

Case Study

Evolution Power Yoga



Details

Location: Lancaster, PA

Products Installed: 2,340 SF
Strait Rx (Brushed Titanium)

Project Needs

- Safety
- Ergonomics

Product Benefits

- Ease of Installation
- Ease of Maintenance
- Sustainable
- Durable
- Slip Resistant

Stait Rx Supports Yogis of all Ages by Offering Safe, Ergonomic, & Acoustic Benefits

On New Year's Day 2016, Lisa Taylor and Julie Mathers, co-owners of Evolution Power Yoga (EPY), located in central Pennsylvania, opened a new studio in Lancaster, Pa. With another location also thriving in York, Pa., the yogi community welcomed this expansion with open arms. The new space is chic, modern, incorporates natural light, and has an excellent location across the street from Franklin & Marshall College.

Having used Ecore surfacing at its previous location a few blocks away, EPY knew it wanted to work with Ecore again to help them to select flooring for its new space. Taylor wanted the surface to have the modern look of concrete while also being safe, ergonomic, and acoustic. As a result, EPY patented Strait Rx, a heterogeneous vinyl flooring that is fusion bonded to a 5-millimeter Ecore composition rubber backing.

In the former studio, "we had some issues with the room being big and

bouncy," said Taylor. "We thought that a surface with a rubber backing would help with acoustic issues." In addition to creating a quiet environment, Strait Rx is comfortable to exercise on and is safe for yogis of all ages.

"The yoga world is growing and aging," said Taylor. "Some early adopters are getting a little older and want to have a softer surface to practice on. While this surface [Strait Rx] is soft, it's also easy to balance on. It's better for your joints. It's softer for the teacher's calf muscles and arches. It [this floor] gives me peace of mind to know I am providing my students with the safest and highest quality experience."

In addition to these benefits, Strait Rx is also easy to clean. "We teach a hot style of yoga," said Taylor. "This surface is more sanitary than others, because it doesn't have the cracks and crevices of a bamboo or hardwood floor to capture sweat and mop water."

So how are EPY's customers

responding to the new surfacing, compared to what they had at their former location? "They love the product," said Mathers. "They think it's easy to practice and somehow sense they are being cared for in the best possible way."

Taylor adds, "I have friends [other yoga teachers] that have experienced my floor and have put it in their studios in other cities. The trend in yoga is for studios to install wood or bamboo. Owners want something that is eco-friendly." And with Ecore they get it all: a safe, ergonomic and acoustic surface that is made from composition rubber.

As for Taylor, she is an Ecore customer for life. "I would always want it in my yoga space," said Taylor. "I will install it any future studios."

