



CITADEL



THE COLLECTION — 2026

Eight machines. One standard.

Australian-made, biomechanically correct, plate-loaded strength equipment. Designed and built by two brothers from Australian steel — and shipped worldwide.

WHY CITADEL

Engineered from the joint out, not the frame in.

Citadel Strength exists because the equipment our founder wanted to train on did not exist. Benjamin Norris spent sixteen years specialising in human biomechanics — and modifying almost every machine he ever trained on to make it move correctly.

Every machine in this catalogue is designed in-house and built to order from locally sourced Australian steel. The resistance is matched to how the body actually gets stronger through each movement — heavier where you are strong, lighter where you are weaker.

Benjamin Norris — Founder

16+

Years specialising in human biomechanics

08

Eight machines. One standard.

20yr

Structural warranty



THE RANGE

Pendulum Squat

The most quad-dominant squat we could build — a 30-way adjustable foot plate and a back-pad angle set for maximum stretch under load.

The pendulum squat was designed to be the most quadriceps dominant form of squat you can perform. We took it to the next level by incorporating an adjustable foot plate, combined with the perfect back pad angle and "arc", to allow full hip and knee flexion to, maximally, overload the quads in their fully stretched position.

KEY FEATURES

- 100% designed and built in Australia
- Counter balance arm that is weight loadable
- 30 way adjustable foot plate
- Reverse and Conventional band pegs
- Auto unlocking mechanism
- Dual handles for upper back stability
- Adjustable safety stopper
- Dual weight storage
- Super grip checker foot plate

SPECIFICATION

User range	137–203cm (4'6" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated beyond 2 tonnes
Foot plate	30-way adjustable
Handles	Dual, fixed
Loading	Plate loaded, Olympic sleeves

OVERALL DIMENSIONS & WEIGHT

Length	Width
230 cm	140 cm
Height	Weight
180 cm	200 kg



THE RANGE

Lat Pulldown

The perfect line of pull for the lats, with an adjustable resistance-profile arm and three weight pegs to shift load through the movement.

With the design of our pulldown we engineered the arm to have the perfect line of pull for the lats with an adjustable resistance profile to change which part of the movement is heaviest. The Citadel Strength lat pulldown has 3 weight pegs and depending on which one you put the weights on it will change where the weight is heaviest during the execution of each rep.

KEY FEATURES

- 100% designed and built in Australia
- Adjustable resistance profile arm that is weight loadable
- Adjustable chest pad
- Adjustable knee pads
- Can be used for upper back or lat dominant pulldowns
- Dual rotating handles
- Weight storage
- Dual stabilising handles for unilateral work

SPECIFICATION

User range	142–203cm (4'8" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated 1.2–2 tonnes
Handles	Rotating, dual
Adjustment	Chest pad and knee pads
Loading	Plate loaded, 3 pegs

OVERALL DIMENSIONS & WEIGHT

Length	Width
200 cm	120 cm
Height	Weight
220 cm	200 kg



THE RANGE

3n1 Hack Squat

Hack squat, linear hack and calf press in a single footprint — running on wheels rather than linear bearings for a smoother travel.

The Citadel 3N1 hack squat was designed to be the most natural feeling hack squat on the market. By using a 35 degree angle like the original Nebula hack you get a super smooth feeling without the knee shearing that can happen on a 45 degree angle. We run all our hacks on wheels to improve the smoothness of the machine over linear bearings.

KEY FEATURES

- Super grip footplate
- Adjustable footplate to cater for users ankle dorsiflexion
- Runs on wheels for smoother, more natural squat
- Adjustable safety stopper that can be set so the machine can not be bottomed even by shorter females
- Multiple reracking points to suit any height user
- Long handles to cater to users' shoulder mobility
- Auto Unrack Mechanism
- 4 loading pegs
- Reverse band rollers to ensure durability of bands
- 4 weight storage pegs
- Centre mechanism that kicks up to 45 degree angle to allow linear hacks and calf presses to be performed
- Fold down calf press mechanism with super grip plating
- Available in a wide variety of colours and upholstery options

SPECIFICATION

User range	142–203cm (4'8" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated beyond 2 tonnes
Carriage	Wheel-based
Frame angle	35 degrees
Modes	Hack / linear hack / calf press

OVERALL DIMENSIONS & WEIGHT

Length	Width
260 cm	140 cm
Height	Weight
155 cm	280 kg



THE RANGE

2n1 Hip Press

Built for lengthened-range glute work, with a centre lock that switches between bilateral and unilateral in seconds.

