

## Case Study

# Tree Paad



### Details

Location: Malta, NY

Description: Family Fun Center

Flooring Choice:

Polyflor: 828-square-feet in mysticPUR 2mm homogenous – Coralo

PlayGuard: 1,200-square-feet in Safari Ultra – Rain Drops

ECOsurfaces: 3,700-square-feet – Jailhouse Rock

ECOsurfaces: 6,426-square-feet – Bed Rock

### Project Needs

Attractive  
Durable  
Easy-to-Clean  
Economical

### Project Benefits

Sustainable  
Wears Well  
Ergonomic  
Quiet Underfoot

# Unfortunate Circumstance Presents Opportunity for New and Improved Flooring

TreePaad Fun Center is a family owned and operated business located in upstate New York. It features activities that encourage kids to play. Fort Ballocity is a giant tree fort and interactive play area that promotes climbing with tubes, nets, windows, mats and slides, soft play cannons, and fountains. The extra large bounce house and rock wall are also popular. A food and a video arcade are also available, once patrons need a break from physical activity.

When TreePaad became the victim of a fire set by an arsonist in 2012, the facility wanted to get itself back up and running as soon as possible. TreePaad hired Quick Response Restoration, Inc., a flood and fire restoration company, to help them remediate the fire and subsequent water damage. "The whole building was heavily smoked up, and the odor permeated through everything," said Robert Serafini, General Manager of Quick Response Restoration, Inc. "We had to do a detailed cleaning of all the surfaces, because there was black soot everywhere. It was all cosmetic, and there was minimal structural damage." According to New York State law and because TreePaad's building was constructed in 1990, the new surfacing was required to have a Class One Fire Rating. In addition to the damage incurred from the fire, TreePaad's existing floor also suffered from the restoration equipment that was used on it.

When it was time to choose new flooring, Patti Garrand, owner of TreePaad, decided to select new rubber surfacing. Before the fire, "we had black rubber flooring that was made from recycled tires from a company in Vancouver, Canada," said Garrand. "It didn't stand up as well as Ecore's flooring. It was rougher and pitted on top and things got caught in it."

TreePaad installed three surfaces from Ecore, a company that transforms reclaimed waste into high performance surfacing: PlayGuard, ECOsurfaces, and PolyFlor's Mystic PUR.

Mystic PUR was installed in TreePaad's kitchen and bathrooms. TreePaad really liked the coral color, because it is predominantly orange, which is the TreePaad corporate color," said Howie Charbonneau, the Ecore Sales Representative that sold the flooring to TreePaad. Two-hundred and eighty-five PlayGuard Safari UltraTiles were installed in the playground area where Fort Ballocity is located. "They used the quad block installation, so it was adhesive free," said Charbonneau.

ECOsurfaces was installed in two phases. The birthday party rooms and staging area feature 3,700-square-feet of ECOsurfaces. "This is where they eat the food and people walk all over it," said Charbonneau. "They are very happy with its durability." The food court, main concession, and lounge and arcade area is where 6,426-square-feet of ECOsurfaces. All ECOsurfaces flooring come standard with ECOguard, a revolutionary coating designed to preserve the beauty of the floor. This factory-applied maintenance coat protects the surfacing from dirt and scuff marks, significantly reducing maintenance and cleaning costs.

To provide an additional level of protection, Garrand also applied E-Finish, a clear, protective, replaceable maintenance coating to all of the ECOsurfaces products: to make this flooring even more durable. E-Finish provides a tough, black-mark resistant shine with no powdering.

"In addition to being attractive and durable, the Ecore products installed are also environmentally friendly, ergonomic, and have great acoustic properties," said Charbonneau. "These products have cut down on TreePaad's noise level tremendously." "Everybody loves the floor," said Garrand. "It went in easy, it looks fantastic, and it's easy to clean."

