



VERTICAL
SOLUTIONS

2018 COMPANY PROFILE & SERVICES

NEVER
THE
SAME.



Welcome. We've got a lot to show you.

Vertical Solutions leads the evolution of indoor rock climbing by designing, building, and delivering stunning, world-class rock climbing gyms that are *Never The Same*. Through our passion and expertise in climbing-culture creation, we provide a variety of deliverables that position these facilities as community anchors and focal points for outdoor enthusiasts. We at the very core are a one-stop provider of everything you need for success in the climbing gym industry. We are uniquely positioned to deliver this success for our clients due to the depth and breadth of our company's offerings, and the unbelievable talent of our team.

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We are headquartered in Salt Lake City, Utah. We don't say this as an "oh by the way", we mention this immediately for a very specific reason. You're probably already knowledgeable about rock climbing, so it's no surprise when you hear that Salt Lake is one of the few rock climbing epicenters in the world. We are immersed in climbing culture both outdoors and indoors. We're proud to be from here. It's where we are inspired every day about what makes our industry so electrifying and rewarding. It's where we grow. It's where we've formed close industry relationships with other leading climbing companies having roots here. It's a community we are not only part of, but we also serve with multiple climbing gyms. And it fuels our ability to continue producing unique products and designs for our clients.

Many of our competitors can't claim this. They don't have the same heritage and fuel that we have. And as you will see throughout the following pages, it's the foundation for what differentiates us from everyone else. You can see this in every bit of work we complete worldwide.

About Us.

We are just like you. No, really. We started as passionate climbers who were excited about the community and wanted to do everything we could to preserve and advance it. But we had an idea focused on doing something differently. We didn't mean to set out and build the nation's leading climbing gym company; it was simply the result of having no company to build what we wanted to build. So we set out to do it ourselves. Apparently people liked what we had to show, because by word of mouth, people sought us out to do what we already proved we could: separate new climbing gyms from the rest of the accepted "norm," and create authentic communities that are *Never The Same* as ones found elsewhere.

We've been where you are, at this very moment. We've stood in your shoes and faced the challenges you face. And we are the type of company that will go to great lengths to secure your business success.

What our work delivers:

We are the only climbing wall builder in the industry that can deliver everything you need from soup to nuts. This means you can have one point of contact through the entire process, from getting funded, to building the gym we design with you, to training your staff for your grand opening and running a comp. We do this, so we can facilitate your success as a business owner from all angles, and to align your business with the community you are trying to reach. We don't want to leave any holes in your plan, and as owner/operators of multiple climbing gyms, we can deliver a formula for a comprehensive winning strategy. No one else can provide all of this attention to detail and craftsmanship, let alone as a turn-key solution. We deliver on your vision without wavering.

What we aren't:

We are *Never the Same*. We do things differently than a lot of our competitors, and as a result, we are not a lot of things that they are. First of all, we pride ourselves on not being imported. We employ hard working Americans that are meticulous, and strive to deliver the best quality possible. So we aren't mass produced, and as a result we aren't a "one-size" solution that targets a specific type of climbing audience; we design and create climbing spaces that are for all outdoor enthusiasts and the lifestyles they lead. We aren't the type of business that will give you the same product that we gave another client because we aren't interested in taking on projects that aren't unique in one way shape or form. We aren't just going to sell you a climbing wall either, because we provide so much more. We typically aren't the cheapest option and we won't conceal that by bringing you in with a low bid and then raising the price throughout the project or rush jobs to increase our profitability. Most importantly, we aren't willing to jeopardize your business success by delivering anything short of phenomenal.

85

Current Employees

117

Projects Completed

45

Loyal Clients

3

Gyms In Operation

Our Team.



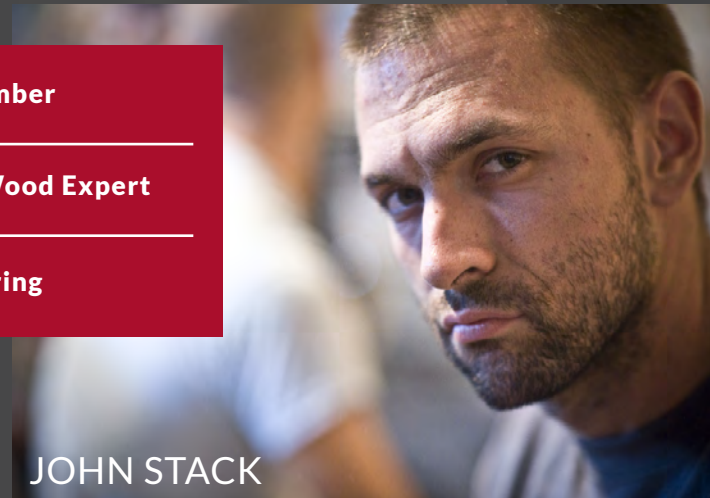
Entrepreneur

Financial ROI Expert

Business Operations

DUSTIN BUCKTHAL
CEO/ CO-OWNER

Dustin's passion for climbing businesses came while pursuing a PhD in Chemistry at the University of Utah, after graduating with B.S. degrees in Mathematics and Biochemistry. His entry into the climbing industry came by way of owning, operating, and growing three climbing gyms in the Intermountain West. Not satisfied with 'good enough', he sought to establish a business that could create authentic climbing cultures everywhere, just as he did with his own gyms. Dustin now heads multiple climbing industry businesses, focusing on products like flooring and holds, training and physical therapy, and creating and operating gyms.



Ex. Pro-Climber

Steel and Wood Expert

Manufacturing

JOHN STACK
PRES./ CO-OWNER

As a pro-climber on the PCA circuit, John competed for 10 years while also gaining an intimate understanding about the climbing industry. Targeting ways that he could impact the future of the industry for years after, John set his creativity loose and his sights on changing the environments and spaces in which climbing communities focused so much of their time. He quickly became a master carpenter and expert metal fabricator and it was John's love for impeccable woodworking detail that created the vision that led to VS best being known for aesthetically curved, and incredibly durable climbing wall construction.