The hip press was designed to be the best lengthened range glute exercise you can perform. We took it to the next level by incorporating a unilateral design to increase hip flexion and glute stretch, as well as adjustable shoulder pads for increased stability.

KEY FEATURES

- Dual shoulder pads for increased stability
- Adjustable back pad to suit all user heights and mobility issues
- Dual weight horns
- Unilateral for increased glute loading
- Resistance profile follows the natural strength curve
- 4 weight storage pins
- Features a centre locking mechanism so users can choose unilateral or bilateral operation

SPECIFICATION

User range	142–203cm (4'8" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated beyond 2 tonnes
Modes	Bilateral / unilateral
Back pad	Adjustable fore-aft and vertical
Loading	Plate loaded

OVERALL DIMENSIONS & WEIGHT

Length	Width
230 cm	160 cm
Height	Weight
170 cm	320 kg



THE RANGE

Hip Thrust

Full length lumbar support, rotating center mechanism and angled footplate ensures maximum stability.

The Citadel Hip Thrust was designed to be the most stable and comfortable Hip Thrust on the market. It features a full length back pad that supports the lumbar spine to remove the abs and stabilization from being the limiting factor to allow the glutes to be trained to failure.

KEY FEATURES

- Full-length back pad for lumbar support
- Rotating hip pad to ensure maximum comfort
- Rotating back pad for maximum stability throughout the exercise
- Auto unrack feature
- Handle for extra stability
- Angled footplate to bias external rotation of the femur to further shorten the glutes with a super-grip powder coating
- Multiple band pegs
- Adjustable centre pad to ensure ease of use
- Long Moment arm to make loading and unloading easy
- 100% made in Australia out of Australian steel
- Multiple frame colour and upholstery options are available
- 1 Piece injection molded pad to maximum comfort and durability
- Front Weight storage horn

SPECIFICATION

User range	142–203cm (4'8" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated beyond 2 tonnes
Padding	One-piece injection moulded
Pads	Rotating hip and back
Loading	Plate loaded, extended arm

OVERALL DIMENSIONS & WEIGHT

Length	Width
195 cm	110 cm
Height	Weight
140 cm	250 kg



THE RANGE

T-Bar Row

A pivoting centre mechanism lets the lifter choose the arm path, with 28mm knurled stainless handles in four hand positions.

The Citadel T-Bar Row was designed to be the most stable and comfortable T-Bar on the market. It features an adjustable chest pad that supports the chest and abs to allow the upper back musculature to be the limiting factor in the exercise not the lower back or stabilisation. The handle mounting position on the long arm means you don't have to load a lot of weight for the machine to be challenging.

KEY FEATURES

- 28mm Stainless steel knurled rotating handles
- Rotating and locking handles to allow multiple parts of the back to be trained
- Adjustable chest pad to allow users no matter their height
- Adjustable chest pad to modify the resistance profile of the exercise
- Pivoting centre mechanism to allow the user to choose their arm path
- A strength profile that matches the profile of the back muscles
- Custom Upholstery
- 100% made and designed in Australia

SPECIFICATION

User range	142–203cm (4'8" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated beyond 2 tonnes
Handles	28mm knurled stainless, rotating
Hand positions	Four
Chest pad	Adjustable

OVERALL DIMENSIONS & WEIGHT

Length	Width
200 cm	110 cm
Height	Weight
160 cm	200 kg



THE RANGE

Vertical Pulldown

The vertical counterpart to the lat pulldown — adjustable strength profile, rotating chest pad and a gas-strutted back rod.

The Citadel Vertical Pulldown was designed to be the most versatile vertical pulldown to complement our Lat based pulldown. With the design of our pulldown, we engineered the arm to have the perfect line of pull for the lats in the frontal plane as well as the rotating handles and adjustable chest pad so you can do an upper back dominant high row.

