

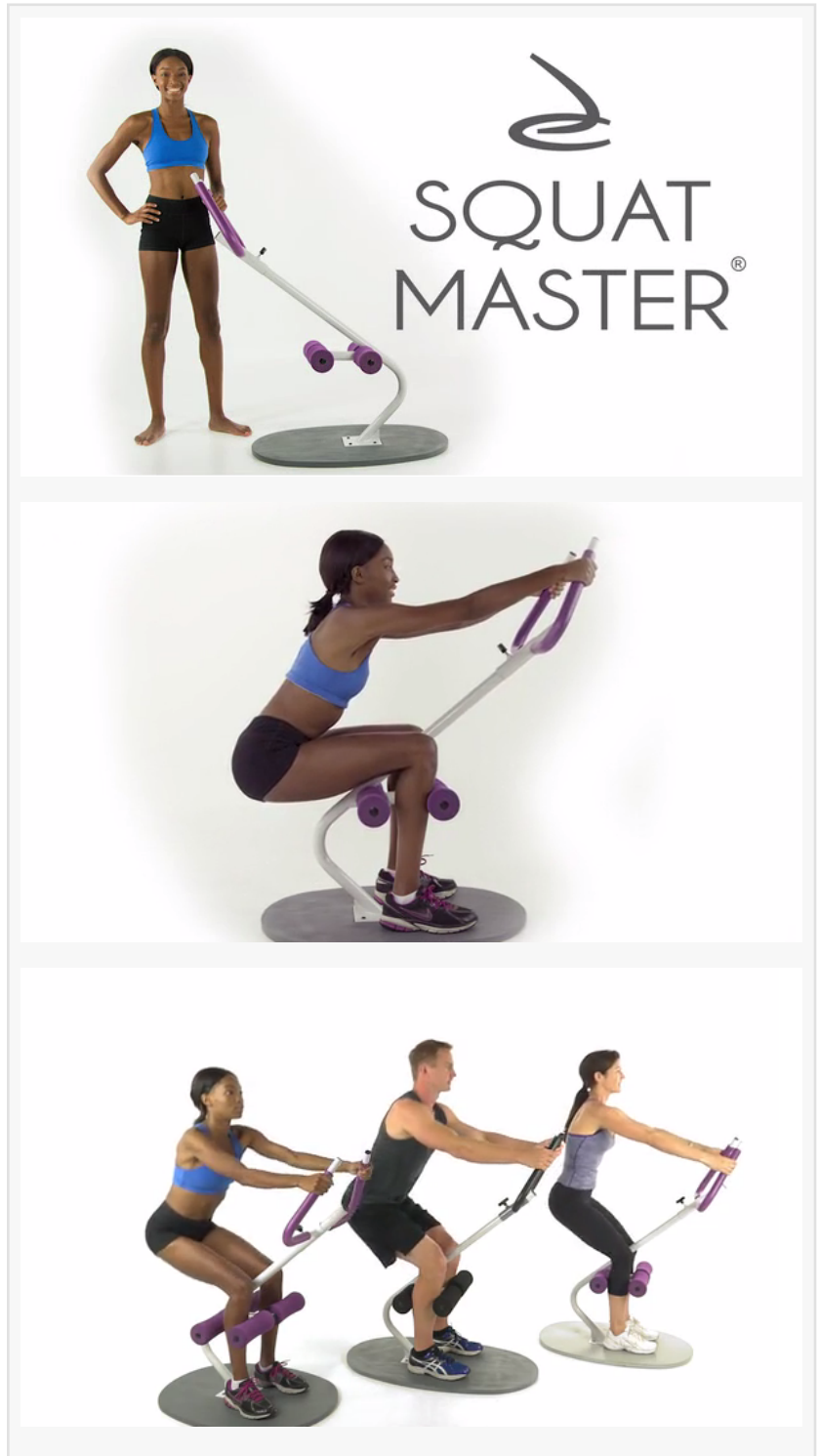
# It's Time to Get in Alignment with the Squat Master

SAN DIEGO, CALIFORNIA, UNITED STATES, October 23, 2014

[EINPresswire.com/](http://EINPresswire.com/) -- According to fitness trainer Bernie Miller, "I always say, if there is just one exercise that you have time for, I recommend squats, but ONLY if the squats are done correctly!" He warns that if your alignment is off and your knees are out ahead of your toes, the squat puts too much pressure on the knee joints and the lower back. Several years ago, he had a client who was having difficulty keeping her knees behind her toes. That's when Miller, who has 30 years of experience in the fitness field, and 20 years of experience in manufacturing products, realized that he needed to invent an exercise machine that could hold the knees and ankles in alignment while providing balance and stability.

Following two years of prototypes, the [Squat Master is that machine](#). The Squat Master's product design gives it the versatility to provide a complete body workout. With the alignment of ankles and knees taken care of, your workout can savor the satisfaction of burning two times the calories you'd burn if you were running. "It does a 'booty' good, both toning and shaping" Miller promises, reminding people that Squat Master will only work as long as you commit to maintaining your workout regimen on a regular basis. No one gets toned muscles by thinking about working out; it's time to make it happen.

Miller recently produced a run of ten units so that he could determine the costs of labor and parts, and the Squat Master is ready for January 2015 delivery. With the help of a



[Kickstarter crowdfunding campaign](#), the Squat Master will arrive in homes in time to make those New Year's resolutions a little easier to carry out, or, as Miller says, "It's time to fire up the glutes!"

The crowdfunding goal of \$10,000 has a November 16 deadline. The Squat Master is lightweight and collapsible for easy storage; it's easy to move; requires no power; and has no moving parts that could wear out or break. Miller's experience has proven that production costs would be less if he moved the manufacturing to Asia, but building the first units on home territory gets the kinks worked out. The production of the first large-scale run of machines is likely to reveal any need for adjustments in assembly and packaging, but Miller's production savvy makes him adept at noticing any necessary adaptations so that the product will meet its shipping deadlines. He's ready for any potential problem, whether it's re-training workers, boxes that aren't the right size, or paint that didn't dry. But he's not worried. "The beauty of manufacturing where you live is that you are on the ground every day," Miller explains, and day-to-day involvement with every provider and every worker maintains a reputation for high performance.

All Squat Master parts are sourced in San Diego, and the final assembly and shipping will take place in the company's San Diego warehouse.

Miller's enthusiasm for physical activity has turned into an industry and he has been manufacturing simple, easy-to-use products for twenty years. The Spooner®, a balance and surf training board that he and friends Randy Putland with Reuben Guymer invented in 2011, was honored with awards that include Astra's Best Toys for Kids, the Creative Child's Toy of the Year, and Learning Express's Best New Vendor and Most Innovative Product. Miller's athletic interests, in addition to fitness, include surfing and pole vaulting, and he is a past competitor in American Gladiators. In 1998, he created The 15-Minute Total Body Workout. His insights into the world of fitness extend beyond the body and equipment. In 2004, he developed RockBack® Cases, which are used to transport javelins and pole vault poles, snowboards and spear guns.

If you're in San Diego, Miller would love to offer you a [tour of his production process](#). Just send him an email and he'll show you around!

## About Squat Master

Created by fitness trainer Bernie Miller, the Squat Master ([www.squatmaster.info](http://www.squatmaster.info)), the first exercise machine that provides the perfect alignment for squats, lunges, and yoga poses, benefits from Miller's 30 years of experience in the field. His business acumen and insights into the world of fitness resulted in other products in the past, including the first folding workout bench and The 15-Minute Total Body Workout. An avid surfer, Miller helped to develop The Spooner®, a balance and surf training board now sold in 1200 stores in nine countries.

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