

CLIENT: JAZZERCISE FITNESS STUDIO, EXETER
SOLUTION: TARAFLEX® MULTI-USE

All that jazz with Gerflor and Taraflex®

It's been 50 years since Jazzercise was founded in the USA, the dance fitness programme is still going strong, still relevant and continues to change and enhance lives. Jazzercise combines dance, strength, and resistance training with popular music for a full-body workout, blending dance cardio with Pilates, yoga, and kickboxing.

When Jazzercise Fitness Studio owner Sarah Sydney-Sheppard moved her business into its own purpose-built facility in the Southernhay area of Exeter she turned to international flooring specialist Gerflor to provide 200m² of its world-renowned Taraflex® Multi-Use vinyl sports flooring for both the main studio and reception areas.

Sarah Sydney-Sheppard said, "having previously taught in community halls and schools we decided that we wanted to move our business into its own purpose-built studio and have the highest quality in all aspects. The three most important aspects were the studio space, lighting and flooring." On specification she went on to add, "for us there were three main requirements which included impact resistance in order to look after the joints and feet of our fabulous customers, durability and easy maintenance, together with providing a very high-quality look. Very simply, Gerflor really helped us to achieve these ambitions."

The Taraflex® sports flooring ranges have been used by the largest international sports federations (volleyball, handball, badminton, table tennis) for decades. Through partnerships with these federations Gerflor has been present at the Summer Olympic Games since 1976. It's an Olympic pedigree stretching back over an incredible 43 years.

In reaching the highest standards of 'fitting out' the new premises the installation of the new Gerflor flooring also needed to be equal to the task.

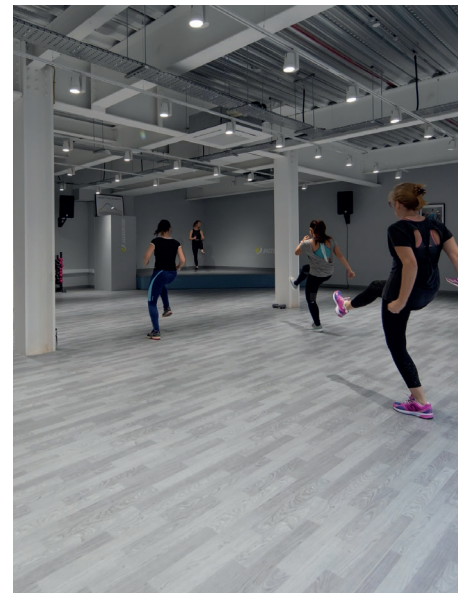
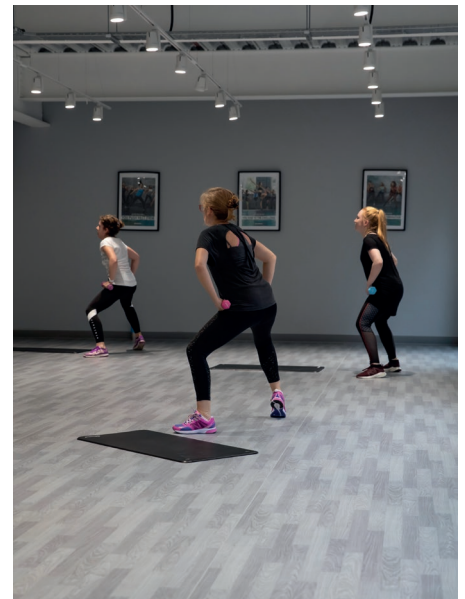
The project fell into the more than capable hands of Exeter-based commercial flooring specialists S. Smith



& Sons Carpets. Paul Delmege, Contracts Manager. S Smith & Sons Carpets commented, "we were approached by Jazzercise who were looking for a multi-functional sports floor for their new premises. We decided to offer ranges from Gerflor which specialises in high quality vinyl commercial floor coverings, including multi-functional sports floors." Paul Delmege added, "it was decided that Gerflor's Taraflex® Multi-Use sports floor would be the perfect solution which could easily meet all of Jazzercise's requirements on quality, price, modern appearance and suit the variety of fitness classes they offer."

“ The new floor looks incredible, isn't slippery in any way and the impact resistance is great. It was installed brilliantly and efficiently too. ”

Sarah Sydney-Sheppard,
Jazzercise Studio Owner



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Taraflex® Multi-Use is a P1 category sports flooring designed with both sport and non-sport use in mind, making it ideal for multi-purpose areas including fitness and dance studios, together with school halls, youth clubs and community centres. It protects users with its shock absorption and impact protection qualities. Yet it's tough enough to protect

itself against non-sport demands often found in many fitness environments such as the movement of tables, chairs and exercise equipment. Taraflex Multi-use is available in 5 wood-effect and 2 concrete-effect designs and provides the perfect flooring solution for dance and fitness studios where the facility has several uses and needs. Taraflex® Multi-Use is treated with the Triple Action Protectsol® surface treatment, which means no polish is ever required. It contributes to easy maintenance and is anti-friction burn whilst maximising both slide and grip.

Sarah Sydney-Sheppard ended by saying, "we are really pleased with the new flooring. Our new Taraflex® Multi-Use sports flooring is really easy to keep clean and our customers love it, and it also looks great. We would certainly choose Gerflor flooring again."

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.

For further information on Gerflor's extensive range of flooring solutions please contact us:

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