



CASE STUDY

NY Sports Medicine

New York, NY

Products Installed

- ECOfit — 2,000 SF
- EONights — 1,000 SF *in Eclipse*
- ECOmax 1" — 3,695 SF
- ECOfit-Turf — 440 SF

Project Needs

- Easy to Clean
- High-end Look
- Bright Colors

Product Benefits

- Acoustic
- Durable
- Ergonomic
- Slip Resistant
- Easy to Install

Athlete Performance Center Focuses on Proactive Injury Prevention

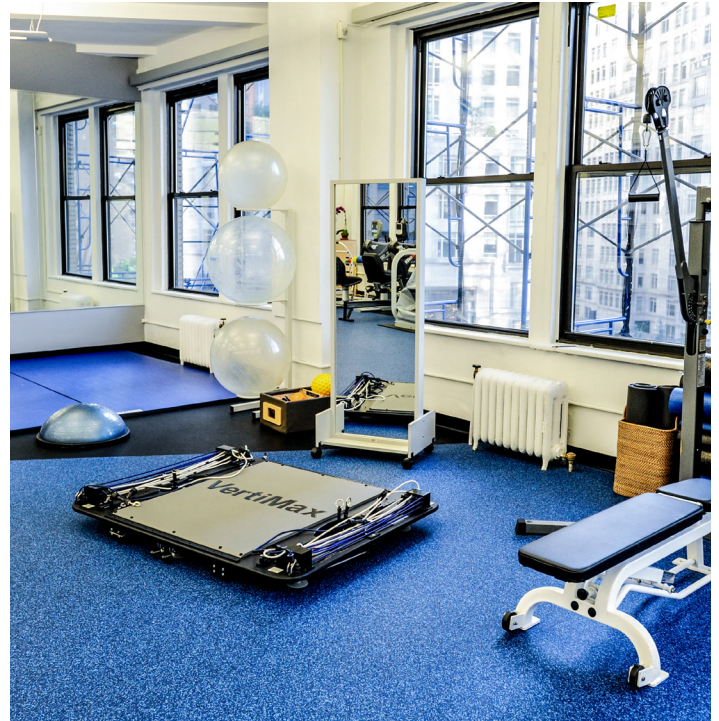
Background

Since 2006, NY SportsMed (NYSM) has prided itself on being the city's premium private "one-stop" clinic for sports medicine, physical therapy, and athlete performance improvement. The services at NYSM are provided with two main considerations in mind: getting clients back in action fast and keeping them healthy and at the top of their game.

Challenge

In April of 2014, NYSM completed a significant expansion of its third location on the West Side of New York, N.Y. The private clinic now features an impressive 5,500 square-foot Athlete Performance Center. The new, state-of-the-art Athlete Performance Center is designed, according to NYSM, "to help clients understand and know their body, and to assist them with proactive injury prevention, accelerated recovery and then to reaching peak performance, no matter age or ability."

When designing the interior of the Athlete Performance Center, the owner wanted a "clean, bright, and high-end look," said Al



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Baer, Jr., President of Baer's Rug and Linoleum Co., Inc., the company contracted to oversee the Athlete Performance Center expansion project. Baer and his associates decided to use ECOsurfaces' flooring.

Solution

ECOfit proved to be ideal. Not only did the product offer the clean, bright look Baer and his team was envisioning, but it was also the right price point. ECOfit features a 3 millimeter (mm) "planting surface" that is fusion bond a 5mm or 12mm vulcanized composition rubber (VCR) backing that offers unique "bounce back" characteristics and sound deadening attributes. This benefit was appealing, because the surface offers a cushioning element for clients and trainers on the flooring.

In addition to ECOfit, NYSM also installed ECONights. This VCR surface is fast to install and offer a virtually seamless appearance. This flooring is also easy-to-clean, fade resistant, and durable with low life cycle costs.

NYSM's design called for ECONights in Eclipse to contrast with the blue ECOfit. The 8mm rolls were laid underneath some of the training tables and the weight room areas. Baer and his associates were very pleased with how well the seams came together, leaving a "very tight" and finished look.

Results

Two of the surfaces installed ECOfit and ECOfit-Turf feature patented itsTRU™ technology. Overall, the feedback on the flooring has been extremely positive. "The CFO [of NYSM] is thrilled with the way the facility turned out," stated Baer. They were so pleased with the look of the flooring that the blue and black contrasting surfaces may become their "standard look" throughout their various locations across the city.