KEY FEATURES

- Adjustable Strength Profile
- Adjustable Chest Pad
- Rotating Chest Pad
- 2 hand positions with rotating handles
- Can be used for upper back high rows, sagittal pulldowns, or frontal plane lats
- Adjustable knee pads
- Knurled 28mm stainless handles
- Dual weight storage
- Designed and made in Australia

SPECIFICATION

User range	142–203cm (4'8" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated 1.2–2 tonnes
Handles	Dual rotating, 20° and neutral
Adjustment	Rotating chest pad, gas-strutted back rod
Loading	Plate loaded, 2 pegs

OVERALL DIMENSIONS & WEIGHT

Length	Width
200 cm	100 cm
Height	Weight
240 cm	200 kg



THE RANGE

Linear Hack Squat

A dedicated 35-degree linear hack, built because customers asked for one alongside the 3n1. Wheel-based, with four loading pegs.

The Citadel Linear hack squat was designed to be the most natural feeling hack squat on the market and was requested by our customers who wanted a standalone Linear Hack to go next to the 3n1 Hack in their facilities. By using a 35 degree angle like the original Nebula hack you get a super smooth feeling without the knee shearing that can happen on a 45 degree angle.

KEY FEATURES

- Super grip footplate
- Adjustable footplate to cater for users ankle dorsiflexion
- Runs on wheels for smoother, more natural squat
- Adjustable safety stopper that can be set so the machine can not be bottomed even by shorter females
- Multiple reracking points to suit any height user
- Dual handles to ensure maximum mobility during each rep
- Auto Unrack Mechanism
- 4 loading pegs
- Reverse band rollers to ensure durability of bands
- 2 weight storage pegs
- Available in a wide variety of colours and upholstery options

