



SportsArt
THE GREEN FITNESS COMPANY

UNIVERSITY MARKET

CHANGE THE WORLD ONE WORKOUT AT A TIME // POWER A MOVEMENT

SUSTAINABLE RECREATION

Campus recreation centers are a hub for student engagement and overall wellbeing. They are also a key stop on campus tours helping attract prospective and incoming students by showcasing the quality of student affairs at the college or university. Utilize your rec center as an engagement tool by aligning everyday operations with the sustainable mindset of incoming students to exceed expectations and stand out from the competition.



4,000 higher-education projects have been LEED-certified, with the majority achieving Gold or better.



47% of recreation facilities are accountable for annual building energy consumption.



60% of higher education establishments have a dedicated office of sustainability.



72% of Generation Z's are willing to pay more for a sustainable product or offering.



75% of students use on-campus recreation center facilities.



68% of students report campus recreation facilities influence their decision of which college/university to attend.



More than **650** college's and university's presidents from all 50 states have pledged their institutions will achieve carbon neutrality under the climate leadership commitments.



800 colleges and universities are measuring their comprehensive environmental performance under STARS (Sustainability Tracking, Assessment & Rating System).



AWE-INSPIRING DESIGN+SUSTAINABLE INNOVATION

POWER A MOVEMENT

Movement is energy. Every step, pedal, and stride we take is generating the potential to power a movement. At SportsArt, we move to ignite a connection between creating healthy bodies and a healthy environment. Because, when we move, we change the world—one workout at a time.

Providing a way to preserve the planet through our operations as a global brand is of the utmost importance to us. With offices around the world selling into more than 80 countries, SportsArt believes it is our duty to use our vast reach to encourage sustainable and renewable practices from manufacturing to the equipment in use. We strive to create a network of like-minded partners focused on inspiring positive social impact and stewarding the beautiful world we have been given.





RECYCLE HUMAN ENERGY
INTO USABLE ELECTRICITY
WITH ECO-POWR™

NET POSITIVE IMPACT

With every movement a student takes, energy is being generated. ECO-POWR™ products harness that energy to produce up to 250 watt-hours of electricity, creating an overall reduction in your property's carbon footprint.

STUDENT ENGAGEMENT

Align student's personal workouts to campus sustainability goals by demonstrating how their human energy can impact the planet with SA WELL+™ and inspire them to stay fit as a way to steward the environment.

OPERATIONS EFFICIENCY

Reduce the energy consumption in your recreation center by turning energy-intensive cardio activities into energy-producing movements that will lower the overall operational costs.



 **ECO-POWR™** *Line*





SENZA™ *Line*



REDUCE ENERGY CONSUMPTION WHILE ENGAGING
USERS WITH SENZA™ TOUCHSCREEN TECHNOLOGY

REDUCED IMPACT

The SENZA™ Line incorporates ECO-DRIVE™ energy efficient motors which offer a top-of-the-line experience while utilizing 32% less energy than traditional motorized treadmills.



STUDENT EXPERIENCE

With built-in lifestyle workouts, SENZA™ Journeys, ANYcast screen mirroring, as well as TV and Internet browsing, the SENZA™ Line provides an intuitive experience for students of all fitness levels, to discover what moves them.

ENTERTAINMENT EFFICIENCY

With ANYcast screen mirroring technology, students can seamlessly stream entertainment from their mobile device directly to the SENZA™ console, simplifying their workout experience and reducing the facility's need for continual upgrade maintenance.



REFUSE TO USE ELECTRICITY
WITH ECO-NATURAL™
SELF-POWERED MACHINES

ZERO IT OUT

Whatever your school's sustainability goals may be, zero out your fitness equipment by utilizing equipment that is energy independent.

MODERN DESIGN

Instantly provide a luxurious feel that elevates the aesthetics of your recreational center with the sleek and modern design.

EASE OF USE

Simple to use toggle and console controls allow students to electronically control their workouts and easily make adjustments as they go.



 **ECO-NATURAL™** *Line*



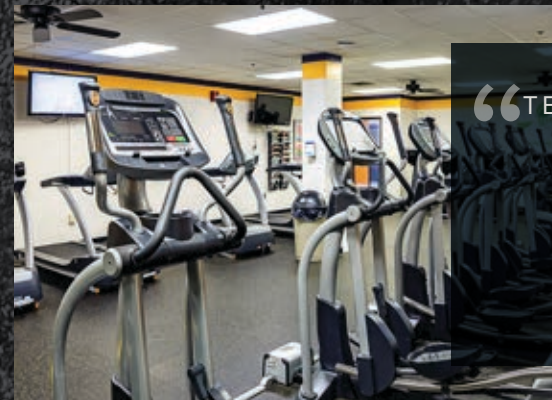
GREEN REC

TENNESSEE TECH UNIVERSITY

Tennessee Tech Fitness Center

1st Version of ECO-POWR™ Technology

With a focus on cutting edge technology, in 2011 Tennessee Tech was one of the first universities in the world to incorporate ECO-POWR™ into their recreational facilities helping students take on their individual carbon footprints.