BS, Architecture

Brings Ideas to Life

Design

JAIME GARZA
SENIOR DESIGN MANAGER

Jaime exhibits exactly what can happen when you fuse personal passions for rock climbing and everything outdoors, with professional ambitions to create authentic architecture. Jaime started to meld these two worlds early on by graduating with a BS in Architecture from the University of Utah. It was here where he decided to devote a tremendous amount of time towards integrating social interaction and clean lines into every project he took on. To date, Jaime has over 30 climbing gyms on his resume, and looks to continue pushing the envelope in what the modern indoor climbing experience provides for the community in which he belongs to.

We're known for our meticulous craftsmanship through attention to detail manufacturing, but we've taken that value as an entire company and applied it to things beyond our tangible products, like business consulting, financial planning, and climbing culture creation.

CEO Statement

Delivering stunning quality by way of meticulous attention to detail.



“It’s...allowed John and I to move from just building climbing walls together, to delivering full scale gym systems and bulletproof business models for passionate clients..”

2018 marks 12 years of business for Vertical Solutions, and wow, we could not be more excited about the state of our industry. Everywhere you look there are new climbing facilities popping up and where there isn’t, there are plans for one. Obviously it hasn’t been easy, but VS is in the fortunate position to have done a number of things in the past five years to separate ourselves from others and become known for it. If I had to name one thing that played an integral role in our success so far, it has been our attention to detail. It’s how we deliver unparalleled quality in *all of our products* without going over-budget. It’s knowing the ins-and-outs of gym operation that translate to design decisions early-on that save you money down the road. It’s details about the return on investment you need at year-three, versus year-five that make our business consulting add to the quality of your finished product. It’s understanding that you need a wall surface coating that has enough friction to keep holds from spinning while still being cleanable by your staff. It’s analyzing the numbers behind not only *if* you should have climbing shoes in your retail gear shop, but if so, how *many* and what sizes to carry to maximize your potential profits. It’s knowing what density your bouldering floor top foam layer should be to reduce ankle sprains.



You can see the results of these details in every piece of wall, flooring, hold, volume, or custom piece that our team creates. And your customers can see the result of these details in the incredibly authentic and inviting environment that you created for them. The quality of our product is impeccable because the details of your entire business are so well-thought out and not just produced from a cookie-cutter company. It’s all of these things and more that have allowed John and I to move from just building climbing walls together, to delivering full-scale gym systems and bulletproof business models for passionate clients and seeing them crush-it in their markets.

Just as your attention to detail separates your vision from the other climbing gyms in your region, our attention to detail separates us from our competition, and enables us to deliver a stunning product from top to bottom.

Dustin Buckthal
CEO, Vertical Solutions



 **Dustin’s detail focus**

“By far my favorite details to focus on with clients are from the business perspective. What is your market size? What’s the demographic of that market? How much is your project going to cost to run on a monthly basis and when can you expect to be in the black? Focusing on these questions really give us the scope of what you are trying to accomplish and can influence a plethora of design decisions down the road.”

 **John’s detail focus**

“From the beginning I’ve been enamored with manufacturing details. I’ve climbed all over the world and seen what a lot of people have to offer, and while there’s a lot of impressive stuff out there, I was always surprised at where they fell short: fit & finish, textures, hardware etc. I’ve taken the approach with VS manufacturing to always get this right. Inevitably this results in elevating projects from ordinary, to distinct and exceptional.”

 **Jaime’s detail focus**

“There are so many intricacies of architectural design, it’s hard to execute on the big-picture scope and day-to-day details of a project simultaneously. That’s why design details are what I strive to solve. Sometimes it’s the reduction of details to create clean, sweeping lines that actually make a design well thought-out and more successful for a given space. Design details create that emotional connection that keeps people returning.”

WHAT WE CAN DO



Business Consulting

We realize that your business's success is riding on more than just a climbing wall. This is why we have a complete suite of financial and business tools to help you get your project funded and on track for profits. As owner/operators, we have a proven track record to back it up.



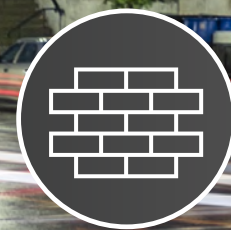
Architectural Design

We've teamed up with some impressive talent to tackle projects well beyond the scope of a climbing wall. If you are looking at building from the ground-up or making significant architectural changes, we have the experience to deliver this much more cost-effectively than a traditional firm.



Wall Design

Our first core-competency, wall design was how we entered this industry and what we are best known for. Whether its our sweeping 3-layer ARC system with unremarkable aesthetics, or our more cost effective MLM (multi-layer modular) system that suits you; we have you covered.



Wall Construction

We can build everything we design, with our expert team of master-tradesmen. Matter of fact, we sometimes build projects we didn't design; that is how confident we are on delivering your vision. Wall construction is hard to get right, but we have the skills to adapt to challenges.





Interior Fit-Out

Your business has a brand, and it's important that you continue to exhibit that style throughout your facility. We design and manufacture many interior items for clients like custom front desks, stairways, retail fixtures, locker rooms, saunas, yoga studios etc.



Flooring Systems

Habit Flooring is a Vertical Solutions umbrella company with the absolute hands-down best flooring system on the market. One visit to a gym with the Habit Flooring system installed, and you will see why. Safe, durable, aesthetic, serviceable, and cleanable are all features unique to Habit.



Hold Systems

Proxy Production is a Vertical Solutions umbrella company that focuses on designing and manufacturing the strongest and most advanced climbing holds on the market. This provides a distinct advantage for our customers to leverage when outfitting their gym with high-volume items.



Operational Training

Our commitment to you and your climbing gym business doesn't stop at product installation. As owner/operators, we know that your business thrives when functioning as a well-oiled machine. We can provide this service well beyond your grand opening day to ensure you stay profitable.

