

Case Study

Best Fitness



Details

Location: Chelmsford, MA

Products Installed:
Bounce 2 - 3,600 SF
Basic Fit - 16,000 SF
Basic Fit - 2,400 SF

Project Needs

- Durable
- Cost Effective
- Multi-purpose flooring
- Easy to Clean

Product Benefits

- Attractive
- Acoustics
- Environmentally Friendly
- Ergonomics
- Easy installation

Ecore Athletic Provides Cost Savings by Withstanding Heavy Use

Best Fitness, a fitness club based in New England, is dedicated to providing “state-of-the-art fitness centers that are the foundation for a better you.” Each facility offers quality gym equipment and numerous training programs to help members reach their desired goals. To uphold the best standard, the Chelmsford, Mass. location performed multiple renovations, including installing Bounce flooring in the 3,600-square-foot aerobics room. Best Fitness also selected 18,400-square-feet of Basic Fit. Both products are manufactured by Ecore.

The aerobics room is commonly used for numerous fitness classes and exercises on a day-to-day basis. As a result, it is subject to repetitive pounding and the constant movement of equipment. According to Al Borghi, owner of Best Fitness, the

previously installed wood flooring was unable to withstand such use, leaving scratch marks resulting in costly repairs. “A lot of work went into maintaining the floors,” said Borghi. “Every two years the floors would need to be sanded down and refinished, which was inconvenient and meant that the space couldn’t be used during repairs.”

Ecore’s patented itsTRU technology, Bounce 2 features a vinyl wear layer fusion-bonded to a composition rubber backing that is easy-to-clean and has the beautiful appearance of real wood. Its force reduction properties also allow athletes to perform better, safer, and longer. Best Fitness chose a darker color option that noticeably finishes the room.

The versatility of Bounce 2 is highly noted by Best Fitness, and the space has

been utilized by numerous exercise classes, from Body Pump to Hatha Yoga. Since this engineered flooring features rubber, it has awesome sound and shock absorption qualities.

“Customers like the flooring because it feels comfortable under their feet and creates good traction during fitness classes,” said Borghi. Bounce 2 was seemingly the best choice for the aerobics room; and, when Borghi was asked if the product would be installed again, he responded, “Installations are happening in other clubs right now.”

