



# SQUAT MAGIC®

Assembly and user guide

[newimagefitness.co.uk](http://newimagefitness.co.uk)





**new image<sup>®</sup>**



## Introduction to **New Image**

Our New Image brand is focused on transformation. Whatever your fitness goals, our aim is to design and engineer fitness products to help you reach your targets.

We know that sometimes the hardest part is getting started, so we build easy-to-use solutions that make getting fit, fun and effective.

We are on a mission to build a fitter, more active nation.

Welcome to our Active Innovation brand,  
**New Image**®

[newimagefitness.co.uk](http://newimagefitness.co.uk)

# Introduction to **Squat Magic®**

The Squat Magic is a low-impact exercise assistant that helps you master the 'King of Exercises', the squat.

Featuring the revolutionary squat assistive technology (S.A.T.), this device helps you perfect over 15 squat variants.

Not only that, but with beginner, intermediate and advanced settings, the Squat Magic evolves with you.



# What's in the box



# Assistance levels



## Beginner

Set this for the greatest assistance if you find squats challenging.



## Intermediate

Set this if you can do standard squats but want to try other variants.



## Advanced

Set this if you find squats easy and want to challenge yourself.

# Using your **Squat Magic**

## **Safety Information:**

Please read this instruction manual before you begin assembly. It is important to keep these instructions for future reference.

- Assemble and operate the equipment on a level surface.
- Ensure the equipment is stable before use.
- Always ensure that the equipment has adequate space on each side for emergency dismount. A minimum of 0.6m.
- The safety level of the equipment can only be maintained if it is regularly examined for wear and tear.
- Replace defective components immediately and keep the equipment out of use until it is repaired.
- Use only the adjustment setting as described in the instructions. Always use the correct adjustment plug/fixing.
- Always check that any plug/fixings are tight and secure before use and after adjustment.
- Never leave any adjustment devices projecting from the equipment.
- Always consult your doctor before undertaking any exercise programme.
- Always wear suitable clothing and footwear e.g. tracksuit, shorts and training shoes.
- Remove all personal jewellery before exercising.
- Try to ensure your back is straight while exercising, especially for long periods.
- Ensure you warm up well before using the equipment as this will help to reduce muscle strain.
- After eating, allow 1-2 hours before exercising as this will help to prevent strain.
- Never overload the equipment: MAX USER WEIGHT 110Kgs.
- MAX USER HEIGHT 6ft 2in.

- Never use the equipment in any other manner other than the ways explained in these instructions.
- If you feel faint, stop exercising immediately.
- Injuries to health may result from incorrect form / technique or excessive training.
- Children should not be allowed on or around the equipment, especially when it is not in use and unsupervised.
- This appliance is not intended for use by persons with reduced physical, sensory or mental capabilities, or lack of experience and knowledge, unless they have been given supervision or instruction concerning the use of the appliance by a person responsible for their safety.
- This product is not suitable for therapeutic purposes.
- This product is intended for home use only.
- CAUTION the instructions must be followed carefully in the assembly, use and maintenance of the equipment.
- Safety standards: This equipment meets the requirements ISO 20957-1.

## **Assembly:**

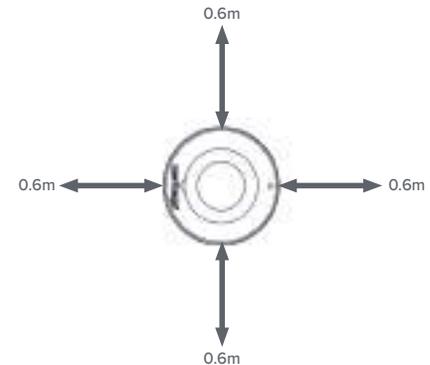
- It is important you assemble the product in a clean and uncluttered space.
- Remove all the parts from the carton and lay them out on the floor.

## **Customer support / Importer address:**

- Should you require any support regarding this product please call our customer services on 0844 800 0631 / 0344 800 0631. High Street TV, PO Box 724, Altrincham WA15 5BJ

## **Care and maintenance:**

- This equipment should not be stored outdoors, in a garage or an outbuilding. Keep the equipment in a dry place with as little temperature variation as possible.
- We recommend placing a mat beneath the equipment to protect both the equipment and flooring. New Image mat can be purchased at [newimagefitness.co.uk](http://newimagefitness.co.uk).
- Use a warm, damp cloth to keep the product clean.
- The safety level of the equipment can be maintained only if it is regularly examined for damage and wear. This includes any ropes, pulleys, nuts, bolts, moving parts, bushes, chains, wheels, bearings and connection parts etc.
- Ensure that you inspect the product regularly (once a week is recommended).
- Ensure that all fixings are tight before use.
- Always replace damaged or worn components with original parts from the manufacturer.
- Bands may wear over time. If you have any concerns, please contact customer support.