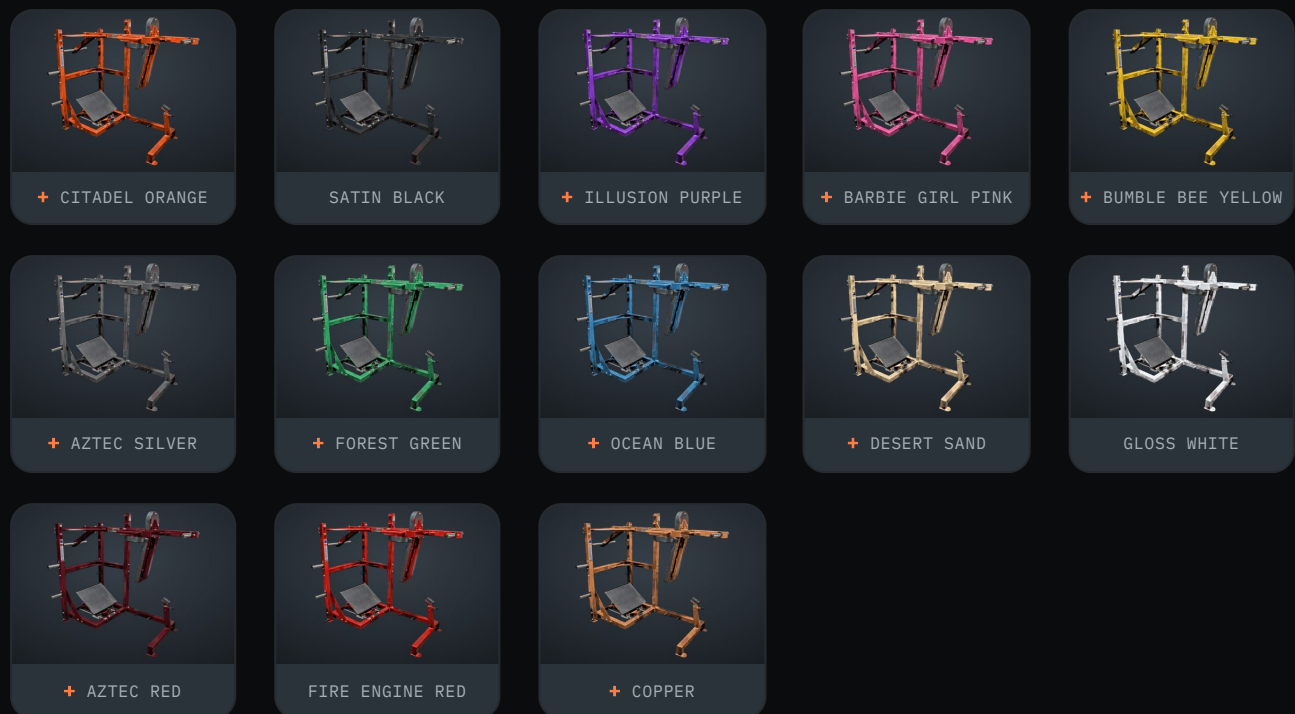
SPECIFICATION

User range	142–203cm (4'8" – 6'8")
Frame steel	Australian RHS box section
Bearings and pins	Rated beyond 2 tonnes
Carriage	Wheel-based
Frame angle	35 degrees
Loading	Four pegs, auto-unrack

MADE TO ORDER

Any colour you want.

Every frame is powder coated to order, so the colour is genuinely yours — match a RAL or Pantone code, your fit-out, or your branding. Upholstery colour and stitching are specified per build too. Below is one machine shown in a range of finishes; yours can be anything.



+ Satin Black, Gloss White and Fire Engine Red are included in the price of every machine. Any other finish — marked + above, and any RAL or Pantone match — is a separate powder batch and carries an additional cost. Ask us to price it with your quote.

Colour previews are AI-generated renders shown on one photograph and are a guide only — the finish on a built machine can differ. Ask us for a physical sample before you commit a floor to a colour.

And the upholstery to match.

The pads are specified the same way — vinyl colour, stitch and thread, chosen per machine. The full palette is overleaf.

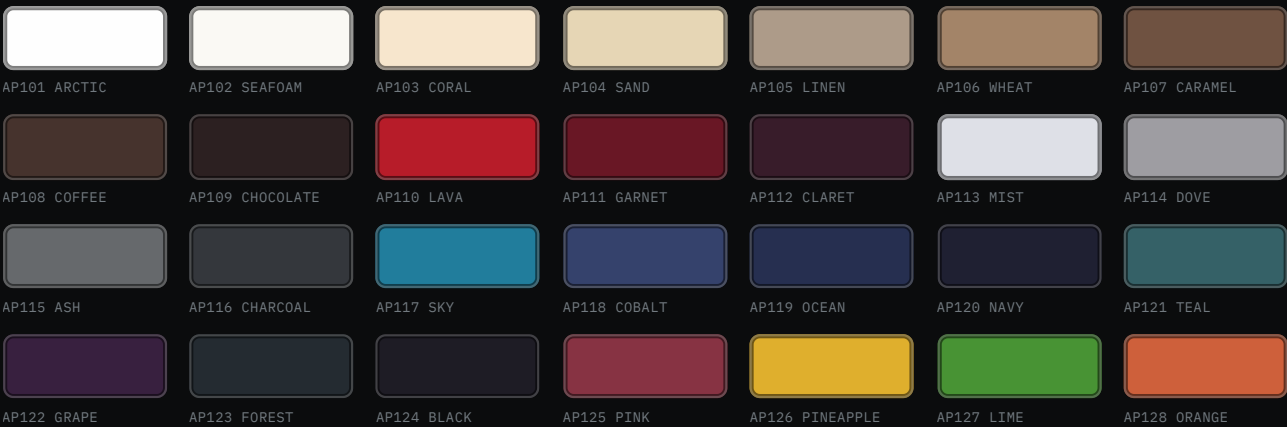
- Any vinyl colour
- No stitch, single or double
- Contrast or tonal thread
- Branded to your gym

Marine vinyl. Sailmaker's thread.

The pads are covered in Novatex Aspen — a marine-grade vinyl built for boat decks and heavy-wear commercial floors — and stitched with Coats Dabond v138, the UV-treated bonded polyester used on sails, boat tops and awnings. Both are chosen for the same reason: a gym pad takes sweat, sunlight through a roller door and a chlorine wipe-down every day, and that is the easy end of what these materials are made for.

