

SpinJumper Talking Points [2024]

Crossrope's new SpinJumper is an innovative, nostalgic, and fun fitness alternative for adults. We have rekindled the joy of movement and play, but with a fresh and innovative approach. We invite you to reference the key talking points, product details and images below, to create your own take on this unique and versatile fitness tool, and start 'SpinJumping!'

*Please note: SpinJumper has no space, the 'S' and 'J' are capitalized

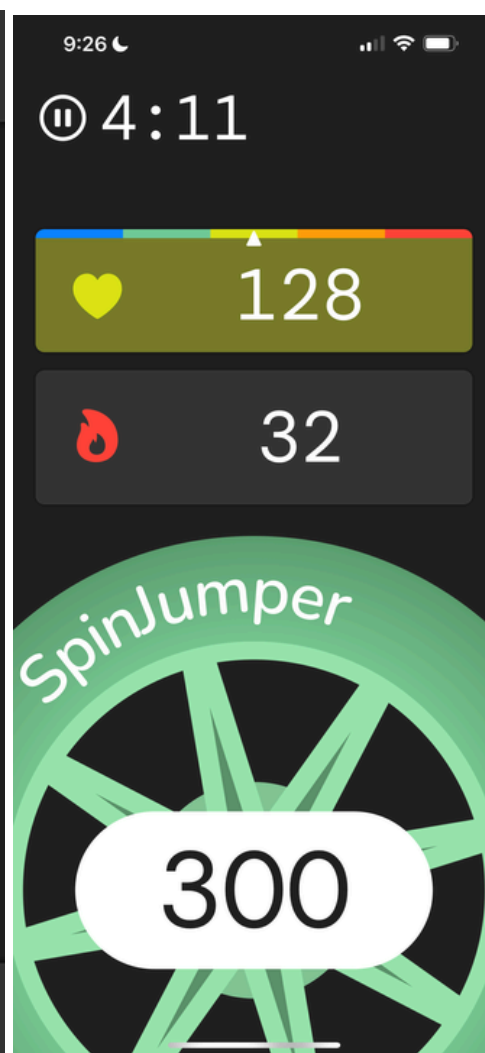
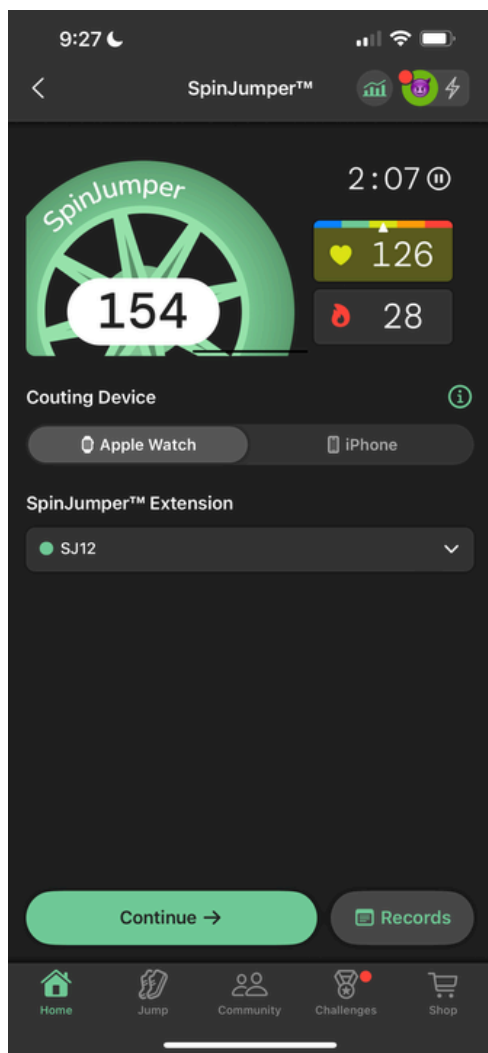