The walls that started it all! Our 3 Layer ARC system gives way to the beautiful, aesthetic curves and durability that Vertical Solutions is known for. We use three layers of sheeting material to create the climbing surface, which leads to a wall thickness of 1.25". This method not only allows for curved design elements, but also



creates a stiff and durable substrate, which won't flex under use. We've been doing this so long that we've got the ARC process completely dialed for production, which results in our pricing being the lowest in the industry for curved walls. Despite the extremely meticulous and intensive labor that our team commits to for each ARC wall build, our pricing is still up to 30% cheaper than our competitors for curved walls.

ARC: The Future of Curved Wall Climbing

Authentic, Aesthetic, & American Made



Want the most exclusive walls?

All fabrication and construction takes place on-site for a completely unique, built-to-suit, climbing wall masterpiece. The level of skill and craftsmanship applied to our walls is unparalleled, and the ARC system provides nearly limitless creativity when designing the shape and surfaces of the walls.

Want a twist on a classic?

MLM designs are a simpler and more economic way of producing classic geometric climbing walls. Just as strong as all VS products, they maintain tremendous customization with clean lines.

Our MLM geometric system framing consists of turnbuckles every 4' connecting to structural steel columns. We use 2 layers of sheeting in this system, resulting in a 1" thick wall. Due to the style of construction, the Geometric System is mostly manufactured off-site, thereby cutting site time down significantly. In order to create the ultra-clean and seamless look Vertical Solutions is known for, a final layer of finish sheeting is applied on-site after the geometric walls are assembled with the initial plywood panels. This creates rigidity in the system and a truly seamless product. Vertical Solutions bouldering walls typically receive a shaped top-rail made from solid wood, seamless hardwood trim at panel joints, and the route walls are protected with embedded round steel trim at rope wear points.



MLM: Modular Wall Systems at Their Finest
**A more attractive, durable, cleanable
take on traditional geometric walls**

Where other companies may cut corners in a single layer system, VS does not sacrifice wall thickness and strength in SLM products. This system shares many characteristics with our MLM system, and maintains the durability that our company is known for. We achieve the installation time and cost savings for our customers by having this system completely manufactured off-site via our 5-axis CNC which ensures a perfect fit on-site every single time. Cutting install time down significantly, this expedites your project and has less of an impact on your bottom line.

Want an option to address your budget and schedule?

SLM designs are our simplest and most economical way of producing climbing walls. They sacrifice nothing in durability, despite them being installed the fastest of all the systems we offer our customers.



SLM: The New Normal in Climbing Walls
The most economical approach to efficiently built and durable climbing walls

(SLM) SINGLE LAYER MODULAR

Goals: Cost and time without sacrificing great branding aesthetics.

Customization: Solid colors, and stains, concealed fastener inlays.

Durability: Thickness and construction style that equals all VS products.



(MLM) MULTI LAYER MODULAR

Goals: Seamless flat surfaces with hidden fasteners and endless customization for your gym brand.

Customization: Hardwoods, solid colors, and stains.

Durability: Thickness and construction style that equals all VS products.



(ARC) AUTHENTIC ROUNDED CUSTOM

Goals: The most organic and seamlessly-flowing surfaces possible in a climbing gym. Necessary to take routesetting to a more natural place unattainable by flat surfaces.

Customization: Curved aesthetics, hardwoods, solid colors and stains.

Durability: Thickness and construction style that equals all VS products.





HABIT FLOORING

Undeniably the most durable, aesthetic and cleanable bouldering floor system on the market.

With our Habit Flooring system, you can drastically reduce service intervals, injury count, and employee time spent on cleaning and maintaining. This will result in increased operational efficiency as well as profitability. Our ballistic system is perfect for high traffic applications that need superior abrasion, puncture and tear resistance. When compared to the various vinyl materials and other woven nylon products used on many other systems on the market our material has been ASTM-tested to be up to twice as strong.

At Habit, we design, develop, and domestically manufacture impact systems of the highest quality. This brand was created out of the need for a reliable, safe and aesthetically pleasing option to outfit modern, design-driven facilities. Drawing from years of experience in the areas of sewn product design, manufacturing, facility management and ownership we have assembled a highly skilled team that will continue to bring innovative systems to market.

The Habit Flooring system has been tested and is currently in use at some of the nations most premier climbing and training facilities. Our product is uniquely constructed with a domestically sourced 1050D Ballistic nylon. This material is woven from domestically produced yarns and is designed to have an extremely high tensile strength and abrasion resistance. Habit Flooring is designed to have a separate top and bottom shell, which completely encases the foam matrix. Surrounding the foam in this shell protects it from damage due to floods, spills and general moisture; all of which can break down foam, cause mold and shorten the life of your flooring system.

FABRIC: 1050D BALLISTIC NYLON

NOTHING ELSE COMES CLOSE TO THE VERSATILITY OF THIS HIGH PERFORMANCE MATERIAL.

After testing various materials for the Habit Flooring system we selected a custom coated ballistic nylon that is woven from the highest quality INVISTA brand yarns. Our ballistic fabric features a top coating of DWR and is heavily coated with PU for the fabric backing.

Unlike widely used vinyl material our fabric is highly resistant to tears, abrasion and punctures. The ASTM testing results show our material at almost double the strength when compared with an 18oz vinyl.

FOAM: HIGH DENSITY MATRIX AWESOMENESS

Our systems only feature the highest quality HR foams available. The foams are exclusively sourced from North American manufacturers to ensure the highest quality. Each system is custom designed to best suit the application of your facility. Our systems are mainly designed to feature our signature solid block construction but custom layering is also an option.

OTHER SYSTEMS MAKE A COMPROMISE BETWEEN THICKNESS AND FIRMNESS: OUR FOAM PROVES TO BE THE PERFECT BALANCE

SEWING: QUADRUPLE STITCHED AND HIDDEN

With over a decade of experience in crash pad and sewn manufacturing experience, we have taken these construction techniques and have modified and created new seams to ensure our systems are the strongest on the market today. Our R&D team is constantly working on new designs, testing new materials and construction techniques to ensure Habit is at the forefront of impact system design.

