



redcord[®]

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Redcord® Sport

Release your potential



Rhythm – Balance

The perfect throw, kick, jump or strike requires a combination of power, timing, and precise movement in a state of balance and control



Dag Opjordsmoen, Soccer Coach

“ To control the ball in all situations of a match, you must control your body. The requirements for becoming a good technical soccer player are, as in most sports, a good balance, coordination and rhythm. Redcord is a useful and motivating tool to develop these requirements, especially for young players.”

- Control

A hand in a black glove is shown holding a soccer ball. The background is a blurred crowd of spectators. The overall theme is control and athletic performance.

Do you exercise for a work out, or to win?

Most people are looking to improve total body function, whether on the field or in their daily lives. Preparing for competition involves the search for optimal function as we look for a high carry-over effect to the competition. Interestingly, the value of general strength training alone is small if it cannot be transferred to the functional demands of a competition.

Standard strength training

Recently, it has become common practice to sit in machines and perform two-dimensional, muscle isolating exercises. This does not reflect the demands of most human movements, especially during athletic activity. Movement analysis shows that we usually move in different planes, or in three-dimensional patterns. Machines may make you stronger in a two-dimensional world, but not necessarily in a real life situation. You may gain strength, but have you improved performance?

Redcord Sport = Functional Training

Functional training integrates strength training in movements that can be transferred to situations and conditions similar to the ones faced when practicing or participating in a sport or athletic activity.

Redcord Sport involves exercises with three-dimensional strength training. The movements are more natural and bodyweight is used as resistance, which occurs in many sports. These exercises promote strength, muscular endurance, balance, coordination and core muscle stability. Redcord Sport has a high carry-over effect to sporting situations. New studies confirm that sling exercise therapy displays better results than conventional training and increases overall athletic performance.

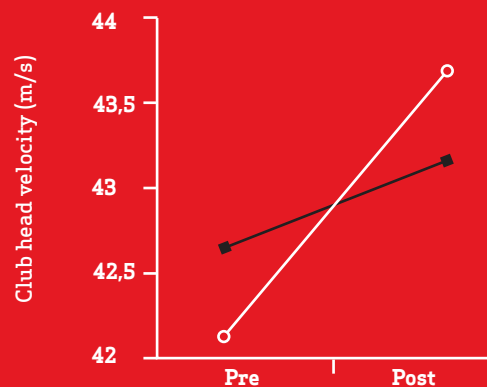


Performance enhancement

Agder University College, one of the largest institutions for higher education in Norway, has conducted studies on golf and soccer players to measure the difference in the training effect between standard training and strength training using Redcord Sport. Both the soccer and golf studies conclude that Redcord sport demonstrates a significantly greater effect than standard strength training techniques.

Golf study

In the following study, a collection of golfers was divided into two groups. One group trained with Redcord Sport, while the other performed a standard strength training regimen. Both groups worked out twice a week for eight weeks. A club head speed test was taken both before and after the training period. Club head speed has a considerable impact on how far one can hit the ball. Training with Redcord Sport showed a significant improvement in increasing the club head speed, equivalent to a 10-15 meter/yard longer shot. Standard strength training showed minimal improvement, at best.



Seiler S, Skaanes P.T, Kirkesola G. Tittel; Effects of Sling Exercise Training on maximal clubhead velocity in junior golfers. *Medicine & Science in Sports & Exercise* 38(5):S286, 2006

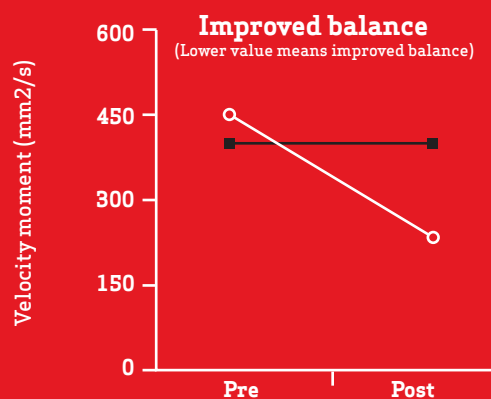
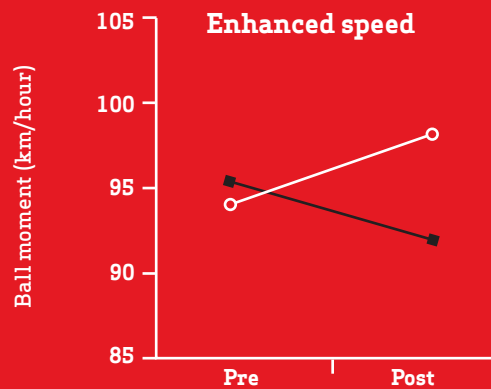
Redcord Sport Training —○—
Standard Strength Training (CON) —■—



