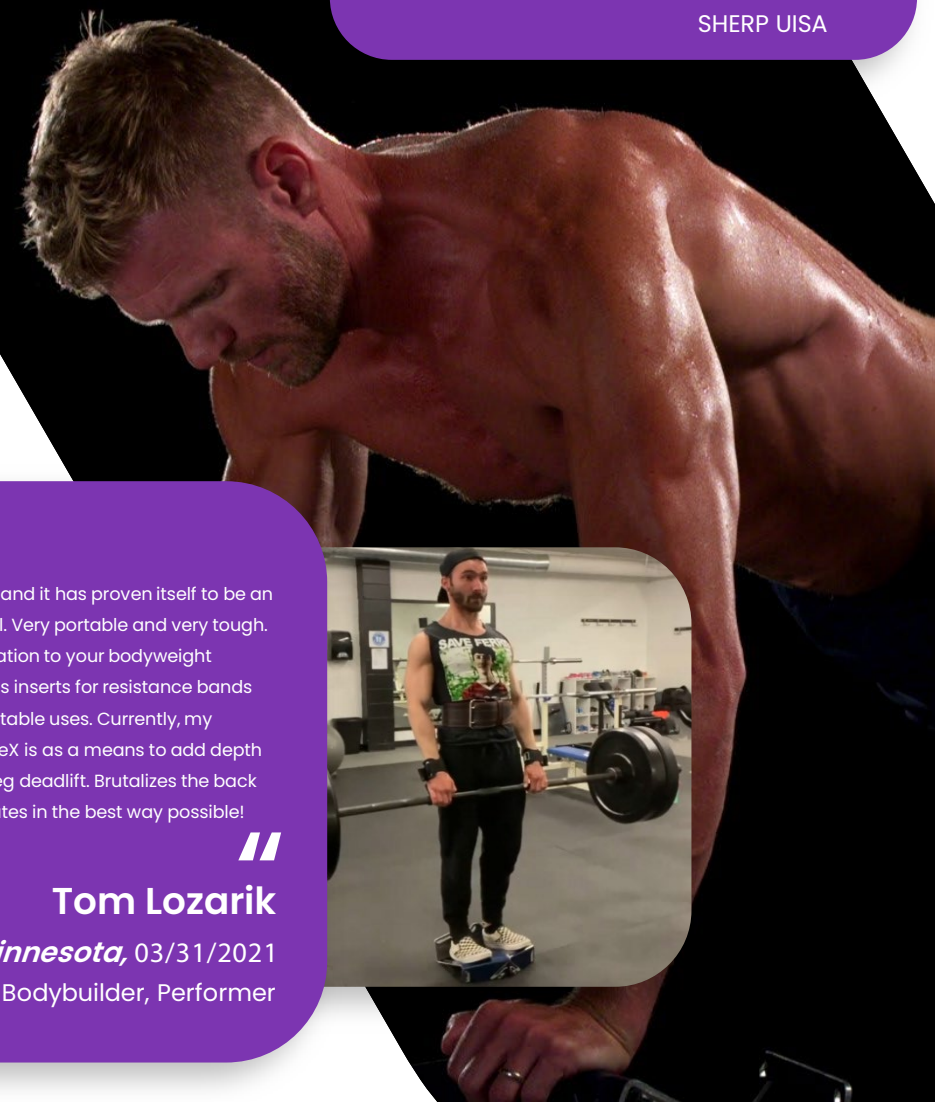
Been testing out the BladeX and it has proven itself to be an incredibly versatile gym tool. Very portable and very tough. It's fantastic for adding variation to your bodyweight exercises, but it also includes inserts for resistance bands as well as many other adaptable uses. Currently, my favorite way to use the BladeX is as a means to add depth to the stretch of a straight leg deadlift. Brutalizes the back of my legs as well as my glutes in the best way possible!

