

Case Study

Ozzy's Family Fun Center



Details

Location: Leesport, PA

Products Installed:
Basic Fit
(Tigers)

Project Needs

- Comfortable Underfoot
- Low Maintenance Flooring
- Easy to Install

Product Benefits

- Durable
- Sustainable
- Ergonomics

Ecore Donates Roll Goods for Indoor Batting Cages

Since 1984, Ozzy's Family Fun Center in Leesport, Pa., has proven to be one of the most popular destinations for entertainment and family fun for residents of Berks County in Pennsylvania. Much of Ozzy's success can be attributed to its extensive list of indoor and outdoor activities, including mini golf, laser tag, roller-skating, bumper cars, and climbing walls.

In recent years, Ozzy's formed a partnership with a local non-profit, the Big Vision Foundation (BVF), which offers sports-related programs that encourage positive behavior and reinforce life and leadership skills for our nation's youth. The BVF has also proven to be an invaluable source in aiding local businesses and non-profits in their efforts to fundraise.

So far, the BVF has generated more than \$5 million dollars worth of positive economic impact for Berks County, has made almost a half a million dollars in improvements to publicly owned playgrounds and baseball fields, and transformed a 23-year-old, under-

utilized, 118 acre county-owned facility into the crown jewel of its community. Given this long list of fundraising triumphs, the decision-makers at Ozzy's felt that collaborating with the BVF would be beneficial in its efforts to fundraise for an indoor baseball space.

The BVF agreed to help Ozzy's install a new batting cage area, which would house one baseball and softball training tunnel as well as two stall batting cages. However, this area was still in need of surfacing. Familiar with Basic Fit Fitness Flooring, the Director of Indoor Sports at BVF, David Poland, reached out to Ecore for a donation.

Poland's first experience with Ecore, a company that transforms reclaimed waste into unique performance surfacing, was at a little league concession stand in his community. Poland noted that the women, who ran the stand, were amazed by how the flooring not only beautified the space; but, also how the soft, cushiony surface made their work much more comfortable.

After reaching out to an Ecore regional sales manager, Mark Giuranna, Ecore agreed to donate 830 linear feet of Ecore Athletic Basic Fit in Basic Black.

Basic Fit are easy and fast to install and offer a, virtually, seamless appearance. This surfacing also has low life cycle costs, is fade resistant, and very easy-to-clean. All these properties make Basic Fit ideal for high performance areas.

In September 2014, Basic Fit was installed at Ozzy's Family Fun Center. Since the installation, Poland states that the product has met his expectations and exceeded his initial impression. "As more people are exposed to the batting cage project and questions arise, I gladly talk about my satisfaction with this product," Poland stated. "I love spreading the word about Ecore's product and also recommending it."