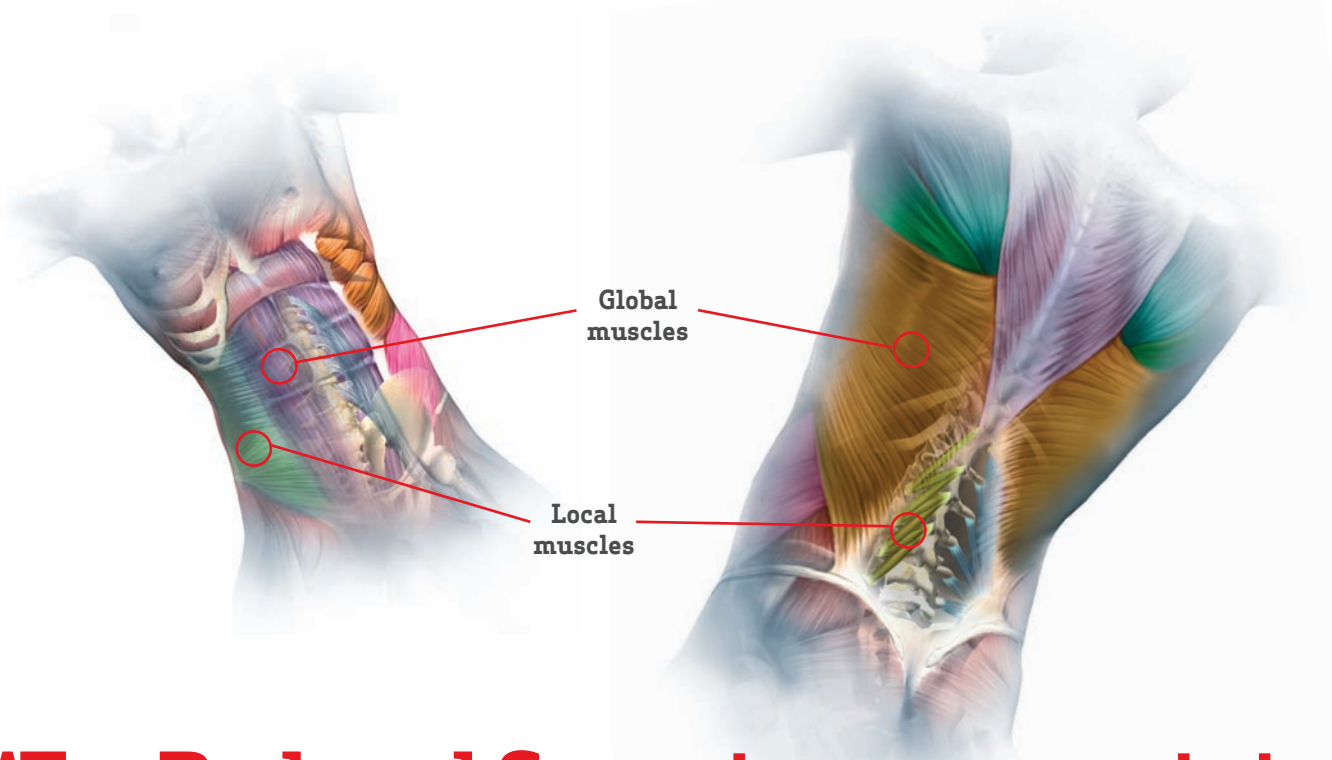
Soccer study

The study with the Norwegian soccer club, IK START, shows that soccer players who trained with Redcord Sport substantially improved the strength of their shot and overall balance and stability. The group that exercised with standard strength training experienced only small gains.

