

Case Study

# Matrix Fitness & Health



## Details

Location: Lahore, Pakistan

Products:

2,000 SF of Performance Beast

2,000 SF of Everlast

2,000 SF of Performance Rally

## Project Needs

- Easy-to-Clean
- Durable
- Attractive

## Product Benefits

- Safe
- Ergonomic
- Acoustic

# Ecore Athletic Surfacing is Now in Pakistan

Lahore is the capital city of the province of Punjab and is the second most populous city in the country of Pakistan. A prosperous cosmopolitan area, the people here also like to exercise; but, there weren't a lot of fitness clubs. "I was always working out myself and thinking about working out," said Murad Ansari, CEO and owner of Matrix Fitness & Health. "I became obsessed with it. There were no good gyms in my neighborhood. I had to drive 15-20 minutes, and other people had the same problem."

To solve these issues, Ansari decided to leave his job in the engineering field and open his own 13,000-square-foot (SF) health club, Matrix Fitness & Health, in May 2017. Ansari did his homework before beginning this project, which included what products to use in his facility. This included the surfacing. "Through my contacts, I tried to find the best flooring in the world," said Ansari. "I wanted it to be long-lasting, but my most basic concern was the smell."

That's because during Ansari's travels around the world, he noticed many of the rubber

surfaces in the fitness clubs he worked out in had a bad odor. "The gym is a closed space. You don't want a bad smell," said Ansari. During one of Ansari's trips, he traveled to Toronto, Canada, where he worked out in a GoodLife Fitness. Impressed with the surfacing, which GoodLife uses at its 300 locations throughout Canada, he discovered it was Ecore Athletic.

As a result, Ansari selected three Ecore Athletic surfaces for his own gym. He installed 2,000 SF of Performance Beast, a 10.5mm dual durometer system, designed for heavy strength training, in the men's weight room. He selected 2,000 SF of Everlast, an 8mm thick performance roll good, for the women's weight room and cardio area. And he specified 2,000 SF of Performance Rally, another dual durometer system, for the studio, which houses group classes like CrossFit, HIIT, Yoga and dance. This surface absorbs the impact force related to aggressive functional training. Because all three of these products are made out of performance rubber, they also provide safety, ergonomic and acoustic benefits.

The response to Ansari's gym has been amazing, and he had 325 members join in the first month. "We've had a very good response," said Ansari. "The customers really appreciate the extra cushioning in the surface. And one of the best things about this flooring is that there is no rubber smell!"

Ansari also appreciates the floors' cleanliness. "It's super easy to clean and looks good," said Ansari. "There is a lot of dirt in Pakistan. On this floor, the dirt doesn't stick on the surface. You can mop it, and it comes off easily."

So far, all the feedback has been positive. "Nobody else in Pakistan has used Ecore Athletic surfaces before, especially in this design and color," said Ansari. After experiencing such great success, Ansari is already planning to open a second gym later this year; and, he plans to specify more Ecore Athletic surfacing.

