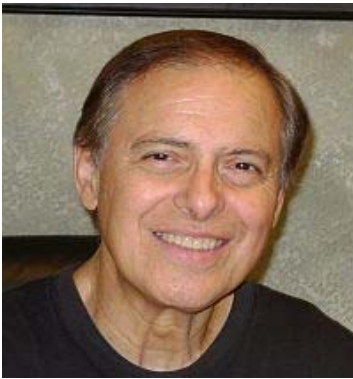




## Art Gutierrez – GP Industries – Silver Level SPN Member . . .



Art Gutierrez works with GP Industries, a company dedicated to manufacturing free-weight accessories with enhanced technology and vigorous testing, providing the industry with products that are unsurpassed in quality, technology and value.

Originally from Austin, Art moved to the southeast at an early age, but everyone still recognizes the Texas accent he'll never shake. Upon completing his college degree from Oglethorpe University in Atlanta, GA, Art went into work in the real estate investment section with an Atlanta banking firm. The experience he gained here was valuable, while his genuine interest in the fitness industry grew. An avid fitness buff, Art continued his participation in weight training, an interest he had been involved in since his before college.

In 1980 he met Arthur Jones, founder of Nautilus Sports Medical. Arthur asked Art to participate in some of the seminars he was running, as well as the trade shows. What started out as just a part-time endeavor, grew into a full-time career that would change Art's life. He made the decision to join them full-time in 1982 and worked with Arthur for the next five years. During this time, Arthur Jones really played a pivotal role in developing the industry itself, and Art felt privileged to be a part of the contribution. When Arthur sold the company in 1986, Art stayed on for about a year and then went to work in the fitness division of Cybex as Director, Sales and Marketing. Art saw the industry really take off over the next seven years, and then decided to work with a company in Southern California called Advance Free Weight Systems. Art met Phil Patti in 1998; the two became friends and shared a strong interest in developing the free weight side. Phil and Art spoke about creating our own specialized free weight company and launched GP Industries within a year.

From the beginning, what made GP Industries unique was their decision to concentrate on free weights exclusively for the commercial side. Company has evolved into offering all of its current products. Everything we market today has come about as a result of a tremendous amount of research development and product testing. Art states, "our omen is that we believe our goal is to have the highest quality in free weights. Our slogan is 'A New Standard of Excellence in Free Weight Products', and we ensure this throughout our company, and the products we provide. This standard has shaped us as a company since the beginning."

Free weight training has become very popular. Gyms now have elite free weight centers – Personal Trainers love it and members enjoy the free weight training experience. It has essentially become a very highly accepted and endorsed form of strength training. With the acceptance and level of participation increasing as it has the demands on the design, function and durability has also changed. Products acceptable 5 or 6 years ago cannot handle the use and abuse now. Our objective is to raise the durability standards to a level that is essentially required today.

Art expresses a heartfelt sense of gratitude for his partner, Phil. He has been very instrumental in the developing the standards of our products. He brings an ability of product design and development that has been critical to our success. His understanding of materials and designs has been very essential in what we now offer today.

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**Gold's Gym Franchisee Association**

245 Peachtree Industrial Boulevard, Suite 100 | Sugar Hill, Georgia 30518

Office: 678-730-0815 | Fax: 770-614-0909

[www.ggfa.info](http://www.ggfa.info)