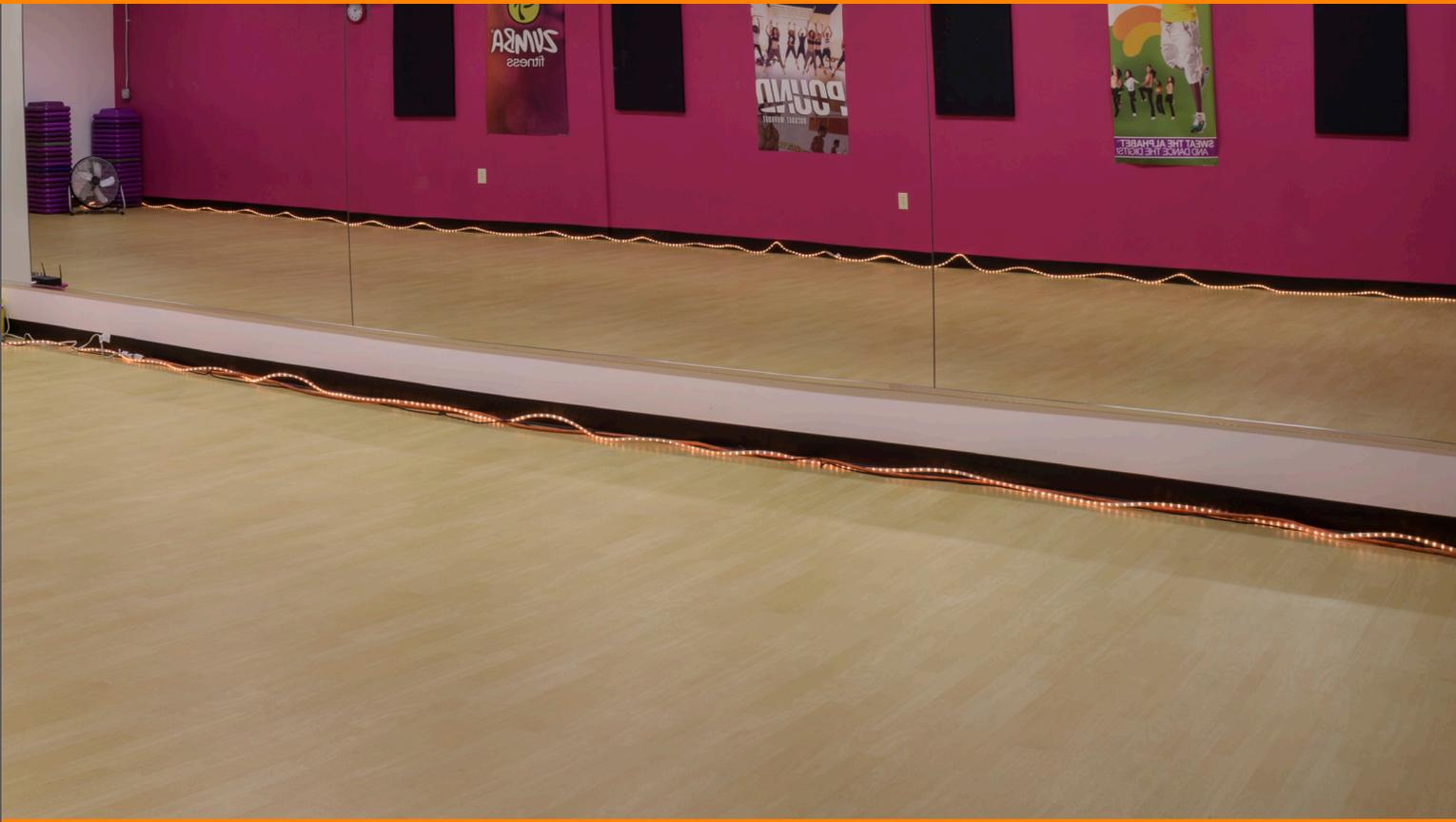


Case Study

PonyTails Dance & Fitness Studio



Details

Location: Ephrata, PA

Products Installed:
Bounce - 1,500 - 1,800 SF
(wheat)

Project Needs

- Wood-like Finish
- Ergonomic support
- Safety

Product Benefits

- Easy to Clean & Maintain
- Acoustics
- Slip Resistant
- Durable

Bounce Surfacing Permits Members to Exercise with Less Risk of Injury



PonyTails Dance & Fitness Studio is committed to encouraging its clients to lead a healthy and active lifestyle with the hopes of simultaneously promoting the importance of becoming strong and confident women. PonyTails strives to keep fitness as fun as possible by offering a wide range of services and classes to its enthusiastic clients.

In the Fall of 2014, PonyTails Dance & Fitness Studios decided it was time to expand its services and move to a different space. They decided to relocate to a building in Ephrata, Pa. that was previously used as an archery practice space. The preexisting floor was made up entirely of cement, which would not suffice as a surface for dance and fitness classes. Realizing the need for new flooring in the space, Penny Sorensen, owner of PonyTails Dance & Fitness Studios, reached out to a friend and yoga studio owner for recommendations. Her friend suggested she reach out to Ecore.

Ecore suggested Sorensen to install Bounce, a surface that is ideal for yoga and pilates studios. Bounce features a vinyl wear layer engineered to a 5mm performance rubber base layer. The result is beautiful flooring that looks like real wood, but is more economical, durable, and easier to clean.

Sorensen thought the Bounce surfaces were “really nice” and especially liked the fact that the products looked like wood, but had the forgiving properties of rubber. “A lot of studios use floating wood floors that don’t absorb shock,” said Sorensen. “I wanted a rubber floor that was absorbent, but I didn’t want my studio to look like a weight room.” After seeing the Bounce samples, she realized she could have the best of both worlds. In October of 2014, PonyTails installed approximately 1,500 - 1,800-square-feet of Bounce in the color wheat.

In addition to the aesthetic appeal of Bounce, Sorensen spoke very highly of its ergonomic qualities. “People aren’t aware of the toll that practicing on a hardwood floor can have on your body,” Sorensen said. “For the sake of my clients and myself, I knew the investment in this flooring was completely worth it.”

Having practiced in a variety of different spaces and on a range of different surfaces, Sorensen full-heartedly believes that Ecore Bounce surfacing has allowed her and her clients to regularly perform with less risk of injury, allowing them to do what they love, longer. Sorensen could say with relative ease that deciding to pay a bit extra for Bounce was “the best decision she’s ever made.”