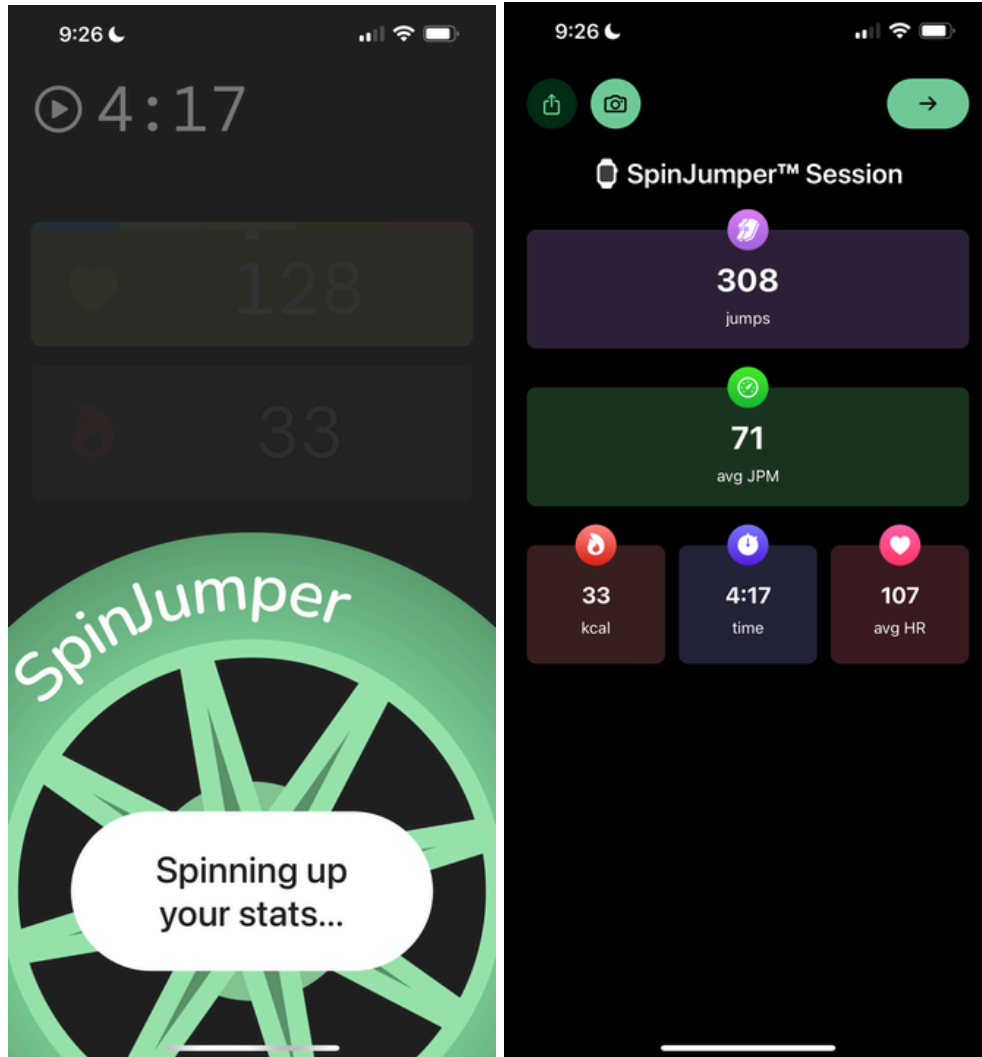
Product link: <https://www.crossrope.com/pages/lp-spinjumper/> (Go live: November 12, 2024)

6 key talking points:

1. **Fitness Benefits:** Encourages cardiovascular health, boosts agility, and improves coordination—all while having fun!
2. **Nostalgia with a Modern Twist:** Bringing back the fun by rediscovering a childhood joy with a modern twist in the form of a high quality fitness tool.

3. **Stress Relief and Mindfulness:** SpinJumper provides a low-commitment way to relieve stress after work or during breaks. Jumping exercises help release endorphins and can be framed as a quick mental refresh.
4. **Compact, Portable, and Apartment-Friendly:** Exercise anywhere! SpinJumper is a portable and fun workout tool, which can be used in small spaces, indoors, or outdoors without the need for a lot of equipment.
5. **Versatility:** A versatile tool perfect for solo or group fitness! A great fitness activity with friends or a larger group event.
6. **Affordable Fun:** SpinJumper is a fraction of the cost of conventional gym equipment. It is affordable compared to gym memberships or expensive exercise equipment - a low-cost, high-reward tool for daily movement.
7. **Stylish and Customizable:** Designed with adults in mind, its sleek, modern look caters to refined tastes, offering both style and functionality.
8. **Social Media Engagement:** Encourage user-generated content by starting a social media trend or challenge (e.g., #SkipChallenge). Please ensure to tag Crossrope
9. **Track your jumps:** Bonus! The [Crossrope App](#) will include a Free Count feature specially designed for SpinJumper users. Jump in and keep an accurate count of your progress!





*Now available for iOS users! Android access is coming soon, expected within the next month

Details:

- The black ankle attachment unclips and clips for ease of placing around one ankle and the wheel/rope then rotates around as the user jumps over the rope during each revolution.
- SpinJumper has 2 length extension options (22" and 12").
 - The purpose of the 2 different lengths is to add variety to the use of it and isn't something that similar products have done before. It's about versatility and offering different options if someone prefers the short vs. long for example. The short 12" one could be better for someone with space constraints for example while other users might find the long 22" version easier since there's more length to step over. Note: you can go faster with the shorter attachment.
- *It is recommended to wear long ankle socks when using SpinJumper for extended periods.

Watch this [Demo video](#) to see how to put together SpinJumper!

*Please note: SpinJumper is not applicable for discount at this time.

For questions, reach out to Joanie at joanie@crossrope.com.



