



CALI WEIGHTS, INNOVATION IN FITNESS

Ingenious market-specific design combined with distinct materials drives an original product from idea to shelves around the nation



“We wanted to create a truly custom, patentable product that was not on the market and that’s when we started going into product development. As we grew, we partnered up with Gembah and figured out how we could create something that no one else had.”





Eric Finkelman, Founder and CEO

SOLUTION

- Design
- Product Engineering
- Production Management
- Logistics



RESULTS

 <p>DESIGN</p> <p>Developed an original design based on a product idea</p>	 <p>ENGINEERING</p> <p>Produced CAD drawings that were used to leverage a funding campaign</p>	 <p>MATERIALS</p> <p>Sourced high-quality materials to add value and function to the product design</p>	 <p>LOGISTICS</p> <p>Managed factory production from tooling to shipment</p>
--	--	---	--



CHALLENGES

- Bring a new product to market from ideation
- Find a niche product that was underserved in the marketplace

FITNESS BY DESIGN

Eric Finkelman had years of experience selling products across multiple channels. After selling everywhere from Amazon to Walmart, Eric learned what it was like to make products, work through supply chain issues, and do market research to find in-demand products and ideas to launch.

He wanted to bring a new idea to the market by creating a unique, patentable design to complement his growing fitness brand. He started with just an idea: wearable weights disguised as jewelry. But Eric knew he needed a partner to design them to be both fashionable and functional, so he reached out to Gembah.

Eric didn't even know what they should look like, but the design team worked with him through several product iterations, moving from sketches to CAD designs and eventually 3D printing their design for testing. Together, they brainstormed ways to make the product versatile by adding key features like stackability for weight adjustment and adjustable elastic for a custom fit.

FROM IDEA TO FULLY FUNDED CAMPAIGN

Cali Weights started as just an idea, but after several product iterations, Gembah's design team refined the idea to a functional, beautiful design that could seamlessly move from the yoga studio to the office.

The product was exactly what Eric wanted, but he still wasn't sure if there was a market for them. He started a funding campaign on Indiegogo, using Gembah's 3D renderings and 3D printed samples along with his marketing materials to source the funding he needed to take his idea to manufacturing. He was fully funded in only a couple of hours. Not only was there a market; there was a demand far beyond what he had even hoped for.

MANUFACTURING SUCCESS

Using their network of factories around the globe, Gembah sourced a factory to create and ship Cali Weights, keeping up with the explosive demand and managing all aspects of production, leaving Eric free to focus on other crucial parts of his business.

Shortly after launching, small gyms and boutiques started contacting Eric for bulk orders to sell in their own stores. Cali Weights have been featured everywhere from PopSugar to Forbes and are available online and in fifty-five stores across the country.

Gembah's designers worked tirelessly to bring Eric's ideas to life, from designing the initial product with sketches and 3D renderings all the way to factory production. With Gembah handling the product development, Eric was free to handle the marketing and successfully launch Cali Weights into the world.

"We wanted to bring something truly special to the market," said Eric. "This is the end result. It came from phenomenal work by 3D CAD engineers who were able to put together the right files for the manufacturers to start working on the molds, and piece by piece this process went. With Gembah we were able to stay in one place from design, to patenting, to managing the factories."