

Case study

# A collar-free gym

No more clips,  
collars or clamps

A collar-free gym is a setup in which traditional barbells and external collars are replaced with barbells with built-in collars, or "SlideLocks". This case study explores the effects of making this transition and what that means to you as a gym owner, and your gym members

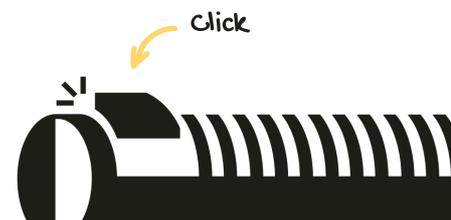


## What are collars?

A piece of equipment that comes in many shapes and sizes. May be found cluttering the gym floors or hiding behind the squat rack

## What are SlideLocks?

Collars built into the bar. Now, you never have to look for unreliable, bendy, breaky, disappearay, external clips and collars again. Instead, we made the "SlideLock". Lift, slide, lock. Simple!



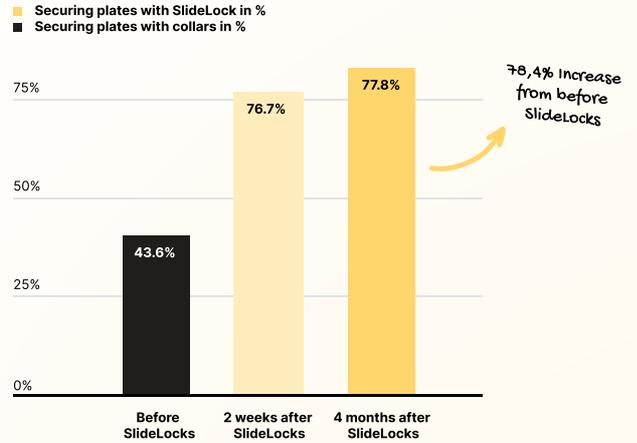
## No collars No problems

A collar-free gym comes with several benefits. It creates a tidier space, and entices members to secure their weights more often by staying in place on the bar and being really fun to use



# Creating a safer gym

Members secure their plates more often with the SlideLock. In only two weeks, results show a significant increase of 75.9%. After four months, usage continues to grow, providing long-term safety and security for the gym and its members.



**40.9%**

Followed instructions on sticker



**15.5%**

Aware of SlideLock through social media



**28.2%**

Figured out themselves



**10.9%**

Were shown or watched others use it

# Effortless transition

The SlideLock is intuitive and makes it easy for you to introduce your new Gungnir bars

# Value for your members

Going collar-free improves the experience for your members, here are the top three responses



**49.5%**

SlideLocks are user-friendly and easy to use



**24.5%**

SlideLocks are faster and more efficient than collars



**20.1%**

No need to play Sherlock anymore, SlideLocks are always present

### Introduction

A Collar-Free gym is a novel concept that offers a safer, tidier, and user-friendly workout environment. It replaces traditional barbells and external collars, clips, and clamps with barbells featuring built-in collars known as SlideLocks. In 2020, the creation of the SlideLock and the bars with built-in collars was introduced with the hypothesis that an intuitive and secure locking mechanism would encourage more gym-goers to secure their weight plates, and as a consequence creating a safer free weight area in the gym. This case study was conducted in partnership with the gym chain, Fresh Fitness in Norway, to evaluate the transition to a collar-free gym and determine if members would embrace the concept over time despite limited educational resources. The main objective of the study was to assess the adoption and usage of the SlideLock in short and long term, and the impact on the safety of the free weight area in the gym.

### Methodology

The study combined both quantitative observational methods and qualitative semi-structured interviews to gather data. A total of 1725 gym members were observed while exercising and 129 members were interviewed. The gym, located in an urban area, caters to all genders between the ages of 18 and 35 and has a 1600 sqm floor area. It operates from 5 AM to 11 PM and is staffed from 4 PM to 8 PM from Monday to Thursday only, with three personal trainers, one manager, and one technician/caretaker. The gym originally had traditional barbells such as 18 20kg barbells, 1 EZ-curl bar, 2 hex bars, and a pair of spring collars to go with every bar. The free weight area consisted of a bench press section, a half rack area, and a functional rig, creating a suitable setup for the study. The gym also has various types of weight plates, including PU bumper plates with a metal center, rubber bumper plates with a pressed center ring, and PU plates with handles and change plates.

