



CASE STUDY

Ridgewood Cycle Shop

Ridgewood, NJ

Products Installed

- ECOsurfaces — 22,930 SF

Project Needs

- Custom Logos
- Easy to Clean
- Comfort Underfoot

Product Benefits

- Lasting Performance
- Ergonomic
- Easy to Install

Promoting Health and a Responsible Lifestyle Includes ECOsurfaces Flooring

About the Project

Ridgewood Cycle Shop was founded in the 1920's and supplies cycling equipment and accessories to riders of all ability levels - from professional cyclists and triathletes to recreational riders, children, and families. As an establishment committed to providing high quality equipment and services, Ridgewood Cycle Shop prides itself on quality products and superior customer assistance. This commitment is supported by the shop's knowledgeable employees and top-of-the-line equipment inventory as well as its focused athletic atmosphere. This atmosphere was supported by the design and construction of the shop's uniquely customized and athletically focused physical edifice - a design that included the installation of ECOsurfaces.

ECOsurfaces' high quality composition rubber surfacing contributed toward Ridgewood Cycle Shop's desired athletic atmosphere. Equipping Ridgewood Cycle Shop with nine inlayed custom logos to correspond with prominent brands, ECOsurfaces also delivered a uniquely illustrative appeal to the design of the shop. These accurate and stunning visual representations of each brand's insignia were produced with intricate water-jet cutting technology and exact color representations were applied through the use of ECOsurfaces' extensive line of custom color options.

In addition to establishing stunning design and energetic visual appeal, Ridgewood Cycle Shop sought to maintain its strong commitment to promoting healthy and responsible lifestyles. ECOsurfaces' flooring contributed toward this commitment by supplying a product manufactured from recycled SBR tire rubber and ColorMill EPDM, content that actively supports the preservation and health of the natural environment. With intricate inlayed logos, resilient under-foot support, and sustainable composition, ECOsurfaces provided Ridgewood Cycle Shop with a practical and visually engaging flooring solution that contributed toward the establishment of an atmosphere that entreats clientele and encourages positive customer interaction.



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