

Case Study

# Urge Fitness



## Details

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Location: Ewing, NJ

Products Installed: Everlast UltraTile,  
Everlast Rolls, Speed & Agility Turf,  
Polyflor Expona, LG's Rexcourt

## Project Needs

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- Durable
- Easy to Clean

## Product Benefits

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- Attractive
- 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 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 Ecore products – Everlast roll goods, Everlast UltraTile®, Speed & Agility Turf, Polyflor Expona, LG's Rexcourt.

Everlast and Speed & Agility Turf are manufactured by Ecore. "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 roll 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 Speed & Agility Turf installed was unique, because it looks like grass. "We installed Everlast in Grippin' Grey rolled rubber on a 35-foot track," said Michaelis.

"We built it right into the Turf, 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

Turf area is where you will find all the toys."

In addition to being functional and attractive, what Michaelis likes most about the surfacing 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."

After being open less than a month, Urge Fitness' Ewing, N.J. location had 247 members. "People are definitely impressed," said Michaelis, and he is very satisfied with the flooring. "I plan to use Ecore 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."

