

Case Study

Urge Fitness



Details

Location: Ewing, NJ

Description: 16,736 square-feet of
Everlast

Flooring Choice:

Everlast UltraTile™, Everlast Rolls,
Everlast Terf, Polyflor Expona, LG
Rexcourt

Project Needs

Attractive

Durable

Easy to clean

Project Benefits

Attractive

Durable

Easy to clean

Sustainable

Urge Fitness Provides Members With A Luxurious Gym Experience

One of Urge Fitness' tag lines is "to expect a fitness experience like no other." And that's just what you will encounter at its new facility in Ewing, N.J. This fitness center offers everything from personal and large group training to speed training and conditioning, group exercise, nutrition counseling, and The Challenge – a group training class and total weight loss system.

In order to provide all of these amenities, Urge Fitness has designated spaces in its facility for each of these activities. This includes a personal training and boot camp area, spin room, cardio area, Group X section where Zumba, kick boxing, Pilates and aerial yoga are performed, pro shop, and BlendBar cafe. To help differentiate each of these areas, Urge Fitness installed various ECF Commercial Flooring (ECF) products – Everlast rolled goods, Everlast UltraTile™, Everlast Terf, and Polyflor's Expona. LG's Rexcourt™ was also used. ECF is a sales entity that encompasses five innovative brands - Everlast, QT, ECO98, ECOsurfaces and Polyflor - that are ideal for the commercial flooring market.

"I had used rubber flooring in another club that I had years ago," said Shayne Michaelis, Principal of Urge Fitness. "I reached out to Mark Giuranna at Ecore. I was strictly going for the rubber, and then it opened me up to all of these other products and possibilities."

Everlast rolled goods were installed throughout the cardio area, spin room, and on the main floor; Everlast UltraTile was used in the weight room; Polyflor's Expona, a luxury vinyl tile, was installed around the front desk, café, on the walkways, and in the locker rooms; and, LG's Rexcourt, a performance flooring that offers the look of hard wood, was used in the Group X training area. Last, but not least, the Everlast Terf that was installed is unique, because it looks like grass. Terf also features Ecore's itstru technology, which allows a nylon wear layer to be fused to a backing that contains post-consumer recycled rubber and is ideal for high-performance sports and fitness venues.

"We installed Everlast in Grippin' Grey rolled rubber on a 35-foot track," said Michaelis. "We built it right into the Terf, and the track is about 8 feet wide. This area is used for our TRX classes,

where participants flip tires and pull sleds. Total personal training and a functional boot camp are also held here. The Terf area is where you will find all the toys."

In addition to being functional and attractive, what Michaelis likes most about the flooring available through ECF is that it's easy to clean. "Normally you see carpet in a cardio area and where you hold spin classes," said Michaelis. "If someone spills something, you can't clean it up. Now all we have to do is get a mop and a bucket, and it looks brand new again. That holds true with where we installed Rexcourt too. Usually hardwood would be installed here, but the Rexcourt is easier to clean and wears well." After being open less than a month, Urge Fitness' Ewing, N.J. location already has 247 members. "People are definitely impressed," said Michaelis, and he is very satisfied with the flooring.

"I plan to use ECF products in other clubs and am looking to start opening the next one in 2 or 3 months," said Michaelis. "It all looks great, especially the Everlast. The black rubber with the little speckles gives the flooring character."

