



LICENSED GYM PROGRAM

PROGRAM SPECIFICATIONS & TERMS

SHORT STEEL BENDING CO. · SHORTSTEELBENDING.COM

OVERVIEW

The Licensed Gym Program lets an independent gym become an authorized Short Steel Bending reseller, selling SSB's proprietary steel to its own members, in its own facility, under Short Steel Bending's internationally recognized brand, at wholesale pricing, with a complete in-gym setup, starting inventory, and direct coaching support.

For the gym, it adds a new revenue line and a genuinely differentiated offering. For Short Steel Bending, it extends the brand into vetted facilities through partners who already serve the right athletes. One license covers one physical location, and SSB steel is sold in person at that gym.

WHO IT'S FOR

- Independent strength-training gyms
- Strongman gyms
- Health clubs

One physical location is permitted per registration. *(See "Territory & Exclusivity" under Policies.)*

ON SAFETY

Steel bending looks dramatic from the outside, but it trains like any other heavy lift and carries no more risk than the rest of your floor. SSB steel is a specific alloy chosen for both malleability and strength: it gives only under deliberate, sustained force and holds its shape otherwise. In our entire history we have never had a bar snap unexpectedly in normal use; a bar only bends after a sustained, intentional effort, never without warning. For your gym, it adds a station your members can train on as safely as any squat rack or deadlift bar.

WHAT'S INCLUDED

BENEFIT	DETAIL
Reseller license	The right to sell SSB proprietary steel in person to your members, in your gym, under Short Steel Bending branding.
Wholesale pricing	Steel and hand wraps at SSB's licensed-gym wholesale pricing, on every order.
Free rush shipping	On every order.
Unlimited coaching	Unlimited call, email, and text coaching from SSB's resident strongman.
Public leaderboards	Track and rank your members on the SSB leaderboard.
Setup + starting inventory	1,200 bars, 60 pairs of hand wraps, a steel wire rack, heavy-duty shelving, 10 introductory booklets, a 3'×3' SSB banner, and a full day of on-site training. The SSB steel-bending expert flies to you to set everything up and train your staff and members.
Monetization consult	After sign-up, the resident strongman calls to walk you through proven strategies for monetizing your setup.

PRICING & INVESTMENT

ITEM	COST
Annual program membership (charged upfront, auto-renews yearly)	\$1,200 / year
One-time setup + starting inventory (1,200 bars, 60 pairs of hand wraps, wire rack, shelving, 10 booklets, SSB banner, full-day on-site training)	\$3,800
Total to launch	\$5,000

Your card is charged the \$1,200 membership fee and the one-time \$3,800 setup-and-inventory fee at sign-up. Expect a 4-week lead time from sign-up to your training day, giving you time to market the launch event to your members while your setup and inventory are prepared and shipped.

THE 1-YEAR RECOUP GUARANTEE

Run the program for a year. If your SSB steel sales haven't earned back your full \$5,000 launch investment, we refund every dollar of it and buy back your unused inventory at cost. Return the setup and we cover the shipping. There is zero risk in trying it.

How to qualify (all we ask is that you actually run it)

The guarantee is real and strong, and it stays that way by being fair. You qualify for the full refund if, during your first 12 months, you:

1. Completed onboarding and the on-site training day.
2. Kept the SSB rack and banner set up and prominently displayed for the full year (it can't earn from a closet).
3. Launched to your members and made a genuine, ongoing effort to sell, using the coaching and monetization call that come with the program.
4. Followed the program terms (in-person sales only at your licensed location; no online resale; no trademark misuse).
5. Can show your SSB sales records for the year, and they total **less than \$5,000 in SSB steel revenue**.

Meet those and you simply return the setup plus any unused inventory, and we refund your **\$5,000** and buy back that unused inventory at what you paid, return shipping on us.

What the guarantee covers (and what keeps it fair)

- **It refunds your \$5,000 launch investment in full**, the membership + setup + starting inventory. That is the money you put at risk to try the program, and you get all of it back.
 - **Unused inventory is bought back at cost.** Re-orders you bought and *sold* already earned you revenue and are not refunded. Re-orders you *didn't* sell, you return in unused, resalable condition and we refund what you paid for them. You are never stuck holding steel, and the guarantee is never a way to buy inventory and claw the money back after selling it.
 - **Buy-back applies only to inventory physically returned in unused, resalable condition**, at the price paid, limited to what you return. Used, damaged, or already-sold steel and used hand wraps are not bought back.
 - **Anti-stockpiling:** unusually large orders placed in the final 90 days that exceed your normal sales pace may be excluded from buy-back, or bought back at SSB's discretion at current wholesale. (This stops loading up right before a claim.)
 - **One guarantee per licensed location.** It's there to de-risk genuinely trying the program, once.
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POLICIES & TERMS