“TENNESSEE TECH UNIVERSITY’S OFFICE OF SUSTAINABILITY STRIVES TO CREATE A MORE ENVIRONMENTALLY FRIENDLY CAMPUS THAT PROVIDES MENTORING AND SUPPORT THROUGH THE INTEGRATION OF RESEARCH AND ENGAGEMENT FOR A SUSTAINABLE CAMPUS.”

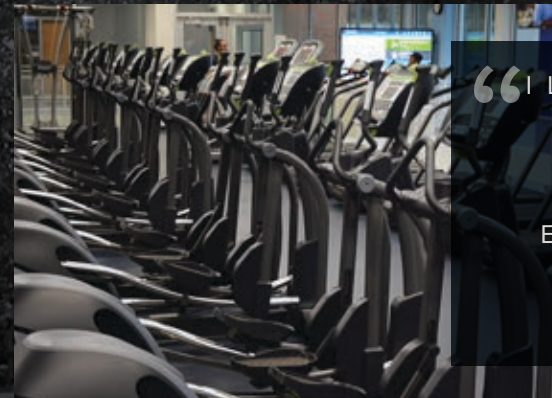
Tennessee Tech | Office of Sustainability Mission Statement

PENN STATE ALTOONA

The Steven A. Adler Athletic Complex

2nd Version of ECO-POWR™ Technology

After a renovation of the fitness facility, Version 2 of the ECO-POWR™ technology was brought in to address campus sustainability goals.



“I LIKE BEING ABLE TO LOOK OVER AT THE BOARD OR I LOOK AT MY PHONE AND SEE THAT SOMETHING I’M DOING IS KIND OF GIVING BACK TO THE SCHOOL AND OBVIOUSLY, IT’S A WIN-WIN BECAUSE IT BENEFITS ME FROM AN EXERCISE PERSPECTIVE BUT ALSO BENEFITS THE SCHOOL FROM THE SUSTAINABILITY PERSPECTIVE AS WELL.”

Brad Brooks | Head Men’s and Women’s Swim Coach

OHIO STATE

Recreation and Physical Activities Center (RPAC)

3rd/Current Version of ECO-POWR™ Technology

In response to the challenge to improve energy efficiency among the student body, the current ECO-POWR™ line was brought to campus recreation by the student government.



“I THINK THE PROBLEM WITH SUSTAINABILITY IS IT’S TOUGH TO FEEL THE TANGIBILITY AND THE DIFFERENCE YOU MAKE... WITH THIS EQUIPMENT, YOU SEE HOW MANY WATTS YOU’VE GENERATED AND GET TO SAY ‘I’M HELPING OUT THE UNIVERSITY, HELPING OUT THE ENVIRONMENT, AND HELPING OUT MY BODY.”

Zayn Dweik | Undergraduate Student Government Chief of Staff at Ohio State

MAXIMIZE STUDENT IMPACT



Individual students can be powerful. An average 1-hour student workout on an ECO-POWR™ elliptical machine can produce 180 watt-hours of utility grade electricity, which is equivalent to:



POWERING A
DESKTOP PC
FOR 2.4 HOURS



CHARGING
60 IPHONES



POWERING AN LED
LIGHT BULB FOR
ABOUT 26 HOURS

THE TREADMILL OFFSET

Within recreation centers, treadmills tend to be the third largest consumer of energy following lighting and HVAC. A traditional motorized treadmill uses approximately 0.5 kWh of electricity per hour workout. With Status Series treadmills, this electrical usage is reduced by 32% thanks to the combination of the ECO-DRIVE™ motor and ECO-GLIDE™ auto lubrication system.

With the ECO-POWR™ Verde treadmill, a single workout can produce up to 200 watt-hours of clean utility-grade electricity and it can save the 586 watt-hours of electricity a traditional motorized treadmill consumes.

By switching 10 treadmills to Verde treadmills, operating 10 hours a day can have an energy offset of 28,016 KWH in just 1 year, which is the carbon equivalent to:



21,658 LBS OF
COAL BURNED



48,439 MILES
DRIVEN IN A CAR



2.4 HOMES ENERGY
USE FOR 1 YEAR



TECHNOLOGY TO ENGAGE

VISUALIZE THE ENVIRONMENTAL IMPACT

Create a sustainable message that not only connects students to campus sustainability goals but provides talking points and the opportunity to keep students involved in recreational activities beyond the pre-spring break season.

