



## WILLPOWER RESISTANCE BANDS, SUPPORTING EVERY ATHLETE.

Focus on backing athletes with innovative tools for training at the gym, their home, and in physical therapy.



“We needed an expert in functional design to take us from a prototype to something that is manufacturable. Gembah’s design and engineering teams were critical for getting us from prototype to a manufactured product.”

*Andrew Hunter, Founder and CEO*

### SOLUTION

Full Tech Pack, Supply Chain Discovery, Production Management

### RESULTS



#### DESIGN

Developed a functional product design to prepare manufacturing



#### PROCESS

Created a repeatable, reliable process to hand make each band



#### SUPPLY CHAIN

Sourced the highest quality latex available, ensuring top quality throughout the supply chain



#### FACTORY SELECTION

Discovered a factory to hand make the bands accurately according to material requirements and quality control





## CHALLENGES

- Engineering and designing the product to create a repeatable, reliable process
- Ensuring material quality throughout the supply chain
- Locating a factory capable of hand making each band to specifications

## A BETTER WAY TO TRAIN

College wrestler Andrew Hunter and his business partner, three-time Olympian Damir Zakhartdinov from the former Soviet Union, were volunteer coaches in a children's wrestling club. Their club used training techniques developed over decades of Soviet domination in wrestling, including using versatile 16-foot long resistance bands to create a variety of dynamic exercises for everything from strength training to speed development.

Andrew and Damir made the bands even more versatile, adding safety features and other systems. They built the bands in Andrew's kitchen and brought them to the gym for their wrestlers. But when COVID hit, the gym had to shut down. With hundreds of athletes to train, Andrew and Damir took their training and bands to the park.

## NOT JUST FOR WRESTLING

After watching their workouts, curious strangers in the park offered to buy the very bands they were using. Andrew took orders and made each band by hand in his kitchen, investing profits back into the wrestling club to support passionate athletes who couldn't afford the fees. He called his company Willpower Resistance Bands, a nod to the wrestling club that started it all.

The brand began user testing, with clients from trainers and physical therapists to Olympic-caliber athletes offering feedback. Before long, Andrew couldn't keep up with the production demand anymore, and that's when he reached out to Gembah.

## INNOVATIVE DESIGN AND A COMMITMENT TO ATHLETES

Willpower Resistance Bands have to be created by hand with high-quality latex material. The production process needed to be repeatable and flawlessly executed to ensure quality and safety for the athletes who relied on the bands.

Gembah engineers started from scratch to redesign the product for manufacturing. After engineers designed the new product and developed the repeatable process, Gembah sourced the region with the highest-quality latex on the market.

Next, Gembah worked to find a factory capable of handling the materials to create a safe, versatile, and durable product for use in gyms, homes, and physical therapy offices. Making them by machine wasn't an option, so Gembah located a factory able to hand make each band, getting the product into the hands of more athletes.

Gembah understands what's needed to manufacture sports equipment and prioritize durability, quality, and safety. They work with designers and manufacturing experts to design with these features in mind, sourcing the highest quality materials and manufacturers who can hand make products like Willpower Bands. Gembah's team of experts has a network expanding around the globe, facilitating design and material sourcing which companies can leverage to bring their ideas from concept to market.

"The Training mindset we developed at the club has continued to resonate with athletes and trainers. We call it the Willpower Mindset," said Andrew. "Our own definition is that willpower is a stance. It's discipline and sacrifice with a purpose, with respect and optimism. We see the importance of keeping a good optimistic frame of mind, respecting others and respecting yourselves, and the importance of waking up every day and working towards your purpose in life. As much as we make a resistance band, it's also a community based around that principle."