

Case Study

# GymNation



## Details

Location: Dubai, United Arab Emirates

Products Installed:  
Bounce 2  
Basic Fit  
Performance Rally

## Project Needs

- Safety
- Durability
- Multi-purpose flooring
- Quality

## Product Benefits

- Ergonomics
- Acoustics
- Aesthetically Pleasing

# GymNation believes a floor is just as important as any other piece of exercise equipment.

GymNation recently opened its first fitness facility in the United Arab Emirates, introducing its unique and affordable fitness concept. The 40,000-square-foot fitness facility in Dubai offers a wide array of programs and equipment options, to ensure a pleasant experience for both first-time gym-goers and the most dedicated of athletes.

The GymNation model features dedicated zones for each exercise. The facility includes a 4,000-square-foot group exercise studio, 1,800-square-foot spinning studio, a dedicated section for personal trainers, and a 3,000 square foot ladies-only gym to meet Middle Eastern culture demands.

GymNation CEO Loren Holland partnered with Johnson Health Tech ME to specify and design the facility from top to bottom. A key component of the facility's design included the specification of innovative resilient flooring from Ecore Athletic.

Johnson Health Tech ME, the sole supplier of fitness equipment for the GymNation

project, recommended Ecore Athletic flooring in the early stages of the design process. "Working with our design team, we proposed the appropriate Ecore products to meet client expectations in terms of quality, performance, force reduction and energy restitution based on the equipment and exercise programs," said Mohamed Fetouh, regional key account manager with Johnson Health Tech ME.

Ecore surfaces were incorporated throughout the GymNation facility, including Bounce 2, Basic Fit, and Performance Rally.

For Holland, choosing the right flooring material was a top priority for realizing the design vision. "It is not just a floor, as we consider flooring as important of a product in the gym as any other piece of equipment, all equally contributing to the success of the services we provide," said Holland.

According to Fetouh, installing Ecore Athletic surfacing was an easy decision due to its reputation in the industry. "For years, Ecore has produced innovative flooring products that empower the whole fitness industry worldwide, and they continue to provide quality, durability, safety, ergonomic and acoustic solutions," said Fetouh. "Ecore's use of technology allows the company to provide the industry with the longest warranty, ensuring the best value."

Holland agrees with Fetouh, preferring Ecore surfacing to others on the market based on quality, ergonomics and acoustics. "Choosing Ecore flooring products is one of the main elements of our club's success," said Holland. "It works perfectly, and it matches with our fit, designs and equipment colors. We encourage other club owners to integrate these products into their gyms..."