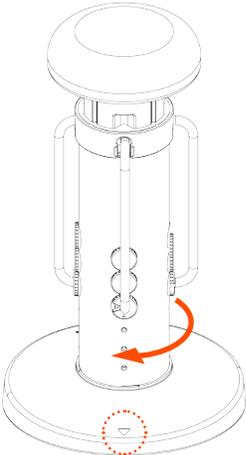


# Setting up your **Squat Magic**

Everything you need to get started on your Squat Magic is in your pack. Follow these simple steps to build it:

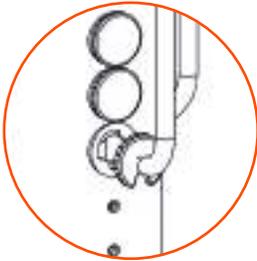
### Step 1

Remove all packaging and stand the product upright, checking it is locked into the base. The tube should be twisted clockwise until the 3 small holes align with the arrow on the base. This should be checked before every use.

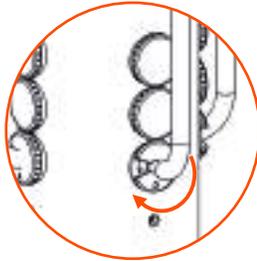


### Step 2

Select the assistance level you require and stretch the bands, twist locking them in place so the arrows on the plug point upwards. Place caps in the remaining holes.



Place plug in hole with cut-out segment facing down.



Twist plug clockwise until segment faces left\*.

\*Plug is in locked position when small triangle points upwards.

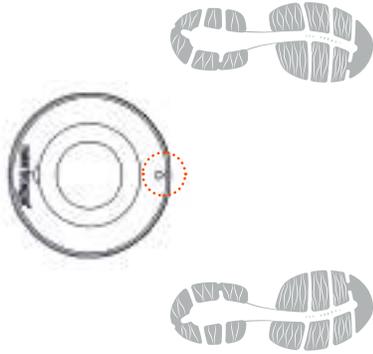


Figure 1 - Correct positioning

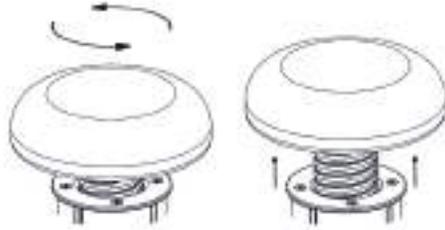


Figure 2 - Seat adjustment



Figure 3 - Squat depth

### Step 3

Step up to the device so that the arrow on the base is visible between your legs (figure 1), the Squat Magic is tilted towards you and the seat pad is adjusted to your height (figure 2), with the pad at the top of your thighs, below your bum.

As you become familiar with the device, adjust the seat to suit your technique.

### Step 4

Start squatting! For the standard bodyweight squat, use your bum to force the seat down, flexing at the knees and hips, keeping your back straight. Focus on keeping your knees in line with your feet until they are parallel with your bum (Figure 3), then stand back up, that's 1 rep.

As you become more familiar with the device, try out the variants that follow.

# Squat variants



**Bodyweight**  
The benchmark squat. Keep your feet firmly planted, and squat up and down.



**Chair**  
Squat to half way and hold for 30 seconds to 1 minute at a time.



**Pulse**  
Squat to half way and then pulse up and down, making minor movements for 30 seconds to 1 minute.



**Sumo**  
Adopt a very wide stance and squat.



**Resistance band**  
Wrap a resistance band (not included) around your thighs and squat normally.

# Squat variants



**Yoga**  
Stretch your back as you hold the chair squat.



**Plie on toes**  
Raise onto your toes as you squat.



**Overhead dumbbell**  
Raise two dumbbells (not included) over your head as you squat.



**Plyometric**  
Conduct a bodyweight squat and then jump when you reach the top.



**Goblet dumbbell**  
Hold two dumbbells (not included) in front of your chest as you squat.



**Goblet kettlebell**  
Hold a kettlebell (not included) in front of your chest as you squat.



**Figure four**  
Cross your ankle over your knee and squat on one leg.



**High knee**  
Lift one knee up to your chest as you squat on one leg.



**Single leg**  
Rest your weight on one leg and squat.



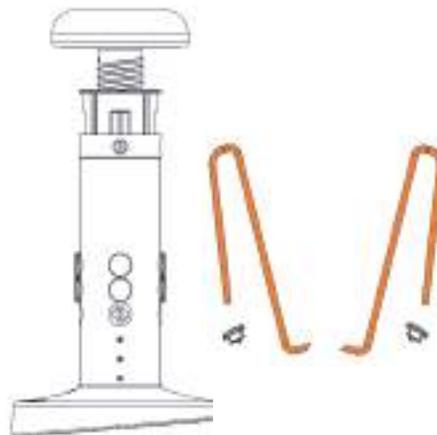
**Pistol**  
Straighten one leg out in front as you squat on one leg.

