

## Case Study

# Gold's Gym



### Details

Location: Exton, PA

Description: 16,736 square-feet of  
Everlast

Flooring Choice:

Everlast UltraTile™ and Everlast  
Rolls

### Project Needs

Durable

Ease of installation

No adhesive required

Ease of maintenance

Wide variety of color patterns

Environmentally friendly

### Project Benefits

Low life-cycle costs

Ecological

Extremely durable

Unparalleled shock absorption

Anti-fatigue properties

Easy to clean

Works with wide variety of fitness  
equipment

# Gold's Gym and The Benefits of Recycled Rubber Flooring

Most people don't think about the floor when they go to work out at a health club. However this feature can be as important as the equipment itself. Everlast flooring is designed to withstand the abuse of a weight room, while also being able to support heavy equipment and absorbing sound and shock.

Gym owners need a floor that will withstand the daily rigors of gym life and is easy-to-clean, while still being attractive. Installing Ecore Commercial Flooring's Everlast sports surfacing with Nike Grind does all of these things, while eliminating wastefulness.

**Wears Well :** Everlast sports surfacing with Nike Grind is extremely durable. This single flooring solution is ideal for cardio machines, heavy equipment, and free weight rooms. An added benefit is that is easy to repair or replace if damage occurs.

**Easy-to-Clean:** Ecore Accessories, a line of eco-friendly floor care products, simplifies the process even further. Featuring E-Cleaner, E-Strip, and E-Finish, the line has been

developed as a system that cleans, strips, and finishes without harming floor surfaces or the environment. Maintenance crews love Everlast sports surfacing with Nike Grind, because it's so easy to clean. The floor can be cleaned with one of Ecore's recommended cleaners and a microfiber mop.

**Attractive Choices:** Available in rolls, 36-inch tiles, interlocking tiles, and UltraTiles™, Everlast sports surfacing with Nike Grind can hide traffic wear patterns. The Everlast products' rolls and tiles are available in many standard colors with unlimited custom color and logo capabilities.

Containing the highest quality materials to provide superior UV stability and abrasion resistance, Everlast sports surfacing with Nike Grind is produced with ColorMill® EPDM. Ecore's exclusive ColorMill process ensures that each design will feature the most vivid colors and exhibit a smooth, even finish.

**Eco-Logical:** For more than 20 years, Everlast sports surfacing has enabled health clubs, fitness centers, and gyms to maintain vivid

and practical flooring without sacrificing the environment. All Everlast recycled rubber surfacing products contain Nike Grind, a premium-grade raw material made from recycled athletic shoes from the Nike Reuse-A-Shoe program and Nike manufacturing scrap. The Nike Grind material is processed and refined using technology developed by Nike engineers and is blended with premium recycled tire rubber to create Everlast Sports Surfacing products.

As a result, Everlast sports surfacing products pass the most stringent tests for indoor air quality, low-Volatile Organic Compounds (VOC) emissions, and are PVC free, giving it the ability to contribute points to The United States Green Building Council's Leadership in Energy and Environmental Design (LEED) Green Building Rating System. Moreover, since Ecore offers the only VOC-free adhesive on the market, gyms don't have to shut down or be inconvenienced when new flooring is being installed.

