

## Case Study

# Body and Soul Fitness



### Details

Location: Ontario Canada

Products Installed:

ECONights (Milky Way) — 2,500 SF  
FITturf — 850 SF

### Project Needs

- Durable
- Easy to Clean

### Product Benefits

- Aesthetically Pleasing
- Diverse
- Versatile
- Sustainable
- Simple to Install

# Body and Soul Fitness Chooses Differentiation: ECOsurfaces and FITturf

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.

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

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

"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's philosophy of personalized, customized fitness 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.