Stray Pedersen J.I, Magnussen R, Kuffel E, Seiler S.
 Tittel: Sling Exercise Training improves balance, kicking velocity and torso stabilization strength in elite soccer players.
 Medicine & Science in Sport & Exercise 38(5):S243, 2006



Redcord Sport Training —○—
 Standard Training —■—



Why Redcord Sport is smart training

The brain thinks in whole movements, not individual muscles. A package of signals is sent from a “movement program” to all muscles that are needed to create and control a certain movement. Redcord Sport is designed to stimulate and challenge these muscles as a group, instead of individual focus & isolation.

Sports necessitate power, rhythm and control of movement

Success in sport demands the interaction between many factors such as speed, rhythm, power, control and balance. A soccer player needs these factors to run, dribble and shoot in one flowing movement. A skier has to continuously monitor and control her centre of gravity to maintaining balance at great speed. A handball player must run, change direction, jump and shoot whilst in motion. Communication between the brain and the body enables us to coordinate this incredibly complex interaction.

Signal training

Neuromuscular training, or signal training, is communication between the brain and the body. A constant information exchange occurs, giving and receiving feedback information about effort, muscle length, and joint position. The brain’s ability to interpret these signals along with returning valuable information to the muscles can be improved with training. In professional terms this is called neuromuscular training, also referred to as signal training.

Redcord Sport offers a deep workout

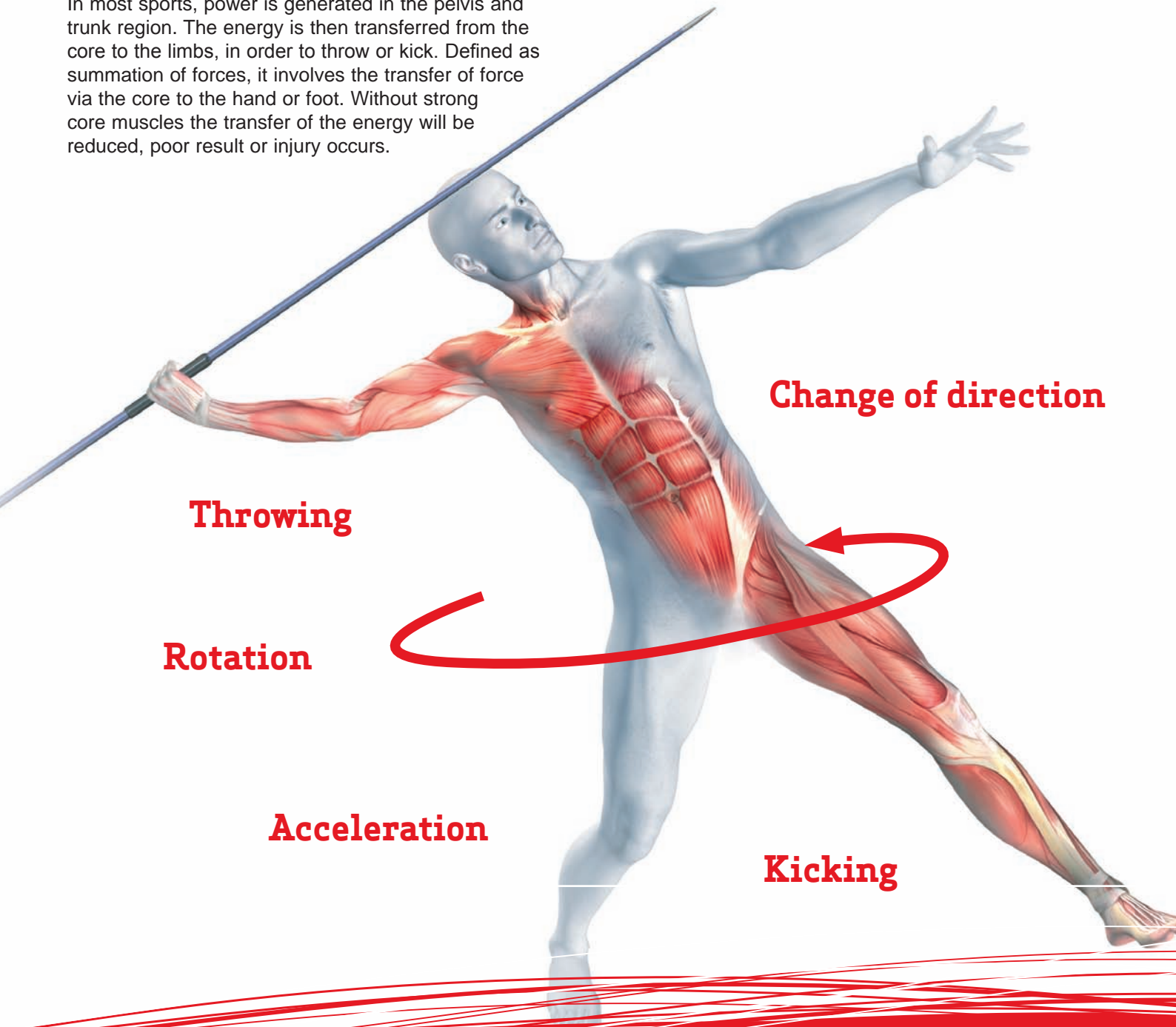
The body consists of several muscle layers. To simplify the body’s arrangement of muscles, we can divide them in two big groups; the local muscles, whose main task is to stabilize the joints, and the outer, global muscles whose job is to create large powerful movements. The global muscles are also, divided into two groups; global stabilizers and prime movers.

