

## Case Study

# Body and Soul Fitness



### Details

Location: Ontario, Canada

Description: 2,500 square-feet of  
ECOsurfaces and 850 square-feet  
of Everlast

Flooring Choice:

ECOsurfaces Milky Way; Everlast  
Terf

### Project Needs

Durable

Easy to clean

### Project Benefits

Aesthetic appeal

Variation in gym flooring

Opportunity for new fitness activities



# Body and Soul Fitness Chooses Differentiation: ECOsurfaces and Everlast Terf

Body and Soul Fitness is a fitness center in Toronto, Canada that specializes in personal training and is dedicated to delivering custom fitness solutions for its members. In 2001 Darren Katz, owner of Body and Soul Fitness, recognized an abundance of fitness clubs in the area but noticed they all lacked the ability to deliver a personalized experience for its members. He opened Body and Soul Fitness driven by his philosophy that clients are top a priority and this fitness club would deliver the perfect experience, every time.

Because of this personalized client-based approach, Katz has continually kept up with the evolving fitness club community to ensure the perfect experience for his clients. Body and Soul Fitness had two enclosed group exercise rooms covered with hardwood flooring in the middle of the gym. His desire to open up the gym by tearing down the walls provided an opportunity to differentiate his gym from the industry by installing a combination of turf and rubber fitness flooring in the space.

In January of 2014, Katz installed 2,500 square feet of ECOsurfaces alongside 850 square feet of Terf. "Having both of these products side by side gives our clients another dimension to their training," says Katz. "It gives us more flexibility in our training. We can put them through exercises on the ECOsurfaces and then have them run over the turf to do agilities and sled work: drags, pulls, and pushes with heavy weights. These are all things that you cannot do on typical rubber fitness flooring without wearing down the floor.

Everlast Terf provides the perfect surface for this; and, so far, we have seen no wear or tear." ECOsurfaces is a brand of ECORE Commercial Flooring (ECF) that focuses on providing innovative products for the commercial flooring market. ECOsurfaces rubber flooring offers architects and designers endless possibilities to create personalized designs for a multitude of markets. ECF is manufactured by ECORE, a company that transforms reclaimed waste into unique performance surfacing.

Everlast Terf is also manufactured by Ecore. Everlast Terf is designed for indoor sport and agility use, making it the perfect choice for a traditional gym environment.

"We have gotten great feedback on the quality of our new surfaces. And we believe it complements our high-end facility perfectly," says Katz. The installation stays true to Body and Soul Fitness' philosophy of personalized, customized fitness solutions for their members. Choosing to have both surfaces in one gym offers their clients a different experience than other gyms, in addition to offering a greater variety of training exercises. "The clients are excited and exhausted that they have something new to play with!" said Katz.

