

25 July 2014

No shock as Metro Fitness, Stockport chooses Gerflor

Metro Fitness in Stockport owned by European boxing champion Matthew Hatton and his father, Ray Hatton, has installed Gerflor Taraflex™ flooring for their Stockport gym complex. The business was launched as a premium-offer budget gym in August 2012 and has since then gone from strength to strength, growing their membership year on year.

George Stylianou, Director, Metro Fitness said, "the growing popularity in functional exercise amongst our members had prompted research into further developing our existing space. I wanted to go with flooring that was highly durable and that would cope with the volume of use, whilst being relatively forgiving to higher impact exercise". It was therefore no shock that Metro Fitness chose Taraflex™ from Gerflor- the no. 1 preferred indoor sports solution for over 60 years as their preferred floor covering throughout the gym.

George Stylianou was quoted as saying, "this gym has attracted a whole new market, namely those who may have previously considered joining a gym but have been put off by the inflated prices, hidden extra costs and long term commitments. "We are also attracting gym members who have become disillusioned with the lack of customer service, cleanliness and general upkeep of both equipment and facilities." George Stylianou went onto further comment, "having noticed the Gerflor advert in Leisure Management, I felt that their new Taraflex™ product might be a good fit. He went on to also add, "I read the testimonials and having viewed the product for myself; I commissioned the installation, which I have to say, was extremely efficient and professional throughout".

Taraflex™ has been used in every summer Olympics since 1976 and is available in 17 colours and two wood-effect designs. The Sport M Evolution product offers a very high P1 category shock absorbency which exceeds 25% and meets the EN 14904 Standard for indoor sports surfaces. Taraflex™ is recognised for providing durability, safety and comfort without impairing performance. The range also offers greater than 45% force reduction, making it unrivalled in the marketplace in terms of offering comfort for users. Bespoke designs are also available by either water cutting, HD printing or line marking. Taraflex™ also meets the EN Standard of 22196 for anti- bacterial activity (E. coli - S. aureus - MRSA) (3) returning >99% levels of growth inhibition. The product is also treated with ProtecSol®, which renders polish redundant. Taraflex™ has a double density foam backing and is environmentally friendly.

George Stylianou finally commented, "the biggest compliment I can make is that the feedback is extremely positive, both from our resident professional boxers and coaches, including Matthew Hatton and from our ever-increasing membership, who thoroughly enjoy using the space; either when exercising alone with Battle Ropes, Kettlebells, Tractor tyres or as part of a group exercise class".

Learn more about Gerflor solutions, ask for a free sample or contact us to speak to a specialist today by calling 01926 622 600, emailing contractuk@gerflor.com, or visiting gerflor.co.uk for the latest innovations.

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