

Case Study

Crunch Fitness



Details

Location: Stockton, CA

Products Installed:

Performance Rally - 616 SF

Performance Motivate - 12,480 SF

Bounce 2 - 3,600 SF

Crunch Turf - 675 SF

Project Needs

- Easy to Clean
- Aesthetic Appeal
- Durability

Product Benefits

- Acoustic
- Safe
- Ergonomic

ecore™

Athletic

Crunch Puts Squeeze on National Fitness Market with help of Ecore Athletic

The Crunch Fitness franchise, based in Portsmouth, N.H., is one of the fastest growing fitness franchises in the U.S. What makes Crunch unique from other High Value Low Price clubs is that members get more. For \$9.95 per month, members have access to equipment, functional training, and free introductory personal training sessions. And for \$10 more (\$19.95 per month), members can add on group fitness classes, unlimited guest passes, access to other franchise clubs, and unlimited tanning and hydro massage. This successful format has resulted in Crunch's explosion into the U.S. fitness marketing with 120 clubs currently open and another 500 clubs in development.

One of the most recent Crunch Fitness franchises to open is an 18,000-square foot club located in Stockton, Calif. Opened in December 2015, by April 2016 the club had more than 3,000 members. General Manager Josh Avila, who has been in the fitness industry for almost 15-years, said the response has been fantastic. "There is no one around us that can compete with us," said Avila. "The types of classes that we have are what people want, especially our Group X model."

Crunch fitness' Group X classes are one of the franchise's biggest differentiators with consumers. Almost 100 percent of nearly 30 different types of classes are filled with original material.

And with more than 3,000 people working out at the franchise in Stockton, you wouldn't think members would notice the flooring, but they do. "People love it," said Avila. "They ask me where they can buy it, so they can put it in their house." That's because, when it comes to surfacing, Ecore offers more too.

Beginning in the summer of 2015, Ecore entered into an agreement with the Crunch Franchise to be the exclusive provider for all surfacing in each of its franchises, except for the lobby and bathroom areas. "We provide Ecore Athletic Performance Rally for the general fitness and free weight area in a custom blue color and Performance Motivate for the ride studio in custom red," said David Sides, Sales Director for Ecore Athletic. "We also supply Bounce 2 in graphite for their Group X studios and Crunch Turf for their turf areas."

What makes Ecore Athletic surfaces unique is

the company's patented itsTRU technology. "We can fusion bond just about any surface to our performance rubber," said Sides. "This results in safety, acoustic, and ergonomic benefits for the person on the surface and the building owner."

Performance Motivate and Rally feature two layers of performance rubber fusion bonded together, 2.5mm & 5mm and 2.5mm & 12mm, respectively. Bounce 2 features a vinyl surface fusion bonded to a 5mm rubber base layer, and Crunch Turf consists of 25mm blue turf. The result: flooring systems engineered to absorb the impact force and sound related to aggressive functional training, while providing an ergonomically advanced surface that works in concert with the body and is safe to fall on.

Crunch recognized the benefits of specifying Ecore surfacing and its members are also noticing the difference. "We had trouble with the first flooring that was installed," said Avila. "We had issues with it; because, it wouldn't dry, and it was separating. This product [Bounce] is way more superior to any other surface. It looks very sleek."