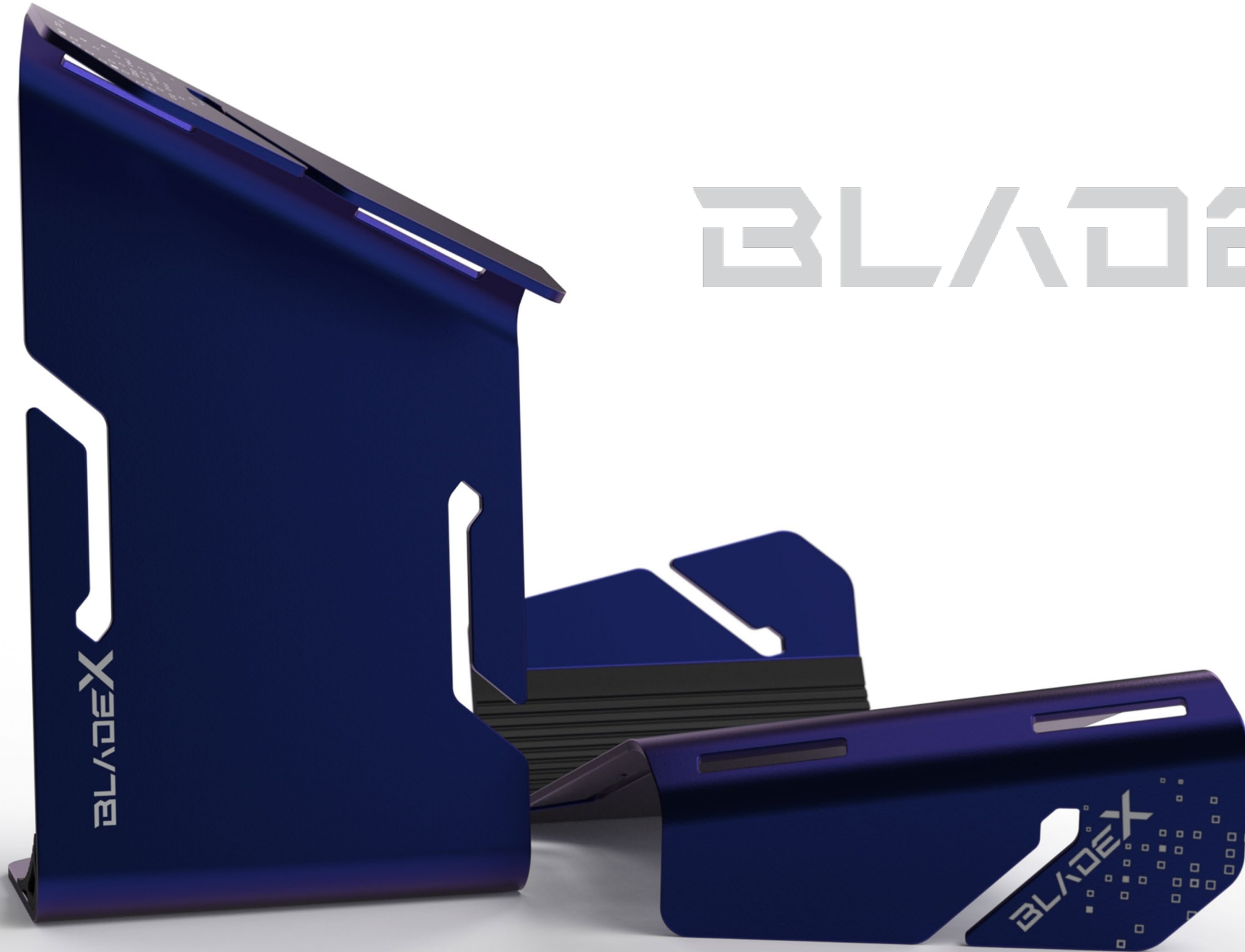


Tom Lozarik

Minnesota, 03/31/2021

Fitness Trainer, Model, Bodybuilder, Performer





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Thank You

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