

## Case Study

# Primal Fitness



### Details

Location: Irvine, C.A.  
Products Installed:  
Speed & Agility Turf - 6,000 SF

### Project Needs

- Durable
- Sound & Shock Absorbent

### Product Benefits

- Force Reduction & Energy Restitution
- Sustainable
- Acoustic
- Easy-to-clean
- Simple to install

# Elite Athletes Train on Stacked Turf at Primal Fitness Centers

With locations in Irvine, Ca., Primal Fitness Centers have been on a mission to change the lives of those in their community through fitness and training. Providing state-of-the-art facilities and knowledgeable trainers, Primal Fitness Centers have helped clients achieve and exceed their athletic and fitness goals. Primal Fitness Centers offer a wide range of services, including personal training, sports performance training, studio fixx, boot camp, chiropractic care, massage therapy, and nutrition counseling.

In 2014, Primal Fitness expanded one of its Irvine locations, in order to create additional space for fitness classes and new training equipment. In choosing the surface for their agility area, Primal Fitness selected Ecore Athletic's Speed & Agility Turf, which is manufactured by Ecore.

Speed & Agility Turf features Ecore's patented itsTRU technology. This technology fusion bonds the turf to a composition rubber backing. Primal Fitness selected Speed & Agility Turf, because it is ideal for heavy

indoor sports training. This surface provides excellent force reduction, is spike resistant, and meets specifications for competitive field hockey, lacrosse, and soccer fields. Speed & Agility Turf comes standard in 6-foot rolls (with a 5mm backing or a 12mm backing) and 23-inch by 46-inch interlocking tiles with a 12mm backing.

Primal Fitness installed approximately 6,000 square-feet of Speed & Agility Turf at the Irvine location. According to Shawna Murphy, a trainer at Primal Fitness Center in Irvine, the turf area is primarily used for "boot camp classes, nighttime soccer leagues, and agility training." Because Primal Fitness largely focuses on serious, elite athletes, many of the individuals training on the Turf are preparing for football combines, basketball selection camps, and other high-level sporting events.

With regard to the new surfacing, Jill Goodwin, Manager of Primal fitness and managing partner of Studio Fixx/ Group Exercise Studio, claims that the response from both employees and clients at Primal

Fitness has been very positive. "Our experience with the Turf has been great," said Goodwin. "When clients come into our facility, they immediately love the look of our soccer field." In addition to its aesthetic attributes, the Turf "is very durable and easy to maintain," stated Goodwin. "We have gotten a lot of great feedback from our clients about how easy the field is to run on and how clean it always looks."