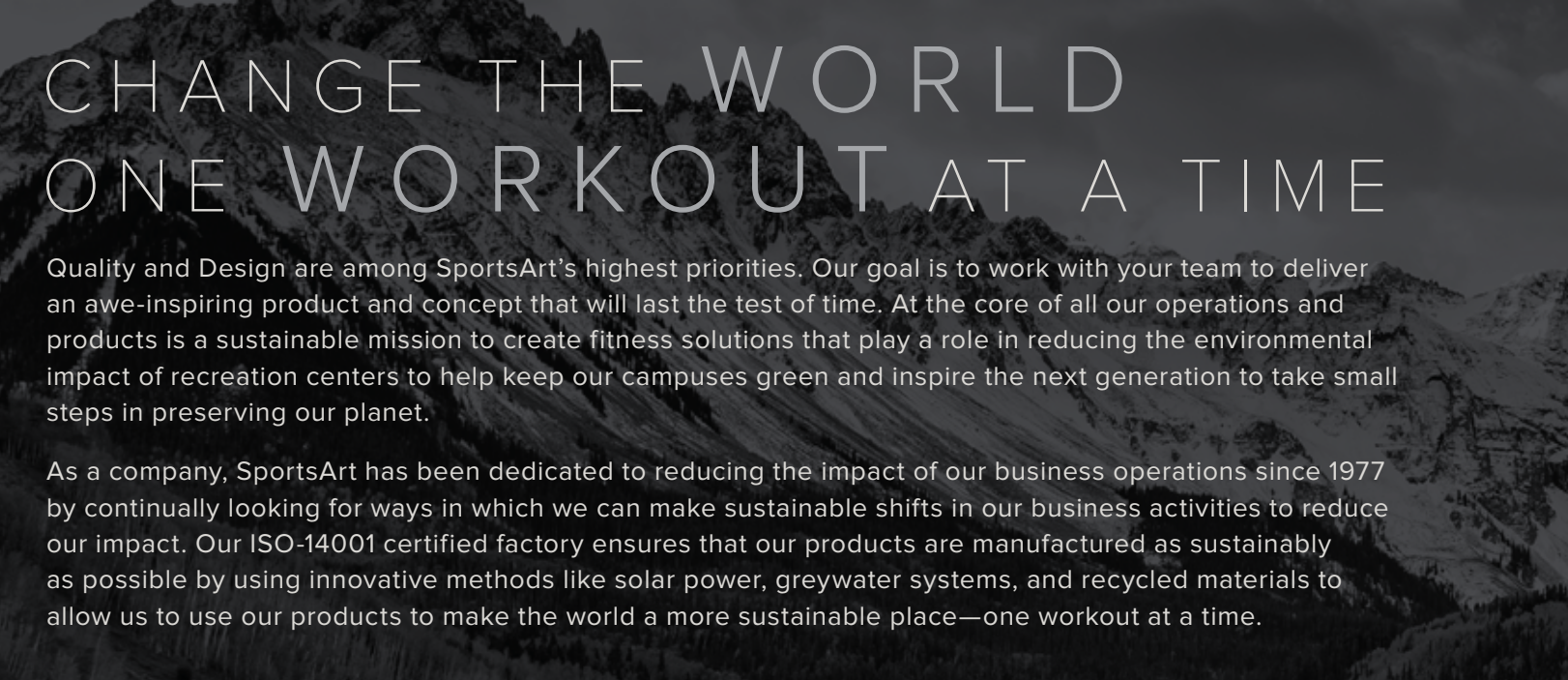
With the SA WELL+™ system, not only can students visualize the cumulative impact their workouts have on the environment, they can track their individual contribution to the overall goals. Utilize their energy generation for power-a-thon events or top green producer challenges to continually engage the student body population.

PERSONAL ENGAGEMENT SCREENS

Some students prefer to lose themselves in workouts by watching television or personal content as they workout. With built-in SENZA™ consoles, students can stream any entertainment they want seamlessly from their personal devices with ANYcast, or watch TV on the built-in console.

Personal viewing screens can also be added to ECO-POWR™ equipment so that users can get lost in their favorite show's new episode while their workouts offset the consumption of the screens.





CHANGE THE WORLD ONE WORKOUT AT A TIME

Quality and Design are among SportsArt's highest priorities. Our goal is to work with your team to deliver an awe-inspiring product and concept that will last the test of time. At the core of all our operations and products is a sustainable mission to create fitness solutions that play a role in reducing the environmental impact of recreation centers to help keep our campuses green and inspire the next generation to take small steps in preserving our planet.

As a company, SportsArt has been dedicated to reducing the impact of our business operations since 1977 by continually looking for ways in which we can make sustainable shifts in our business activities to reduce our impact. Our ISO-14001 certified factory ensures that our products are manufactured as sustainably as possible by using innovative methods like solar power, greywater systems, and recycled materials to allow us to use our products to make the world a more sustainable place—one workout at a time.



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