



CASE STUDY

Body & Soul Fitness

Ontario, Canada

Products Installed

- EConights — 2,500 SF *in Milky Way*
- ECOfit-Turf — 850 SF

Project Needs

- Durable
- Ergonomic Comfort
- Easy to Clean

Product Benefits

- Sustainable
- Easy to Install
- Versatile

Body and Soul Fitness Chooses Differentiation: ECOsurfaces and ECOfit-Turf

About the Project

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 priority and that 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.

“We have received great feedback on the quality of our new surfaces. And we believe it complements our high end facility perfectly.”

In January of 2014 Katz installed 2,500 square feet of ECONights alongside 850 square feet of ECOfit-Turf. “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 ECONights 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. ECOfit-Turf provides the perfect surface for this and so far we have seen no wear or tear.”

Both ECONights and ECOfit-Turf feature rubber that contains 62% post-consumer recycled content.

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solutions for their members. Choosing to have both surfaces in one gym offers their client’s 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!” says Katz.