WE'VE DESIGNED A SEAM SYSTEM THAT SETS THE STANDARD FOR ABRASION RESISTANCE AND AESTHETICS

FABRIC: COLOR OPTIONS

We offer base colors of black, charcoal, royal blue, and cardinal red. In addition, we can customize to match any specialized brand colors you have for your climbing gym.



PROXY PRODUCTION

Leverage our in-house hold
production to save you
thousands of dollars



Industry-leading climbing holds that give your gym a distinct advantage

Proxy brings together a core team of experienced chemists, engineers and climbing-specific business professionals to provide climbing gyms with new high-quality, cost-effective, and reliable hold brands for their climbing walls. Just under a dozen brands in all, Proxy Production can supply you with Pusher, Menagerie, Capital, Voodoo, among many other brands of holds, all though one super easy to use website ordering system.

What does this mean for you? When you build a climbing gym with Vertical Solutions, you suddenly have access to wholesale pricing for your initial hold orders, and can receive a significant credit for holds and volumes as part of your purchase. This alone can save you tens of thousands of dollars in your startup costs. Vertical Solutions is the only climbing wall builder that can offer you this sort of leverage, and is just another way in which we are positioning your business for success.

- ➔ **STRENGTH:** PROXY's newly-developed material is not only 10% stronger than our competitors', but it can also withstand stresses up to 300% of the working-load standards in routesetting.
- ➔ **COLOR:** new color consistency matches industry standards and UV protection is integrated in every dye used.
- ➔ **QUALITY:** New hollow-back process minimizes material use and reduces shipping costs significantly.
- ➔ **PRICE:** You can receive a significant up-front credit for your initial hold and volume orders that can save you literally thousands of dollars.

As owner/operators, we've learned a tremendous amount that can keep you on the road to success and profitability.

Business Consulting

No doubt we can help you with many of the steps taking you from your vision, through gym design to your grand opening and ongoing improvements. We're here to help you, but you're going to have to get pretty entrepreneurial in order to make it happen! If you are in the very beginning stages and first phase of gym ownership, you would benefit tremendously from our business consulting package that covers all of the P's and Q's to the process. The best part about it: the purchase price gets rolled up into future business with us, should you decide to have us design your wall or flooring system etc. As a preliminary step, you can review a sample climbing gym financial sheet [located here](#). As a part of the business consultation package, you would receive a unique version of this completely customized to your business plan (after consultation & discussions of course). This, among many other things like:

- ➔ Purchase price credit that will roll-up towards future work.
- ➔ A fully customized [Climbing Gym Financial Plan Calculator](#), including up to 10 hours of consultation.
- ➔ Full access to the entire [Climbing Gym Startup Guide](#) actions items checklist.
- ➔ Business plan consultation to customize our Climbing Gym Business Plan to your specific vision.
- ➔ A Powerpoint Climbing Gym Pitch Deck with consultation and customization.
- ➔ Bank document templates (P&L, Financial Statement, and everything on the road map for an SBA loan)
- ➔ Partnership structure consultation.
- ➔ Market demographic & population consultation.
- ➔ Access to marketing and industry research, travel-time data, reports, from various outlets that inform you on who your customers are and how to engage them.



Our business consulting package is an incredible value because we don't price it to make money. Our goal is to partner with you to build your ideal climbing gym business, and all of this work that we provide is focused on getting you through the funding process quickly so your business can become a reality and start making you money.



Operational Consulting

Running a successful climbing gym isn't a black art; it's a repeatable model.



→ Business Start Up

RISK MANAGEMENT & STANDARD OPERATING PROCEDURES

- Medical emergency plans & flowcharts
- Facility rules
- Safety protocol
- Belay test forms & testing procedures
- New customer orientations

GYM WIKIPEDIA

- Basic Wiki (Tiki) set-up for company SOPs, internal communications, and onboarding.
- Customization and in-depth IT support will require site visits.

INITIAL HUMAN RESOURCES

Employee Handbook: A thorough employee resource that communicates company policies while providing legal protection to the organization.

Recruitment: Provides advertisements, applicant screening and tracking, conducting background checks and gathering of new hire paperwork for all hires leading up to and 2 weeks after opening.

• **Organizational Development:** Consults on structure, job descriptions, areas of specialization and organizational chart.

• **Policies and Procedures:** Customized SOPs and policy unique to your organization, including communication channels for changes.

• **Compensation:** Provides direction on compensation, median and prevailing wage data, and formal pay structure.

→ Intensive Team Training

INITIAL PREOPENING/OPENING SITE VISITS

- 2-week intensive training, consultation, and IT support from 2 veteran employees.
- Staff Training: lessons and belay testing, Wiki use, customer service, retail sales, RGP, risk management, emergency procedures, opening week assistance.
- Wiki: IT support for setup and tailoring.
- RGP & Inventory Support: consulting and setup of retail operations.
- Internship: 2-week intensive training period onsite at The Front Climbing Clubs for one employee.

ONGOING SITE VISITS

- 3-day site visits every month after opening for 3 months.

REMOTE BUSINESS CONSULTING

- 100 hours of regular business hours consultation on topics below: (not limited to)
 1. Retail: buying, merchandising, sales training, gear modules, salesmanship, reporting, inventory management.
 2. Event Management: sponsorship, logistics, budgeting, marketing.
 3. Route Setting Management: section control, distribution, quality control.
 4. Program Management: curriculum development, staff training.
 5. Operational Management: controls, reporting, and quality assurance.
 6. HR/Risk Management: see above section.
- 5 hours of non-business consultation.

→ Deep Staff Support

- **Recruitment:** Provides advertisement templates, applicant screening with background checks, and new hire paperwork.