Training the local and global muscles to work together allows an athlete to achieve their maximum potential, or synergy. When the local muscles are under-conditioned or not receiving signals, the global muscles try to compensate for the local muscles. However, when local muscles work is included, the global muscles can concentrate on delivering full power with better control. Redcord Sport encourages both global and local muscles to work together in synergy.

Core muscles – the source of power

Core muscles offer support to the abdomen, hips and back as well as the neck and shoulder girdle. They give the trunk support and stability so the limbs are free to move with control and maximal effort.

In most sports, power is generated in the pelvis and trunk region. The energy is then transferred from the core to the limbs, in order to throw or kick. Defined as summation of forces, it involves the transfer of force via the core to the hand or foot. Without strong core muscles the transfer of the energy will be reduced, poor result or injury occurs.



The importance of core

Mathematical analysis of a tennis serve shows where in the body the force that creates ball speed is generated. As much as 54% is developed between the ground and the core muscles, even before the arm and shoulder girdle are involved. The analysis also shows that if core effort is reduced with 20%, the arm has to increase its effort by 34% and the shoulder by 80%, for the ball to obtain the same speed in the serve. Redcord Sport improves overall performance by integrating both core and global muscles.

Kibler WB. 1994. *Clinical biomechanics of the elbow in tennis: implications for evaluation and diagnosis. Medicine & Science in Sports & Exerc* 26 (10): 1203-1206

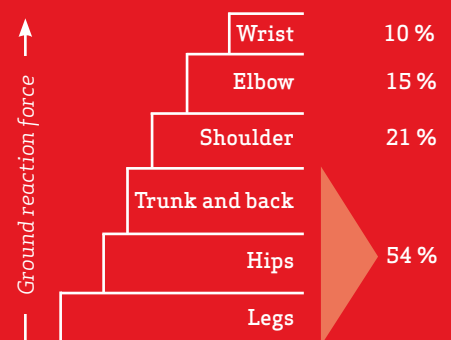




foto Dimír

Injury Prevention

It is important to follow a rigorous training program in all sports. An interruption in training due to injury can have serious consequences. The body is in extreme and vulnerable positions during most sports. For example, the shoulder or the hip can be in full extension and under great stress. Injuries can occur easily under extreme conditions, so preparation is important. Redcord Sport enables you to exercise in a safe but challenging manner in order to develop strength and control in end of range position. This offers active protection of muscles and joints as well as enhancing performance at extremes. For a period of several years, elite athletes using Redcord Sport as a compliment to their existing training

have experienced a dramatic reduction in injuries during training and competition.