Vinyl — Novatex Aspen

28 colours in a leather-look grain; seven of them also in a coarser pebble finish.



ABRASION	100,000+ Martindale cycles, no significant wear	FIRE	Flame resistance tested to AS 1530.3
UV	Stabilised for outdoor Australian conditions	HYGIENE	Anti-microbial and anti-bacterial — inhibits mould and mildew
CONSTRUCTION	PVC on a double-knit backing, stain-resistant finish	MATERIAL	Three-year warranty from Novatex, stocked in Australia

PEBBLE FINISH: SEAFOAM, CHOCOLATE, CLARET, ASH, CHARCOAL, NAVY, BLACK.

Three stitch finishes.

The trimmer offers no stitch, a single row or a double. It is the choice that changes how a pad reads more than the thread colour does — a double stitch in a contrast thread is the loudest thing on a machine, and no stitch at all is the quietest.

Stitch — no stitch, single or double

Shown in Aspen Black with Citadel Orange thread — the pad on every machine in this catalogue.



NO STITCH

A plain panel. No seams, no thread — the quietest of the three, and the easiest to wipe down.



SINGLE STITCH

One row of stitching sewn along each seam. The diamond reads, the thread does not shout.



DOUBLE STITCH

A pair of rows either side of every seam. This is what is on the machines in our photography.

Thread — Coats Dabond v138

19 colours, tonal or contrast to the vinyl, in any of the three stitch finishes.



SIZE	v138 bonded polyester, metric 18, 1500 m spools	UV	UV treated — the thread used on sails, boat tops and awnings
MARINE	Holds in sun, salt water and wind; fast to chlorine bleach	STITCH	No stitch, single or double; tonal or contrast to the vinyl

Printed colour is a guide only — ask us for a physical swatch before you commit a floor to one. Aspen carries a three-year material warranty from Novatex; Citadel's own upholstery warranty is one year against defects in workmanship. Colour previews are AI-generated renders shown on one photograph and are a guide only — the finish on a built machine can differ. Ask us for a physical sample before you commit a floor to a colour.

WORLDWIDE

Someone local to talk to.

Citadel is built in one workshop in Queensland and sold in every market by someone who lives in it. Your distributor quotes in your currency, handles freight, customs and install, and can usually get you onto a machine before you buy one.

HEAD OFFICE — ORDER DIRECT



Ben Norris — Australia · Headquarters

Every machine is designed and built here. Across Australia you deal with the workshop directly — the same people who cut, weld, coat and test each piece.

orders@citadelstrength.com.au

+61 466 582 866



UNITED STATES

Brandon Beckrich

Citadel's distributor for the United States. Get in touch for pricing, freight and to arrange a look at the equipment.

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EUROPEAN UNION

Stephan Entian

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Jin Ung Mo

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NEW ZEALAND

Muscle Dept.

Citadel's distributor for New Zealand.

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SAVAfit
Savafit CRD Limited

HONG KONG

Savafit CRD

Citadel's exclusive distributor for Hong Kong. Pricing, freight, customs and install across the territory.

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KUWAIT · SAUDI ARABIA · IRAQ

Faisal Alshammari

Citadel's distributor for Kuwait, Saudi Arabia and Iraq. Managing partner of Challenge Gym and founder of Nomad Strength Co.

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[nomadstrength.co](https://www.nomadstrength.co)

TRY BEFORE YOU BUY

Come and lift on one.

A Citadel Centre of Excellence is a gym running more than half the range — at least five of the eight machines — on its floor. They are real training floors you can walk into and lift on, in Australia, South Korea, the United States and Europe.

HOW TO ORDER

From enquiry to bolted down.

Tell us your gym, your country and the machines you are interested in. We come back with honest advice, a colour and upholstery spec, and a written quote including freight to your door — wherever in the world you are.



Let us build your floor.

Australia and New Zealand order directly from the workshop. Everywhere else, a dedicated Citadel distributor — listed on the previous page.

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