- **Training:** Provides various training modules which are customized for organization including Front Desk operations and onboarding training, various retail product training, and soft skills training such as how to effectively sell while keeping the culture intact.

- **Employee Relations:** Advises on employee related issues such as termination, disciplinary action, wage and hour issues, etc.

- **Surveys:** Creates and delivers survey templates for members and staff to gauge satisfaction, member demographic or other desired info.

- **Forms and Reports:** Creates various HR forms for tracking and reporting pertinent HR metrics such as employee turnover, tenure, etc.

- **Internships:** 2-week intensive training periods onsite at The Front Climbing Clubs for three employees. Employees work hand-in-hand with a variety of our gym staff to gain deep understanding of day-to-day operations in multiple roles.

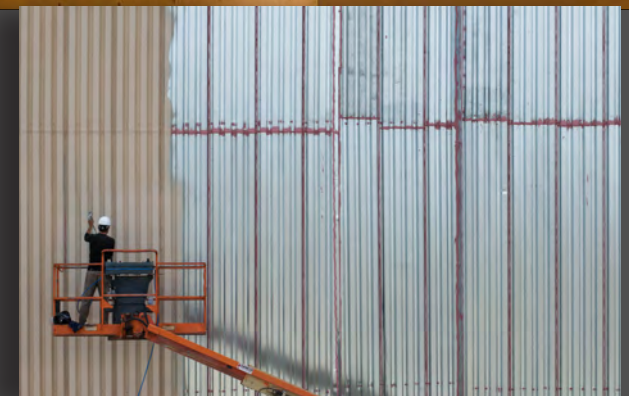
Architectural Services

Our approach to climbing gym design and a community environment is substantially different than anyone else in the industry.



We know how imperative it is to have your dream facility perfect on the inside and out. When you create a climbing environment for your community, you'll require your building's design to integrate more authenticity than a run-of-the-mill building. For this reason, you need a premium architectural firm that has experience bridging that gap into climbing communities, understands climbing as a sport and culture, and are climbers themselves. Years ago we partnered with seasoned and award-winning architects to provide these services to all of our clients at a package rate combined with climbing wall design and construction. We went on to replicate this model and approach elsewhere because many of our clients hired local firms that simply came up short from a lack of experience with rock climbing.

We have grouped the most significant and instrumental services within two unique and sequential sessions: Groundwork and Follow Up. Details on those successive sessions can be seen on the following page but in addition, they are easily dovetailed into these essential architectural services for a smooth design process from start to finish: schematic design, design development, construction documentation, permitting & bidding, and construction administration.



Groundwork Session

- Two days of in-person intensive design sessions with local architect team and stakeholders. Assumes local zoning analysis and applicable code parameters are outlined and provided in advance.
- *Project Visioning Session:*
An in depth conversation with stakeholders reviewing individual goals for the project and synthesizing project ambitions.
- *Program Verification:*
Verify program activity, operations, and elements to be included in the project. Establish programmatic priority and basic adjacencies.
- *Confirmation of Project Parameters:*
Confirm project parameters including local zoning + planning requirements, relevant building code requirements, etc.
- *Concept Design:*
Work with the team to establish a preliminary site plan, preliminary floor plan and preliminary massing.

Follow Up Session

- Occurs sometime between 50% - 100% Schematic Design - determined on project basis. One/Two days of in-person intensive sessions with the local architect team. Assumes preliminary code review has been conducted by local architect, and preliminary review has occurred with city officials as required.
- *Operations + Organization Review:*
Review and refine floor plans, entry sequence, climbing clearances, etc.
- *Design Review:*
Review and refine massing + elevations.
- *Systems + Strategies:*
Review HVAC and lighting strategies to effectively achieve the end result.

MICHAEL CESARISTEEP ROCK
BOULDERING

The team at Vertical Solutions was integral to our success as a climbing gym. As an owner of multiple businesses, I was confident in our plan and strategy, but I absolutely needed a rock climbing gym designer and builder to execute on time and on budget. Setbacks in our market are extremely hard to recover from. From day one, the VS team was on the same page with me and was incredibly easy to work with. They adapted to everything that they were challenged with and the result was outstanding! Our customers are psyched to be climbing on such beautiful walls, and we have unique hardwood features that really set us apart in their minds. With the success of this gym, we are considering another and if we pull the trigger, we will be going with Vertical Solutions again.

JAKE CRINEUBERGRIPPEN INDOOR
CLIMBING CRAG

We started working with the VS team two years ago and they have been consulting with us at every turn of our project, even past the traditional obligations like building size, wall space, and projected membership etc. One of our initial focuses was on maximizing profitability with retail sales, and how much supplemental monthly revenue we could generate to justify the increased efforts and costs. The VS team worked tightly with us on the design of our retail area, the overall size, the breakdown of product categories to carry, and even setting up vendor meetings with us at the Outdoor Retailer show to set up accounts. This meant a lot of time was spent training our staff on all aspects of our business, and even setting up our retail Point of Sale system before our doors were even open. This help was truly priceless and was a no-brainer for us to add on.

JASON MULLINSTHE
BLOC

We already owned a rope climbing facility in our city when we decided to pursue a new bouldering gym for our community. We wanted to keep the culture and vibe similar between the two locations, while also giving our customers something completely new they have never seen before; something they could get stoked on. So we took a look around at who was really standing out from the crowd, and Vertical Solutions' body of work really impressed us. They built our bouldering facility and consulted with us on a number of different things in order to keep our customers interested and safe. It could not have worked out any better. I would recommend using them without hesitation based on my experience.

LANCE PINNBROOKLYN
BOULDERS

From the inception of Brooklyn Boulders we have always thought bigger than our competitors. Our business model differs from the standard climbing gym offering, and we needed to partner with a team that understood our large, ambitious vision, and could adapt to the challenges presented by working in the most densely populated urban environments out there. We operate multiple gyms in top-10 DMAs, where it's easy to become background noise, lose public attention, and generally grow stale. So it was critical that we leveraged our wall builder to always design and deliver something unique to our brand, because our customers expect high-end experiences and environments. Vertical Solutions is the only company that had the meticulous attention to detail, and unwavering dedication to craftsmanship to pull it off, in every city.

