

Case Study

Wawa Convenience Center



Details

Location: Milltown, DE
Description: ECOsurfaces ECOrx
Flooring Choice:
ECOrx in various colors

Project Needs

Contemporary visual appeal
Under foot support
Easy installation
Environmentally supportive

Project Benefits

Extensive design and color options
Cushioned recycled underlayment
Heterogeneous composition for
ease of installation
Sustainable

ECOsurface Ease of Installation For A Busy Convenience Center

Finding a durable, cushioned, easily installed, and aesthetic flooring solution for a 24-hour convenience center is no easy task. Ask the architects charged with designing Wawa stores and gas stations along the East Coast. Typically open for 24-hours a day, time saved is profit earned when it comes to constructing a Wawa convenience center.

ECORx, with its factory laminated underlayment and wear layer all in one heterogeneous product, has revolutionized the flooring installation process with speed and efficiency. Fused at the manufacturing facility in the United States, ECORx enables the installation of underlayment and surfacing to be completed in one process - without the need for curing time between layers. For the Milltown Wawa,

this meant a speedy installation and opening with the gain of a flooring solution that retains long-term environmental and physical benefits for both employees and customers.

Wawa makes a priority of delivering superior customer satisfaction, with core values that include delighting customers, valuing people, and embracing change. Ensuring that employees represent these business values when they are disgruntled from fatigue can be a difficult endeavor. However, with the tested ergonomic support of ECORx, employees at the Milltown Wawa in Delaware experience minimized under-foot fatigue and decreased environmental hindrances to their daily work responsibilities. ECORx's recycled composition and extensive variety of color patterns even

ensured that Wawa could deliver these benefits while upholding the design standards of the business chain and contributing to environmental conservation and green building initiatives.

With a passion for winning and a drive for change, the Wawa in Milltown was among the first facilities to embrace the benefits of ECORx surfacing. Installed in the Zuma color pattern fused with 12mm recycled rubber underlayment, Wawa is contributing toward the satisfaction of their employees, customers, and community. They've designed a convenience center that provides cushioned foot support, inviting commercial design, and proactive environmental conservation.

