

# National Accounts

**Project:** Planet Fitness  
**Location:** Nationwide  
**Products:** Pedimat® Entry Mat Systems +  
Acrovyn® Interior Product Systems

## About the Project

The Construction Specialties National Accounts division collaborated with the franchisor to provide solutions for their clubs as well as develop custom products and finishes that offer forward-thinking aesthetics and provide better functionality for each facility location.

## Design Goals:

This leading fitness club franchisor and operator wanted to deliver a fun, safe, and judgment-free fitness experience for members. To fulfill this promise, the franchisor chose Construction Specialties' (CS) proven product solutions to create transformative wellness environments that welcome members of all fitness levels and boost their confidence.

## Results:

Wanting to make the right first impression at every fitness club entrance, and after replacing many ineffective throw-down rental mats, the franchisor decided to invest in CS **Pedimat® Entry Mat Systems**. Pedimat is a high-quality entrance flooring system with a built-in recess that traps dirt and debris underneath its rails, extending the lifecycle of interior floors. Pedimat's combination of lightweight rails and strong aluminum hinge connectors allows the system to be rolled up for easy cleaning and maintenance.



## At a Glance

- Coordinating product systems create design consistency
- Utilization of multiple products saves franchisor time and money
- Pre-stocking of material for quick turnaround
- Custom-designed finishes

*Continued on the next page...*

© Copyright 2019 Construction Specialties, Inc.



impact.c-sgroup.com | 888.424.6287

Fitness club locations needed custom product solutions to meet the unique requirements of their spaces but were also expected to adhere to the brand's specification to provide members with a consistent experience across locations. CS' **Acrovyn**® product systems provided comprehensive solutions to uniformly protect each location's walls, corners, and doors from heavy gym traffic.

The franchisor sought to incorporate branding in wall protection designs and wanted an ultra-durable material that was not prone to damage like wallpaper. **Acrovyn**® **by Design** wall protection provided the flexibility to incorporate branding and custom designs in a damage-resistant material and integrated with the other systems in fitness club spaces.

Fitness club interiors take a beating. Doors and wall corners in particular experience frequent impact from gym bags and heavy equipment. To prevent damage to door faces, the franchisor chose the easy-to-apply **Acrovyn Door Skins**. Door Skins protect fitness club tanning room and service doors while incorporating branded artwork and graphics.

*"They're a no-brainer. You never have to paint or repair a door ever again," the franchise owner stated about Acrovyn Door Skins. "The switch has saved money in material replacement costs, while sidestepping the frustrations of door repainting, repair, and decal replacement."*



*Continued on the next page...*

© Copyright 2019 Construction Specialties, Inc.

**CS** Construction Specialties®

formerly known as  
**IMPACT**  
Specialties

impact.c-sgroup.com | 888.424.6287

Integrating with the Acrovyn® line of wall protection, **VA-200 Corner Guards** were chosen as affordable and durable solutions to preserve and protect club walls and eliminate the need to close off gym sections for repair.

The Construction Specialties National Accounts division provided this fitness club franchisor and operator with an array of products and services to meet facility design goals and requirements. Our dedicated account managers provided unmatched customer service, from coordinating pre-stocking programs to overseeing customized color and finish options to match brand standards. CS product solutions met the challenge to preserve and protect each fitness club's judgement free zone, helping create interiors that positively impact members.



Construction Specialties

formerly known as