ANGEL MANGUALCIBA
CLIMBING CENTER

We wanted a small climbing gym to serve our small but dedicated community in Arizona, and really didn't know where to start or how to target profitability. It was clear to us that we would get a full package of consulting, products, and services by partnering with Vertical Solutions. The team sat down and consulted with us on how to get the business plan funded, the gym designed and built, how much flooring & impact protection we needed, how much exercise space to have, what programming to offer, how to hire staff and vet them, and much more to the point of making our climbing gym business turn-key. For us, this was imperative and it's hard to think of doing it without them. At the end of the day we were left with a beautiful, American-built facility that exceeded all of our needs and our customers' expectations.

LAUREN WATSONGROUND UP
CLIMBING CENTRE

We were pretty intimidated by everything we had to do to build a new climbing gym in our community. Designing and constructing our gym, leaves a lot of room for error, so we knew we had to partner with experts. We chose Vertical Solutions because it was clear they could help us in every step of process, and not just building walls. They helped us figure out the climbing/social space balance of our floor plan, the most visually striking and inviting wall designs, the most efficient way to build them, and much more. Other companies couldn't match the depth of offerings & expertise that Vertical Solutions had, especially considering they are owners/operators of climbing gyms. That gave us the peace-of-mind that they really knew where we were coming from and invested in our success as a business, and not just selling us a climbing wall.



The Front Climbing Club

Welcome to one of the most impressive climbing facilities in the world. Boasting over 50,000 square feet of facility with 35,000 square feet of climbing, cardio and free weights, outdoor courtyard, full-service cafe, multiple yoga studios, a full retail/gear shop, and a separate mountain sports training facility within, it encompasses everything the outdoor enthusiast would ever need in an urban area. This gym is our own 'urban oasis' in the heart of downtown SLC, and serves as the office headquarters for Vertical Solutions and all of our umbrella brands.

An urban oasis meant to serve every need of the outdoor enthusiast, while reaching record wall heights.



Curved, wooden walls with an incredible level of detail is just one of the many defining factors of this facility. VS as company has distinguished ourselves from other wall builders by consistently using our ability to deliver this level and quality of a product at a competitive cost. Much of this facility exhibits the custom work we excel at, but as far as first impressions go, we put our best foot forward when you enter The Front. The difference is immediately noticeable.

While we are best known for our elite ARC work (3D curved walls), not to be discarded is our ability to deliver our seamless flat-panel MLM (multi-layer modular) systems that breath fresh life into traditional geometric panel walls. We still take a multi-layer approach with beautiful finish work on the faces and edges, and can incorporate a variety of stains, color finishes, and textured finishes to match any vision you have. At The Front SLC, these MLM walls still embody the open and airy feel we strived for throughout the gym, while also incorporating a 50-degree cave for challenging bouldering problems.



An unparalleled Indoor Climbing Crag that got the full Vertical Solutions treatment and has something for everyone.

Übergrippen

Owners Jake and Kim Crine of Übergrippen are essentially executing on the perfect plan of bringing a modern, design-driven facility to a city that couldn't be more deserving. Successful in their existing careers, they decided to hang up the office commute and pursue their passion for climbing and entrepreneurship. Shortly after finding the ideal real estate to do so, they started building a 23,000 square foot facility and incorporating 16,000 sq.ft. of route climbing and 2,500 sq.ft. of bouldering.

SEAMLESS SURFACE BRANDING

PAINTS, STAINS, & TEXTURES DONE RIGHT

Throughout this stunning facility is an aesthetic that is unmistakably cohesive. A lot of effort was placed on this from the beginning, when the owners were working on their early designs with the VS Team. They chose orange as their anchor color, combining a muted charcoal stain for contrast, with the natural birch and hardwood details becoming a neutral presence. The result was a perfect mixture of visual cues for people to notice the defining lines of the climbing walls, without looking too heavy overall.



CALCULATED APPROACH

ANSWERING QUESTIONS BEFORE THEY ARE ASKED

If you asked Jake and Kim what really gave them the confidence to pursue their dream business, they'll probably tell you it's because they had an unparalleled level of preparation, and were helped every step of the way by the VS Team. One of the early entrants into our Business Consulting package, they built in provisions for expansion to a cafe/bar and additional retail area without committing to them ahead before their revenue could support it. We did the math with them to set expectations early and determine a business trajectory with known quantities.



ARC & MLM MIXTURE

DESIGN & CONSTRUCTION EFFICIENCY

One of the reasons why the owners were so psyched to work with Vertical Solutions was having the option to utilize two different styles that they couldn't get with other companies. One being MLM and the seamless, cleanest geometric hardwood offering on the market, and the other being ARC where they could truly see their "spire" come to life how they envisioned with no compromises. They balanced the mixture to meet their budget while exploiting the advantages of both to produce their ideal indoor climbing crag.



**A warm, inviting, and authentic
example of how to build your
second climbing gym in the
most perfect way possible.**

The Crag

When the owner of Nashville's first climbing gym decided it was time to expand to a second location, he did so with a plan and a purpose. Always viewed as the testing grounds for an eventual second gym, owner Newton Dominey took everything learned from the previous 8 years at his first facility and compiled it to produce this unbelievably stunning flagship 17,000 sq.ft. example with 12,500 square feet of climbing.

CHOOSING THE PATH LESS TRAVELLED

DIFFICULT HARDWOOD DETAILS

As the only climbing wall designer and manufacturer that works with different types of hardwoods to compliment designs, you would probably give us a pass to veer away from complexity. Not so, at The Crag. This climbing gym features a number of purposely difficult applications of our hardwoods. The vision was to lean on the striking contrast in appearance and utilize it in areas of particular manufacturing difficulty. The reward is an appearance to their climbing walls that is expertly detailed at every corner and seam.



