

Case Study

Edge Fitness - Danbury, CT



Details

Location: Danbury, CT

Products Installed:
15,000 square-feet of
Performance Rally and Motivate;
5,000 square-feet of Bounce 2;
1,000 square-feet of Strait Rx

Project Needs

- Durability
- Ease of Maintenance

Product Benefits

- Aesthetic Appeal
- Acoustics
- Safety

Stacked Collection of Surfaces Provide Force Reduction & Energy Restitution

Edge Fitness Clubs have made a name for themselves in Connecticut's fitness market. With a mission to give its members an "edge in life," Edge Fitness has attracted members from a wide range of training disciplines in its 10 locations across the state. In addition to offering extraordinary fitness facilities, Edge Fitness clubs also provide innovative programming and an energetic and committed staff to ensure that members always enjoy their fitness experiences.

Due to its success and high demand for more facilities, Edge Fitness' owners decided to open up three new Connecticut sites in Danbury, Orange, and Manchester, Conn. For its Danbury location, the owners reached out to Eddie Wozniak, owner of Sporttech Fitness & Rehab LLC, for flooring specifications. Having worked with Edge Fitness on previous installs, Wozniak knew the importance of both durability and ease of maintenance for floors that are exposed to heavy traffic.

"They get between 12,000-15,000 members per club," Wozniak stated. "Durability and ease of maintenance are huge." For these reasons, Wozniak recommended several products manufactured by Ecore.

In November 2015, Edge Fitness began its

two week install of Ecore surfaces. Because the Danbury location is so large and caters to virtually all training disciplines, the owners knew they needed a variety of surfaces to fulfill the unique needs of each member.

In the primary gym area, Wozniak suggested 15,000 square-feet of Ecore Athletic's Performance Motivate (7.5mm), and Performance Rally (14.5mm) for the cardio and the free weight area.

Performance Motivate is tailored for light strength and conditioning and features a 2.5mm Ecore vulcanized EPDM wear layer fusion bonded to a 5mm Ecore base layer. The result: a balanced distribution of force reduction and energy restitution, designed for the shift in fitness from equipment to more functional training.

Motivate was primarily used throughout the gym area, while Performance Rally was specified for the free weight area. Rally is tailored for heavy conditioning. This 14.5mm product showcases a dynamic force reduction of 35.40 percent. This dual durometer system is engineered to absorb the impact force related to aggressive functional training, providing an ergonomically advanced surface that works in concert with the body.

When determining what Performance colors to select, the owners decided upon a custom design, featuring vibrant blue, orange, and gray colors. "People absolutely love the floors," said Wozniak, "The colors really make the place pop and stand out, when compared to other gyms that have the typical black rubber."

In addition to Performance, 5,000-square-feet of Bounce 2 in Chocolate was installed in the group exercise room and also in a space used for kids' basketball. Bounce 2 features a synthetic wood-grain surface that is fusion bonded to a 5mm rubber base layer. This surface looks like real wood, but is more economical, durable, and easier to clean.

For its spin room, Edge Fitness selected 1,000-square-feet of Ecore Strait Rx. Strait Rx features 5 millimeters of Ecore's recycled rubber backing fusion-bonded to a contemporary, modern heterogeneous vinyl sheet. This combination creates a surface that reduces the risk of injury associated with falls and offers sound control and comfort underfoot.

According to Wozniak, the owners "really like the products." "We will likely use Ecore flooring in other Edge Fitness facilities in the future," said Wozniak.