1. **Territory & Exclusivity.** One license per physical location. SSB steel may be sold in person only, at the licensed gym. The license is not tied to a protected geographic radius; it is granted per location.
2. **Resale Pricing.** The member-facing price is entirely the gym's decision. Short Steel Bending does not set or floor the resale price, and instead helps each gym build a monetization plan based on real sales data and what actually works.
3. **Branding & Trademark Use.** A licensed gym may call itself a "Short Steel Bending Licensed Gym" and may advertise the affiliation publicly, online, and in person. The steel-bending rack and the 3'×3' SSB banner must be displayed together and prominently, like any other piece of licensed gym equipment.
4. **Ordering & Inventory.** Restocks ship same day when ordered before 3pm and arrive within 2 business days.
5. **Wholesale Pricing & Adjustments.** Steel and hand-wrap wholesale prices may move from time to time, typically by a few cents, up or down, to reflect material costs and keep SSB competitive. Your licensed-gym wholesale pricing always applies to the then-current price. SSB will give reasonable notice of any change.
6. **1-Year Recoup Guarantee, Terms.** The guarantee, its qualification conditions, and its coverage and buy-back limits are set out in full in "The 1-Year Recoup Guarantee" above and are incorporated here by reference. "Recovered your investment" means total gross revenue from SSB steel sales at the licensed location during the first 12 months. A guarantee claim requires the sales records described above and the return of the setup and any unused, resalable inventory. Short Steel Bending covers return shipping on a qualifying claim.
7. **Term, Renewal & Membership Adjustment.** The annual membership auto-renews yearly and may be cancelled anytime, for any reason. **SSB may increase the annual membership fee at each renewal by 3-5% to reflect rising costs; you'll be notified before any renewal.** On non-renewal, the former licensee enters a 180-day "sell-off" grace period: they may continue selling their remaining SSB steel and using the SSB logo to support those sales, but may not buy new steel or use member perks. After the 180-day sell-off period, any continued sale of SSB products is classified as counterfeiting / trademark infringement on The Short Steel Bending Company brand, and any entity violating this will incur civil damages.
8. **Quality & Conduct Standards.** A licensed gym is expected to make its best effort to complete SSB's training and to train its owner and members in line with SSB's teachings.

9. **Safety, Liability & Insurance.** SSB warrants its steel meets its published specifications. The licensed gym is responsible for safe instruction, supervision, and member screening at its own facility, agrees to have members sign its standard activity waiver before bending, and will maintain general liability insurance covering the steel-bending station. The gym indemnifies SSB against claims arising from use, instruction, or supervision at the gym; SSB remains responsible only for genuine defects in the steel itself.
10. **Guarantee Applies to Year One.** The 1-Year Recoup Guarantee de-risks your launch and covers your first 12 months only. Renewal years are not guaranteed.
11. **Records & Verification.** SSB may reasonably verify the sales records supporting a guarantee claim. Materially falsified records void the guarantee and may void the license.
12. **Proprietary Product.** The gym will not reverse-engineer, copy, or source substitute or knock-off steel to sell under, or alongside, the SSB brand or the SSB-branded setup.
13. **Re-orders.** Re-order inventory is prepaid; SSB does not extend credit on inventory.
14. **Assignment.** The license is personal to the licensed location and may not be transferred or assigned without SSB's written approval.
15. **Termination for Cause.** SSB may terminate immediately, without the 180-day sell-off grace period, for safety violations, non-payment, brand-damaging conduct, or counterfeiting.
16. **Independent Businesses.** This is a limited trademark and product-resale license. The parties are independent businesses; nothing here creates a partnership, agency, employment, or franchise relationship.
17. **Governing Law & Disputes.** This program and these terms are governed by the laws of the State of Delaware; the parties will resolve any dispute by good-faith negotiation first, then by binding arbitration in Delaware.

HOW IT WORKS: ONBOARDING

1. **Enroll** in the Licensed Gym Program: \$1,200 membership + a one-time \$3,800 setup-and-inventory fee (\$5,000 total).
2. **Plan your launch (4-week lead time).** Use the lead time to market your steel-bending launch event to your members while SSB prepares and ships your setup and inventory.
3. **Setup ships + training day.** Your steel wire rack, heavy-duty shelving, 3'×3' SSB banner, 10 introductory booklets, and starting inventory (1,200 bars, 60 pairs of hand wraps) arrive; the SSB steel-bending expert flies out for a full day to set everything up and train your staff and members.
4. **Monetization call.** SSB's resident strongman calls to walk through monetization strategies and answer any remaining questions.
5. **Launch.** Begin selling SSB steel in person to your members under your SSB-branded setup, with live leaderboards and unlimited coaching a text away.

QUESTIONS? TEXT MATT AT (302) 690-7039 · [SHORTSTEELBENDING.COM](https://www.shortsteelbending.com)