# Replacing the **resistance bands**

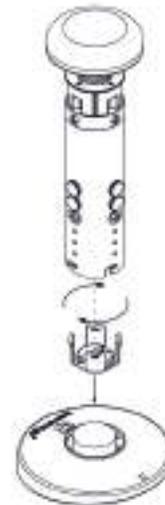
Inevitably, resistance bands wear over time when subjected to repetitive strain. In the unlikely event of one snapping, please follow these instructions to replace the bands. Please call our UK based customer service team to order replacement bands.



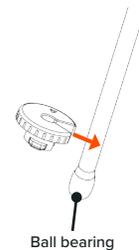
Unplug all bands by twisting counter clockwise until  faces down.



Pull out broken bands and remove plugs from bands.



Detach tube from base by twisting counter-clockwise and unlock inner end cap, squeezing it slightly to remove it from the tube (as shown).



Attach existing plug to one end of new band, ensuring ball bearing is beneath plug.



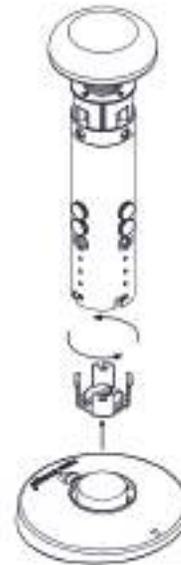
Slide inner tube up and out until channel is visible, threading the new band through the outer tube with plug on one end.



Attach plug to free end of band, securing band in place.



Ensure bands match up to channel depth (over and under).



Lock inner end cap and re-attach tube to base.



Plug in all bands at desired level of assistance.

# The importance of **movement**

We all should aim to be active at least once on a daily basis.

## Doing this helps us:

- Maintain a healthy weight
- Maintain the ability to perform everyday tasks with ease
- Improve self-esteem
- Reduce symptoms of depression and anxiety

There are many ways to approach physical activity and exercise. 150 minutes of moderate intensity activity per week split into 5 x 30 minute sessions works well for some while others would prefer 75 minutes of high intensity activity (5 x 15 minutes). Your lifestyle will ultimately determine your options but for many of us time is the key driver.

If you're too busy to go to the gym, make sure you have everything you need at home and choose a time of day when you have the most energy. Mix up your workout to keep boredom at bay and keep track of your progress – it will help keep you motivated to see your performance improving.

To find out more about the New Image® range of fitness equipment, tools and accessories to help you achieve your goals, visit

**[newimagefitness.co.uk](http://newimagefitness.co.uk)**



# FAQ's

## **Is the Squat Magic suitable for anybody of any fitness level?**

Yes. The Squat Magic is a low-impact fitness device suitable for anyone of any age and fitness level. You choose the level of resistance and time for each exercise so can select the level that best suits your strengths and stamina.

## **How do I make my workout easier?**

Simply reduce the level of resistance by moving the plug at the end of the resistance bands to an easier setting.

## **How do I make my workout harder?**

Move all four resistance bands to the top hole and focus on exercises that require more strength, e.g. single leg squat.

## **What is the height limit for this product?**

While there is no specific height limit for this product, we have found it is easy for users from 5ft to 6ft 2in to maintain good posture.

## **What is the weight limit for this product?**

The product is tested to ISO 20957 using 110kg as the maximum weight.

## **What is the correct stance when using this product?**

Keep your weight on your heels. Keep your torso upright with your shoulders back. Your knees should be over but not beyond your toes. Engage your bum core and back. Raise your arms while squatting down and bring them back to your side on the way up.

# Extended **Warranty**

Purchasing the Squat Magic is not only an investment in your health and wellbeing but in monetary terms too. We appreciate this and know from experience that many customers use their Squat Magic daily for many years. Unfortunately, from time to time even though you follow all of the instructions and guidelines things do breakdown. That's why we have introduced an extended warranty.

Squat Magic is covered by a standard 12-month manufacturer's warranty, however if you would like extra assurance our extended warranty will cover you for 3 years.

Call us today on 0800 587 7833 to purchase the extended warranty for your own peace of mind and enjoy:

- Up to 3 years' warranty cover
- Protection against breakdowns (including parts and labour)
- A UK customer care team available all year round
- New for old replacement if we can't fix it!
- Free return for your faulty Squat Magic

\*Terms and conditions apply. See website for details.

## Question?

Our UK based customer service agents are dedicated to helping you get the most from your new product.

Call: 0844 800 0631/  
0344 800 0631 (Mon to Fri  
8.00am-8.00pm and Sat and  
Sun 8:00am-1:00pm)

[customercare@highstreettv.com](mailto:customercare@highstreettv.com)

[www.highstreettv.com](http://www.highstreettv.com)



# Join our **community**

Want to be part of the New Image community?

We have lots of ways to get involved...

- Join the conversation
- Keep up to date with our latest products
- Intensify your workout with our fitness accessories
- Submit product reviews
- Offer tips and tricks to other users

To find out more about the New Image® range of fitness equipment, tools and accessories to help you achieve your goals, visit

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