



ULTRAFIT

Fitness Club Combines Sustainability With Privacy

Challenge

Life Time, a company devoted to promoting healthy lifestyles nationwide, wanted to add an element of separation to its many athletic centers. They envisioned a type of room divider that would put members at ease during a strenuous workout while also promoting the company's brand. Acrylic was the natural choice of material but Life Time was in search of a more environmentally sustainable alternative.

Solution

Our team recommended the use of Recrylic® panels instead of virgin acrylic. The world's only line of certified recycled acrylic sheets, Recrylic minimizes CO₂ emissions and carbon footprint when used instead of traditional acrylic products.

Branding was applied to Life Time's Recrylic panels via translucent printed vinyl. The finished design is eligible to include the Recycled Content Certification (RCC) logo, reinforcing Life Time's commitment to sustainable sourcing in the design of its athletic centers.

Results

The use of Recrylic made a positive impact on the environment — and strengthened the brand among club members.



LOCAL IMPACT

Each location received 6-7 Recrylic privacy panels, preventing the consumption of 643 barrels of oil versus using virgin acrylic.



NATIONAL REACH

Across 130 locations nationwide, this saved 304 tons of CO₂ emissions — the equivalent of taking 59 cars off the road for a full year.



BRAND IMAGE

The use of sustainable materials — eligible to display the RCC logo — supported Life Time's vision of creating happy, healthy lives.