

Fit for the job

*MARMORETTE™
Linoleum Colors
Energize Health Club
Interior*

With the plethora of exercise centers available throughout California, it's hard to differentiate one gym from another. So how did California Family Fitness become the "Best Health Club" in northern California, based on popular vote by readers of Sacramento Magazine, six years in a row? One reason may be the dramatic design of all 12 locations. California Family Fitness uses vivid colors and neon lights to energize patrons the moment they step in the door. Integral to the club's design theme are the rich, saturated colors of Armstrong™ MARMORETTE linoleum. MARMORETTE linoleum contributes to the pump-it-up atmosphere and coordinates with the club's other flooring materials and interior finishes. It also allows club owners to stretch their design goals without straining their budget.

California Family Fitness prides itself on having the most innovative fitness centers in the area. The fun and friendly attitude inspires members and helps families live healthier lifestyles. The newest center to open, in Roseville, occupies a space that used to be a grocery store. It includes a large variety of amenities including a full-size indoor basketball court, three racquetball courts, a rock

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[Between us, ideas become reality.]®

climbing wall, and a separate women's workout area and lounge. As in all the other locations, entertainment is key to keeping exercisers invigorated. The Roseville club boasts the newly introduced "Cal Fit Entertainment" system, featuring huge projection screens in the cardio area and plasma TV screens throughout the workout area. The objective is to keep things lively while patrons limber up.

Jeffrey Jennings, AIA, of TPC Architects, Inc., Sacramento, says, "The club is very much alive with bright, multicolored walls and neon lights. With the assistance of Terri Gury, club partner, we selected colors and finishes we feel help people wake up and get active." On the floor, MARMORETTE™ Charcoal Gray is used as the field color in the foyer, walkways and food court areas, coordinating with the club's carpeting and tile. MARMORETTE Cherry Red and Yellow Straw stripes are used as bright accent colors. Jennings explains, "The red and yellow stripes stand out as design elements and provide directional assistance for club members." In addition to coordinating with the club decor, MARMORETTE linoleum is resilient and provides relatively easy maintenance. Jennings says, "The place has a large membership. Between the dirty shoes and socks, a large volume of dirt gets tracked in. So, the floors need to be comfortable underfoot and they also need to clean well too, to keep a fresh feel about the place." Looks aside, the lower installed cost for MARMORETTE linoleum was a major factor in selecting the Armstrong product compared to a competitive linoleum. A new



Armstrong installation system, introduced in 2004, allowed the designer to have fun with field and accent colors while still keeping the total installed cost within the facility's budget. The installation

system is recommended for spaces with light to medium commercial traffic. Contractor A.T. Thomas Construction, and flooring subcontractor Creative Design Interiors (CDI) Commercial Flooring, collaborated on the installation. Gary Wong, CDI general manager, says, "The MARMORETTE floor was installed using full-spread Armstrong S-760 Adhesive with S-761 Seam Sealer. Not having to heat-weld seams reduced the materials and labor cost by thousands of dollars." Jennings' opinion of the installation system backs up the installers'. "We looked at different product lines, and Armstrong gave us the look and quality we wanted without going over budget."

Now that the footprint for Roseville has been established, California Family Fitness owners plan on using the same materials and installation system for new locations that are in the works. Terri Gury confirms, "These colors are great, and the floors look wonderful. It helps us establish exactly the kind of atmosphere we want: clean, safe, exciting. We were going to go with a competitive linoleum, but MARMORETTE met our design and square-foot budget costs much better."

Quick Facts

The California Family Fitness Challenge:

- Use interior finishes and design that energizes club members
- Use flooring materials that are comfortable underfoot, and that coordinate with each other
- Keep installation costs as low as possible, while providing high design value

The Armstrong Solution:

- MARMORETTE linoleum has a vibrant, contemporary color palette
- Resilient linoleum is warm and comfortable; the integrated color spectrum offers easy coordination within the line, and across other finishes, for optimum design flexibility
- The new Armstrong S-760/S-761 installation system reduces overall installed costs

Product Specs:

- MARMORETTE has fine marbling characteristics displayed in a rich array of colors
- Made from renewable raw materials for low environmental impact and sustainable design
- A choice of installation systems for light, medium, and heavy commercial traffic

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