Ecore’s patented itsTRU™ technology enables us to fusion-bond virtually any flooring surface to our Vulcanized Composition Rubber (VCR). VCR is our “muscle” and what creates the eNeRGy for floors to do MORE. The magic of MORE is the ability to manage and balance Force Reduction and Energy Restitution. This finely tuned balance is referred to as the NRG Factor, and is the magic that is itsTRU™ technology. By combining our muscle with an endless array of wear layers and design options in the market today, itsTRU™ provides on trend visuals with superior ergonomics, safety and acoustical characteristics. By transforming more than 100 million pounds of reclaimed waste annually, Ecore surfaces are sustaining the ability of the earth while also sustaining people’s ability to do what they love longer.

Ecore’s Vinyl Rx Collection (commercial) is designed to optimize MORE performance while being durable and low maintenance. Our Performance Collection (athletic) features a dual durometer VCR system to balance Energy Restitution and Force Reduction to maximize performance characteristics.

A selection of our fusion-bonded structures:

- Vinyl Sheet fusion-bonded to VCR
- VCR fusion-bonded to VCR
- Turf fusion-bonded to VCR
Can a floor make people’s lives better?

Yes.

A floor can be more than just a passive surface. By harnessing the attributes of recycled rubber, we’ve designed innovative ways to give you tailored surfaces that make lives better, while also protecting the planet.

Bringing these attributes together in expert proportions, we’ve created tailored surfaces that make lives better, while also protecting the planet.

This is Ecore’s definition of **SUSTAINABILITY**

Can a floor can make people’s lives better in their environment, while simultaneously benefiting the natural environment?

Yes.