Case Study

Wawa Convenience Center

Details

Location: Milltown, DE
Products Installed: ECOsurfaces ECORx (Zuma color)

Project Needs

• Ergonomic
• Easy installation
• Sustainable
• Contemporary visual appeal

Product Benefits

• Extensive design and color options
• Cushioned recycled underlayment
• Heterogenous composition for ease of installation
• Sustainable
Finding a durable, cushioned, easily installed, and aesthetic flooring solution for a 24-hour convenience center is no easy task. Ask the architects charged with designing Wawa stores and gas stations along the East Coast. Typically open for 24-hours a day, time saved is profit earned when it comes to constructing a Wawa convenience center.

Ecore Commercial’s ECOrx, with its factory laminated underlayment and wear layer all in one heterogeneous product, has revolutionized the flooring installation process with speed and efficiency. Using ECOrx reduces time. For the Milltown Wawa, this meant a speedy installation and opening with the gain of a flooring solution that retains long-term environmental and physical benefits for both employees and customers.

Wawa makes a priority of delivering superior customer satisfaction, with core values that include delighting customers, valuing people, and embracing change. Ensuring that employees represent these business values when they are disgruntled from fatigue can be a difficult endeavor. However, with the tested ergonomic support of ECOrx, employees at the Milltown Wawa experience minimized under-foot fatigue and decreased environmental hindrances to their daily work responsibilities.

ECOrx’s composition rubber material and extensive variety of color patterns even ensured Wawa could uphold the company’s design standards and green building initiatives.

With a passion for winning and a drive for change, the Wawa in Milltown was among the first facilities to embrace the benefits of ECOrx surfacing. Installed in the Zuma color pattern, this surface features 12mm of composition rubber. As a result this convenience center provides an ergonomic and inviting commercial design that is environmentally friendly.