Case Study

Best Fitness

Details

Location: Chelmsford, MA

Products Installed: 3,600 SF Bounce 2 (Dark Roast) 16,000 SF Everlast Rolls (Goin’ for Gold) 2,400 SF Everlast Rolls (Blue Steel)

Project Needs

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

Product Benefits

- Attractive
- Acoustic
- Environmentally Friendly
- Ergonomic
- 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 Ecore flooring in the 3,600-square-foot aerobics room. Best Fitness also selected 18,400 square-feet of Everlast Roll Goods. 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.”

Featuring Ecore’s patented itstru technology, Bounce 2 features a vinyl wear layer fusion bonded to 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 called “dark roast” 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.”