

Case Study

HH Gregg Retail Stores



Details

Description: Up to 150,000 square-feet of Everlast

Flooring Choice:
Everlast Interlocking Tiles

Project Needs

Attractive
Durable
Ease of installation
No adhesive required
Ease of maintenance

Project Benefits

Ecological
Ergonomic
Sound absorption
Anti-fatigue properties
Easy to clean

HH Gregg Installs Everlast Interlocking Tiles in 150 Stores

HH Gregg began with one store, founded by Henry Harold Gregg and his wife, Fanny, in Indianapolis in 1955. Today it's one of the nation's leading and fastest growing retailers of home appliances and consumer electronics with more than 190 locations. HH Gregg was founded on caring customer service and attention to detail and those philosophies continue today.

In order to showcase the store's fitness equipment better and to provide a more pleasant shopping experience for its customers, HH Gregg recently began installing 1,000 square feet of 23-inch by 23-inch Everlast Interlocking Tiles in the fitness section of 150 of its stores on the East Coast and in the Midwest.

"What better place to install fitness flooring than in the fitness section of a retail store," said Mark Giuranna, regional sales manager for Ecore Commercial Flooring who sold the flooring to HH Gregg. "So far, we have installed half a million Interlocking Tiles. Next year, we will be branching out to the West Coast."

Everlast Interlocking Tiles with Nike Grind is ideal for use underneath fitness equipment and is manufactured by Ecore International, a company where recycling meets original thinking. The resilient interlocking system is engineered to protect floors in high use areas,

such as corporate gyms and small fitness centers. Everlast's interlocking puzzle tiles are extremely durable, portable, and easy to install. No adhesive is required. The tight fitting, precision cut puzzle edges simply lock together.

Prior to installing Everlast, HH Gregg had carpet and vinyl flooring in the fitness section of its stores, which was unattractive and did not wear well underneath the equipment.

"The Chief Operating Officer and Executive Vice President of HH Gregg, Gregg Throgmartin, has rubber sports surfacing in his home, and he loves it," said Giuranna. "That's what led to the idea of Everlast being installed in the stores. The look and color are so much better than what they had before."

In addition to being functional, Everlast is environmentally friendly. 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.

"HH Gregg really liked Everlast's eco-logical features and is including this in its new marketing campaigns," said Giuranna. Other benefits of installing Everlast are that its anti-fatigue properties make it more comfortable to stand on, and it's easy to clean. ECOguard, a revolutionary coating designed to preserve the beauty of all Ecore Commercial Flooring Products, was applied in the factory. ECOguard is a maintenance coat that protects the floor from dirt and scuff marks, significantly reducing maintenance and cleaning costs. ECOguard water-based polymeric coating meets the most stringent indoor air quality standards as stated by the state of Washington and is FloorScore certified to protect those walking on the surface.

In addition to walking on the floor while they shop, patrons may soon be able to purchase Everlast Interlocking Tiles for personal use. Giuranna is currently developing a "Flooring in a Box" home gym package, where homeowners will be able to purchase the sports surfacing at HH Gregg stores to go under fitness equipment in their homes. "Everlast flooring can be used in a lot of places - not just fitness applications," said Giuranna.