Back problems

– try something that works; Redcord Sport

Athletes are often troubled by back problems, and it is widely known that back issues can drastically reduce the likelihood an athlete will perform to the best of their ability. Many years of research and experience have shown that Redcord Sport has a positive effect on back pain.



**Lars Kolsrud, Chief Doctor,
Norwegian Olympic Centre:**

“We have a long history of using this system on our athletes. As an old gymnast, I recognize the exercises used in Redcord as the basis for training strength, coordination and balance. The principles are the same if you want to practice a handstand, if you want to be a better golfer, or if you want to retain lost skills or balance after an injury. The ingenious theory of the Redcord concept is that it gives you excellent training/workout no matter what level you are at.”



Proven effectiveness

Redcord Sport has benefited from the input of physiotherapists, doctors and athletes in over 20 countries since 1991. Redcord has gained much allegiance of athletes and medical professionals worldwide because of their unwavering journey to excellence. The Redcord concept is built on scientific principles and the results of new studies ensure its ongoing development and improvement.

Time efficient

Since Redcord Sport can activate several muscle groups during a single exercise, training time is reduced. By reducing training time and eliminating the risk of overtraining, a 30 minute workout three times per week is sufficient for most people.

Can be used by everybody

Redcord Sport is being used by famous athletes in several countries and increasingly generates interest and enthusiasm all over the world, but Redcord Sport is unique in its ability to train people of all ages and ability levels, not only top athletes. This makes Redcord training effective and useful for everybody, regardless of age, ambition or skill.

Ideal for group training

Redcord Sport can be used for group training as well as individual training.



Redcord Sport – giving you the winning edge!

Redcord Sport courses

Many years of practical experience and applied research are used to create comprehensive courses that explain the principles and the tools for effective functional training. Even after the first theoretical course you can start to create suitable training programs and apply this knowledge to a work out regimen. While a short training course is recommended, it is not necessary to reap the benefits of Redcord Sport.



Redcord products for workout

Redcord Trainer



- ✓ Wide variety of exercises for the entire body
- ✓ Ideal for sport clubs and fitness centres
- ✓ Can be used with all Redcord accessories

Redcord Mini



Redcord Mini is a smaller and lighter version of Redcord Trainer.

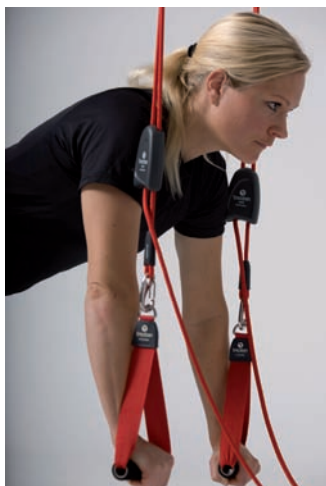
It is perfect for training outside, on the soccer field or bring travelling. It is lightweight and easy to bring along while travelling.

Redcord DoorFix

The Redcord DoorFix makes your Redcord Mini even more mobile.



With DoorFix you only need a door to fasten your Redcord Mini. Can be used at home or when travelling.



Redcord PowerGrip

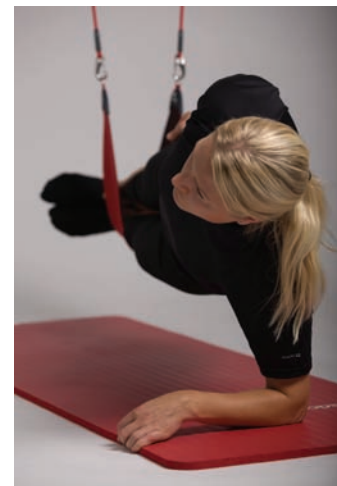


- ✓ Perfect for workout
- ✓ Better grip
- ✓ Comfortable for the wrists

Redcord Wide/Narrow Sling



- ✓ Greater variety of exercises
- ✓ Added comfort



Redcord Balance



- ✓ Ideal for balance training
- ✓ Makes the exercises more unstable and challenging

Redcord Mat



- ✓ High quality
- ✓ Shock absorbing
- ✓ Contains no ftalates/latex

