

## Case Study

# Virginia Tech



### Details

Location: Blacksburg VA

Products Installed:

Performance UltraTile - 17,000 SF

### Project Needs

- Durable
- Low Maintenance
- Shock absorption
- Cost Effective

### Product Benefits

- Sustainable
- Non-permanent Application
- Noise Absorption
- Simple to Install

# Virginia Tech Supports Athletes with New Floors in its Olympic Sports Weight Room

Blacksburg Va. is home to the Virginia Polytechnic Institute and State University, popularly known as Virginia Tech (VT). The student population consists of about 35,000 undergraduate and postgraduate students. But, in reference to their mascot, the Hokie Bird, all who bleed maroon and orange as alumni and fans are also a part of the “Hokie Nation.” VT prides itself as being recognized both scholastically and athletically as one of the top 25 public universities in the country, and as a fierce competitor in the Atlantic Coast Conference for various sports.

Recently, renovations have been made to Virginia Tech’s Football Weightlifting Center and the Olympic Sports Weight Room. Each facility was in need of a major upgrade in the flooring department. According to Will Ellison, a Sales Representative with Total Strength and Speed, the previous flooring lacked thickness and durability. “Any time a dumbbell would hit the floor, you could see dents. One hundred athletes a day pounding weights for twelve years becomes a major problem in terms of repair and cost.” The weight room is an athlete’s Mecca to build strength, and must characterize

resilience to inspire the individual to lift a little more, push a little harder, and never give in. Dented and torn floors don’t exactly radiate such motivation.

Virginia Tech decided to install Ecore Athletic’s Basic Fit Performance UltraTile®, Performance UltraTile is designed for robustness and surpasses the noise and shock absorption qualities of any other fitness floor. “The one inch thickness of the floor gives the bars and weights a longer lifetime, because the floor is absorbing most of the impact rather than the equipment,” said Ellison. The patented “ultra” wear layer provides unlimited design options and is available in 15 standard colors.

Between the two facilities at Virginia Tech, 17,000-square-feet of Basic Fit Performance UltraTile was installed. Ellison highlighted that the product’s strong durability can withstand daily pounding without damage, and in addition, the convenience of portability. “The low maintenance and non-permanent application was a big seller for me,” said Ellison. “In the past, tears were difficult to repair, because

it involved removing a ton of equipment and tearing up big sections of the floor. Performance UltraTile is easily installed.”

When conversing with customers about the product, Ellison found that the added thickness of Basic Fit Performance UltraTile was preferred over the previous flooring product. “Coaches who tend to be on their feet most of the day really enjoyed the support that the floor had to offer,” said Ellison. He also found that most of the staff and athletes were very pleased with the aesthetic appeal that the Basic Fit Performance UltraTile brings to the room.

In order to be excellent, an athlete must be resourced with excellence. Virginia Tech’s decision to use Basic Fit Performance UltraTile in their Football and Olympic Sports Weight rooms is yet another example of how VT supports their student-athletes from the ground up.