**Phase 1 (Before SlideLocks):** Prior to the transition to Gungnir bars, the gym was equipped with traditional barbells. Members were observed to determine if they were securing the weight plates with spring collars or not, and a distinction was made between the bench area and the area with rigs, racks, and the EZ-curl bar.

**Phase 2 (With SlideLocks, 0-2 weeks):** All bars requiring spring collars were replaced with 20 new Gungnir barbells with SlideLocks: 16 Allrounder 20kg barbells, 2 Allrounder 15kg barbells, 1 Curler EZ-curl bar, and 1 prototype open trap bar. The staff was instructed not to educate members about the new barbells, and the only educational tool was an instructional sticker placed on each bar. During the two weeks following the transition, the use of the product was observed without any interference, and after the first week observing, members were interviewed to gather data about their experiences.

**Phase 3 (With SlideLocks, 4 months):** Four months after the transition, the usage of the product was observed without any interference to measure the long-term effects of a Collar-Free gym.

### Results: Transition and long term effects of a Collar-Free Gym

During the first phase (before the introduction of SlideLock), 43.6% of the members were observed using spring collars (results in Table 1). After replacing the bars with SlideLocks, the number of members securing their plates increased significantly. On the first day, 69.6% of the members were securing their weight plates with SlideLock, and by the second week, the number increased to 76.7%.

	Before transition	Day 1	First week	Second week	Fourth month	Increase after 4 months
Members securing when using racks, rigs (%)	51.9%	73.8%	76.0%	81.1%	81,4%	56.8%
Members securing when using bench (%)	31.5%	63.4%	61.9%	68.7%	71,0%	125.3%
Members securing total (%)	43.6%	69.6%	70.6%	76.7%	77,8%	78,4%

Table 1: Data on securing plates before and after replacing traditional bars with Gungnir bars.



The use of the spring collars was more prevalent in exercises other than bench press, with 51.9% of members using it in the squat racks and functional rigs, compared to 31.5% using spring collars while benching. However, after introducing SlideLock, the number of members using it while bench pressing rose to 63.4% on the first day and 68.7% in the second week, more than doubling the use.

After four months, there has been a total increase of 78.4% compared to before the transition and implementation of SlideLocks. This translates to a total of 77.8% of gym members utilizing the SlideLock, which is 1.1 percentage points higher than the figure recorded during the first two weeks.

The instructional sticker placed on every bar helped 40.9% of the members understand the mechanism, while 28.2% figured it out themselves. 15.5% of the members already knew how to use it due to prior exposure on social media, and 10.9% learned by observing other members. The new bars were well received by members and when asked what their first impressions were 49.5% mentioned ease of use and that they were more user-friendly than spring collars. They also noted that the product is faster and more efficient to use (24.5%) and that they no longer have to search around the gym for spring collars (20.1%).

### Conclusion: Implications for Gym Owners

The results of the study indicate that the transition to a collar-free gym has several benefits for gym owners and members, both in the short and long term. The use of the SlideLock barbells, which replaced the previous bars equipped with traditional spring collars, increased the number of members securing their weight plates significantly, resulting in a safer workout environment. Not only can accidents or unfortunate episodes be avoided, but the feeling of being safe itself is more accessible according to the gym members in this study.

Furthermore, the data showed that the transition was easy, with the simple addition of an instructional sticker on each bar sufficient for members to understand and use the SlideLock. Members also reported a more user-friendly experience with securing weight plates, citing ease of use and efficiency as key benefits. Additionally, the elimination of the need to search for collars throughout the gym improved the overall experience for members. The results of the study suggest that transitioning to a collar-free gym environment can enhance the experiences of both gym owners and members, even in an almost unstaffed gym setting.

**Say hello to a safe and user-friendly experience that your members will love.**  
**Contact us today to find out more about going collar-free [here](#). If you are in Norway click [here](#).**

This study was conducted by Gungnir of Norway in collaboration with the Amsterdam University of Applied Sciences.