LONG TERM VISION

A PROJECT 8 YEARS IN THE MAKING

Working with an existing gym owner is one of our most favorite things to do as a company. This is for a number of reasons, but mainly because it speaks to the trust that a client gives us in executing on the vision they have been building in their head while operating a climbing gym. The second time around, they know what they would improve on to provide a better climbing experience and up the value they provide to clients. The Crag wanted to do exactly that, and chose Vertical Solutions to make a lot of it happen.



ONSITE ADJUSTMENTS

ADAPTING TO DESIGN CHANGES

Working with a climbing wall supplier is more akin to being in a marriage, than a friendship. That's why we welcomed a serious onsite design change request to increase the depth of the main boulder to reflect more natural local outdoor climbing features. On paper, everyone loved the previous design but in person both the owners and the VS Team knew there was something left on the table. Half of the panels wound up changing in one way or another, and due to the flexibility of project management and schedule built-in, we easily adapted and executed without blowing any major deadlines.



**A multi-city brand that
succeeds well beyond just
climbing, has VS design and
construction as the foundation.**

Brooklyn Boulders

Brooklyn Boulders' facilities are the nation's premier climbing gyms in major metropolitan areas. Two New York City locations, Boston, Chicago, and soon to be Los Angeles, all have had VS design and manufacturing incorporated. Their brand of giving members much more than climbing walls, such as working & collaboration spaces, music/art performances and even TED Talks, has created a culture that resonates with these urban populations.

UNIQUE WALL DESIGN

ECLECTIC INSPIRATION

When BKB selected VS as their wall provider, they did so because they had an idea and we were the only people that could execute. They not only wanted their climbing walls to stand out but they also needed to partner with a company that understood the climbing culture and community that they wanted to create in dense urban areas. Their customers wanted to see walls, features and art that mimicked the environment they were in, and adapted to new uses. We delivered this in every location and embarked on a long relationship that aims to continue expanding for years to come.



SCALEABLE SOLUTIONS

DESIGNING FOR SPACES LARGE AND SMALL

BKB never knows what to expect when starting a project and finding a building. They need their climbing wall partner to just know how to handle and adapt to whatever urban space they decide is right. So our body of projects range from the cramped and funky “OG” BKB space in Brooklyn, to the clean sheet ground-up design of the forthcoming LA property. We’ve adapted to every little nook, cranny, and open-air mega-warehouse that they have thrown at us. But true to the BKB brand, we’ve never repeated any feature or custom work.



EXPECTATIONS SET

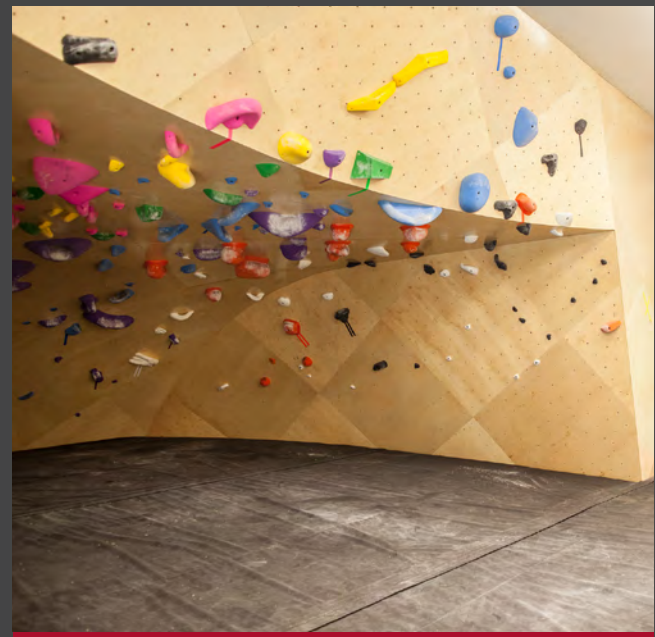
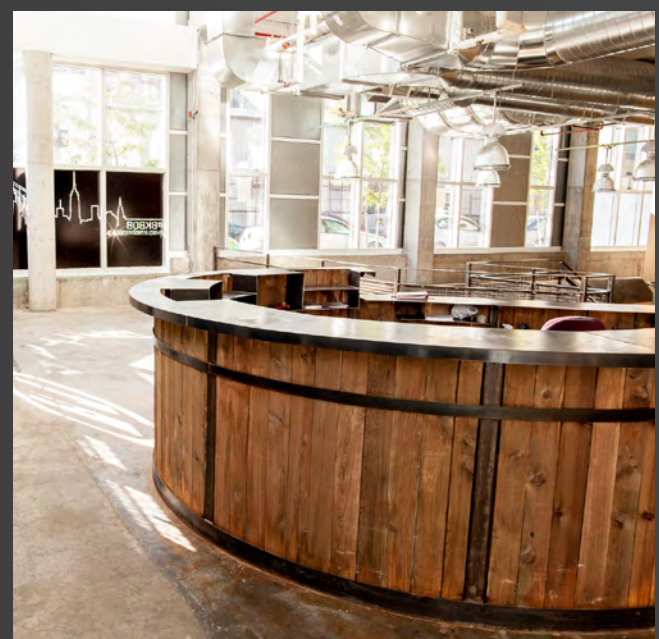
TIGHT BUDGETS REQUIRE UP-FRONT PLANNING

If your business has to hit multiple financial targets like BKB did, then you need a wall builder who understands how critical it is to deliver on time and on budget. No matter the size of your gym, the real-estate and building costs are going to be significant. BKB couldn’t afford to get involved with a manufacturer based on a low-bid that then gets nickle-and-dime’d over the course of 3 months to blow the budget. We worked with them, up front, to determine the exact costs associated with our services so there were no surprises and additional delays/pricing by add-ons outside of the original project scope.





