

Amanda Eden
White Good & Co. Advertising
Phone: 717.756.6838
Fax: 717.396.9483
aeden@whitegood.com

Danielle Floyd
White Good & Co. Advertising
Phone: 717.278.0515
Fax: 717.396.9483
dfloyd@whitegood.com

For Immediate Release**FDNY Firehouse Safer and Healthier Through Regupol America**

Lebanon, PA – New York City’s Engine 53 and Ladder 43 firehouse know firsthand the benefit of staying in shape on recycled rubber flooring, thanks to a charitable collaboration between Regupol America LLC, the inventor of high-performance recycled rubber surfacing materials, and installer, Abacus Sports Installations, Ltd.

F.D.N.Y. Engine 53 and Ladder 43, also known as “El Barrio’s Bravest”, houses two of the busiest companies in New York. The firehouse began a search in 2009 in hopes of finding a sports and fitness flooring company willing to replace their out-of-date gym flooring with a sustainable, health-conscious flooring option. The two companies are located on the East Side at 1836 3rd Ave in Manhattan, an area known as Spanish Harlem.

“Our companies are very fitness oriented and staying in shape is imperative to our careers and our lives,” said Al Serino, Ladder 43. “The flooring in my firehouse was very old and caused a health concern for those of us that used it.”

From the companies that were contacted, only Regupol America and Abacus Sports Installations were willing to support the goals of the firehouse by donating 700 square feet, 175 tiles, of Regupol Gray Hound AktivLok and the installation. The project was completed mid-December, 2009.

-more-

“I was hoping to get the materials needed for the job donated but I knew in these economic times, it was not going to be an easy feat,” continues Serino. “Both Abacus and Regupol promised to do even better. With donated materials from Regupol America, Abacus Sports Installations installed the much-needed new floor for the gym in my firehouse.”

“We always welcome the opportunity to gain customer feedback – good or bad,” says John Aten, Vice President of Sales, Regupol America. “But positive notes like this reinforce the reason why we are in this business. The best motivation for us is helping people by ensuring healthy environments through manufacturing tough, shock absorbent, durable, safe recycled rubber surfacing material.”

Additionally, Engine 53 and Ladder 43 are the first FDNY affiliate to the [CrossFit](#) exercise regimen. With the need for ultimate durability, Regupol America produces the sports and fitness flooring of choice for CrossFit devotees nationwide and is outfitting the 2010 CrossFit games by providing 12,000 square feet of its product Aktiv™ the same material installed in the firehouse.. In the company’s words, “CrossFit has been recognized for their no nonsense approach to functional training from fire departments across the country, and now finally by the biggest.”

Regupol America LLC, American subsidiary of German-based, BSW (Berleburger Schaumstoffwerk GmbH), is a third generation company founded in 1954. Headquartered in Lebanon, PA, the inventor of recycled rubber flooring manufactures multi-purpose surfaces, running track surfaces, synthetic turf shock pads and impact sound absorption underlayments. With more than 50 years experience, the group employs over 360 employees. The company uses over 115 million pounds of rubber in the manufacturing process. More than 110 million square feet of product is sold each year, with distribution in over 100 countries. Made of 100% post-consumer tire rubber, post-industrial EPDM rubber and additional renewable resources, Regupol America uses the finest raw materials and state of the art manufacturing. The portfolio of products withstands the most intense use, ensuring outstanding performance. For more information about recycled rubber flooring, turf underlayment, and sound absorption, visit www.regupol.com.

###