



Quarterly Newsletter, May 2011

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Everlast Launches New Catalog and Website

The new Everlast catalogs are here and they look fantastic. Please contact your Sales Rep or an ECORE CSR to request yours now. For a sneak peak, please visit www.everlastsportssurfacing.com/catalog.php.

In addition, the new Everlast site has launched at www.everlastsportssurfacing.com! We hope you will enjoy browsing it. The overall look has been updated to match the 2011 catalog and fan sets and is presented in a user-friendly way so that the site is easy to navigate.

We have prominent links to Twitter and Facebook. If you aren't already a fan of ECORE International please become one. Updates are made at ECORE International's Twitter & Facebook pages at least twice a week.

All literature, including manuals, guide specs, and data sheets are easily downloadable and more organized compared to the previous site.

The installation gallery is a work in progress and we will be adding more photos as time allows. Please send us your photos too! We'd love to share them on the site!

Redeux Program Unveiled

Beginning April 1, 2011, ECORE customers may now participate in the "Redeux" material reclamation program by sending back old or remnant recycled rubber and cork products for recycling to ECORE's Lancaster, Pennsylvania manufacturing facility.

The Redeux program partners with building professionals committed to environmental stewardship by providing resources to recycle ECORE's products after their useful life and keep building materials out of landfills. The reclaimed material will be made into new flooring, underlayments, and industrial products by ECORE.

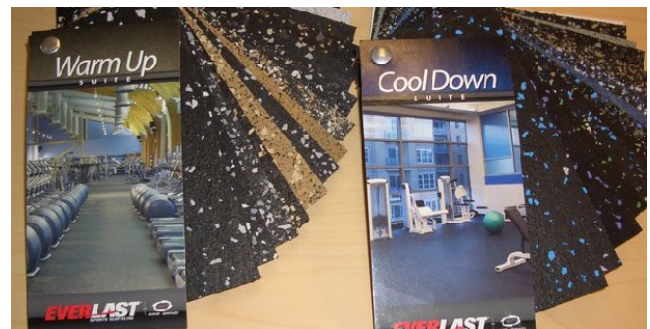
Customers must first submit an application to have their material accepted into the Redeux program which asks questions about the amount of material to be returned and confirms that the material is free of foreign contaminants like stones, wood, concrete, drywall, etc. Materials accepted into the Redeux program will be shipped to ECORE's Lancaster facility to be sorted, shredded, cleaned and ground for the next generation of recycled rubber flooring, underlayment, and industrial products.

All products manufactured by ECORE are applicable. Materials will be taken back and recycled on a case-by-case basis. Customers are required to pay for return shipping to ECORE. Unexpected and unapproved shipments will not be accepted.

To join ECORE's effort to promote awareness, respect of our environment, and support the Redeux recycling program please visit www.ecoreintl.com or email redeux@ecoreintl.com for more information.

New Fan Sets are Here

The new Everlast Fan Sets have arrived. Limited quantities are available. Please contact your Everlast Rep or an ECORE CSR to place a sample order.



Photography Still Needed



Tired of looking at the same photos every time you visit the Everlast site? Are you ready for some updated sales tools? We need photography!

To keep Everlast's materials up to date with current installations that reflect its superior quality and custom design capabilities, we need your help. Do you know of an installation that would be a great addition to the Everlast website or catalog? Contact your Everlast representative with the location, distributor information, and some preview photos.

Coming Soon! ECORE is Offering Green Solutions

ECORE International, manufacturer of Everlast Sports Surfacing, will soon launch, ECORE Green Solutions, its new line of eco-friendly floor care products. Products in the line include E-Cleaner, E-Strip, and E-Finish. The line has been developed as a system that cleans, strips and finishes without harming floor surfaces or the environment. Stay tuned for more information on these great new products!

Tech Tips by Thomas

Contributed by Thomas Utley, Technical Services Manager, ECORE International

I would like to share another edition of my Technical Tips letter dedicated to our customers, installers, factory representatives, and anyone else that is looking for that special edge to make their rubber surfacing installation a success.

In this article I would like to address one of the most important procedures for installing our recycled rubber flooring tile. I am referring to the 3-4-5 Triangle Method. This method is standard in the industry and should always be utilized when a tile installation takes place.



Most rooms are not perfectly square, eliminating the option to begin installation from the room edge. The 3-4-5 Triangle Method allows you to find the center of the room and break it into quadrants for ease of installation. In most cases, this method will also allow you to have a tile of equal size against the perimeter wall rather than a full tile on one side of the room and a small strip on the other.

Key factors for this type of installation are accurate measurements and precise positioning of the layout lines. The actual tile installation is relatively easy once the prep work is complete. One thing to note is proper preparation of the substrate as outlined in my previous Tech Tip [letter](#). Additionally, all tiles should be laid out and visually inspected prior to beginning the installation.

To begin, you need a reference line we will refer to as X. Create this line by measuring opposite sides of the room and marking the center point of each side. Using a chalk line, snap a line between these two marks. This is line X. Next, measure line X and mark the center point of this line. From this center point, a framing square should be used to establish a perpendicular line Y, to line X. Using a chalk line, snap the second line (Y) across the room. This procedure requires two people unless you utilize more advanced techniques that will not be covered in this letter.

Now comes the exciting part! You will check the squareness of these lines using the 3-4-5 Triangle Method. From the center point, measure 3 ft along one of the reference lines and place a mark using a pencil or marker. Next you will measure the other reference line and mark a distance of 4 ft. Your measurement between these two marks should be 5 ft. If not, then you must adjust the reference lines until they are exactly perpendicular to each other.

Once the above procedure is completed you will have four quadrants in which to install your tile. To install tiles in an ashlar configuration, snap a third chalk line (Z), perpendicular to line X and parallel to line Y. The distance between lines Z and line Y should be half the width of the tile. This method can also be used to adjust the size of the tile at the room edge to better utilize your tile layout and minimize waste.

More details on this procedure are contained within our technical and installation manuals found on our [website](#). These manuals contain diagrams that may more clearly define this procedure for you. The manuals also contain detailed instructions for substrate preparation, adhesive guidelines and general installation techniques to help ensure your job is a success.

These articles are designed for you to learn as well as help you through technical questions when installing ECORE products. If you have a successful “real world” tip or story, we’d love to hear about it. Please email me at Thomas.Utley@ecoreintl.com. ECORE’s technical department is available from 8am-5pm, Eastern Standard Time, to answer questions on installation or substrate preparation. We welcome your questions, concerns and comments and look forward to helping you achieve an installation that falls within the standards of excellence. Until next time, best of luck to you and your crew and thank you for choosing ECORE for your flooring needs.