Throughout the many Brooklyn Boulders' facilities we have built a number of unique custom items for them, including but not limited to wood/steel front entry desks, mezzanine yoga studios, intricate wall inlays and insets, and a ton of custom wall graphics and colors.



An eclectic facility that keeps Austin weird with incredibly specialized climbing features and culture to match.

Crux Climbing Center

The newest climbing facility in Austin, TX boasts almost 11,000 sq.ft. of climbing area, windows to climb on, a 1400 sq.ft. cave with a fully-climbable 13' ceiling, intricate lighting detail, an adjustable (yes, adjustable) climbing wall called the "Future Wall", custom Habit Flooring system, and specialized wall colors and textures. With all of these funky and eclectic features, the owners can easily keep Austin weird.

BUILDING WHAT OTHERS CAN'T, LITERALLY

TRANSLATING A DESIGN TO REALITY

We expect credit where we deserve it, so we take no credit when it comes to the design of the Crux Climbing Center. The owners came to us with a design of their own, when they had trouble building it with another manufacturer and when additional builders wouldn't take on the challenging ideas. Obviously we saw their vision and how this facility fits right at home in Austin, and jumped at the chance to deliver their dream. We understood the importance of not delineating from their designs just to simplify building processes.



RETAIL DONE RIGHT

ROI INCREASED THROUGH ATTRACTIVE DESIGN

One thing we urge our clients to do, is to consider adding retail space to their climbing gym. We can give you a thousands reasons why, but most importantly you only need one: Every day you will have hundreds of engaged climbers, proven to spend money on gear monthly, walking right by your front desk and through your facility. Big-box retailers like REI etc. would kill to see those types of in-person numbers at any of their specific departments. So did the owners at Crux, so we built them this beautiful and super-functional retail gear shop that delivers additional after-sales profits to their bottom-line.



INVERTED EFFORTS

A CAVE FIT FOR THE COURAGEOUS

Its a known fact that climbers often geek-out on caves. They create challenging problems that require powerful moves, but then usually have a reward at the end for your hard work. This design had an unwavering dedication to the definition of "cave", and takes that idea 5 steps farther. The result, is a cave like none other, where climbing on the entire ceiling is the reality, and missed-moves have high, 13 foot consequences. Luckily, we opted to design them a custom Habit Flooring system to arrest falling climbers that aren't worthy of fully sending it.



A B.C. indoor climbing retreat
with a sinister bouldering
wall for a under-served
outdoor community

Ground Up Climbing Centre

Squamish gets a well-deserved climbing facility that is every bit as beautiful inside as B.C. is outside. Coming in at 8,000 sq.ft., most wall space is dedicated to rope climbing, but the 16' bouldering wall is a standout not to be taken lightly.

BOULDERING AT NEW HEIGHTS

DESIGN BOUNDARIES PUSHED

GROUND UP wanted their facility to have a balance focused on rope climbing, but their bouldering wall couldn't be lacking in appearance. So we stepped up and created a design that exhausts our 3D-curved wall capabilities, both from design software and construction perspective. At 16 feet high, and with compound curves throughout, the result is somehow both aesthetically inviting from afar and menacing on the approach.



NOT YOUR BASIC APPEARANCE

COMPLIMENTARY GRAPHIC DESIGN

While the owners absolutely loved the look and quality of the wood walls we frequently construct, they wanted to mix-in some special graphic design and style throughout, as well as a way to cement their close relationship with Black Diamond. So we executed a plan to give them all the color they needed to convey that this wasn't your ordinary climbing gym.

A DIFFERENT ANGLE

CREATING CONVERGENCE

No matter where you are, be it on the ground or at-height on the wall, you will rarely see things the same way twice. That is because there are no "plain" walls here that didn't get scrutinized for interesting angles and 3D-curves to be integrated within. What this does for the climber is create a sense that the landscape is ever-changing, and keeps them engaged on the walls, and guessing about how they can stick that next move they've already mastered a week ago. GROUND UP mastered this from a design perspective.



A youth-focused facility that introduces a whole new dimension to fun climbing, with an unmistakable blacklight aesthetic

Rush Funplex

The owners of this giant megaplex built for kids came to us with a very specific set of criteria for their climbing walls and we jumped at the chance to create a perfect product for them. They needed something fun looking geared towards first-time climbers and ultimately cost-effective and quick to install. So our team got to work and delivered 5,500 sq.ft. of SLM climbing walls combined with custom-mixed climbing holds -- all of which were produced to react with blacklight.

SLM DELIVERS AS DESIGNED

PRODUCT MATCHED SPECIFICALLY TO THE GOAL

Our Single Layer Modular (SLM) wall system was the perfect match for their budget and quick timeframe needed. This project really defined our ability to execute on a client's vision outside of the typical usage we come across. The paints, textures, and blacklight coatings on our walls in this project expanded our repertoire just that much further and represents just one of the extremes that the VS Team is capable of. Getting our products to look great in the daylight and under blacklight was a fun problem to solve.



A PACKAGE DEAL

PARTNERSHIPS PLAY AN IMPORTANT ROLE

Throughout the 4,000 sq.ft. of route climbing walls, you will find a multitude of Auto Belays ready to assist climbers, from our close partner TruBlue. As this is a facility for kids, we opted to package these with our own custom Auto Belay mounts, together with all of the walls and flooring to keep costs low for our clients. The route climbing here is meant to introduce kids into the sport of climbing by not over-complicating the wall features while also providing an easy transition to proper top rope climbing.



MULTI-USE OBJECTIVES

CREATING A SPACE THAT BLENDS ACTIVITIES

One of the crown-jewels of the facility is this awesome bouldering wall and foam pit for kids to jump into after climbing to the top! Even the foam that we provided looks great under blacklight, and there was enough room left over in the ex-swimming pool to accommodate kids climbing ropes vor swinging from trapeze bars. Kids really do have it easy here. We were psyched to be part of such a fun project that had objectives above and beyond simply climbing.



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