



Weight Room Athletic Space Solutions

Call or Text: 270-227-2332

www.americanathleticsco.com

info@americanathleticsco.com

Dallas, TX



In an increasingly competitive Athletic focused market, the right athletic offering is key to retaining your current athletes in appealing to the recruiting process of new prospects. With over 30 years' experience and a thorough knowledge of industry trends American Athletics Co. can help you maximize your athletic space, improve safety, promote a higher competitive advantage, and attract quality staff and coaches. Years of space layout, to facility design, proper equipment selection, to installation, we have the expertise that you need to create a winning environment that supports both your students and the community at large.

Our roots began by providing pertinent solutions to school facilities' primary needs. From our custom platforms and logos to performance-based flooring, we have grown into a full-service and full solution company.

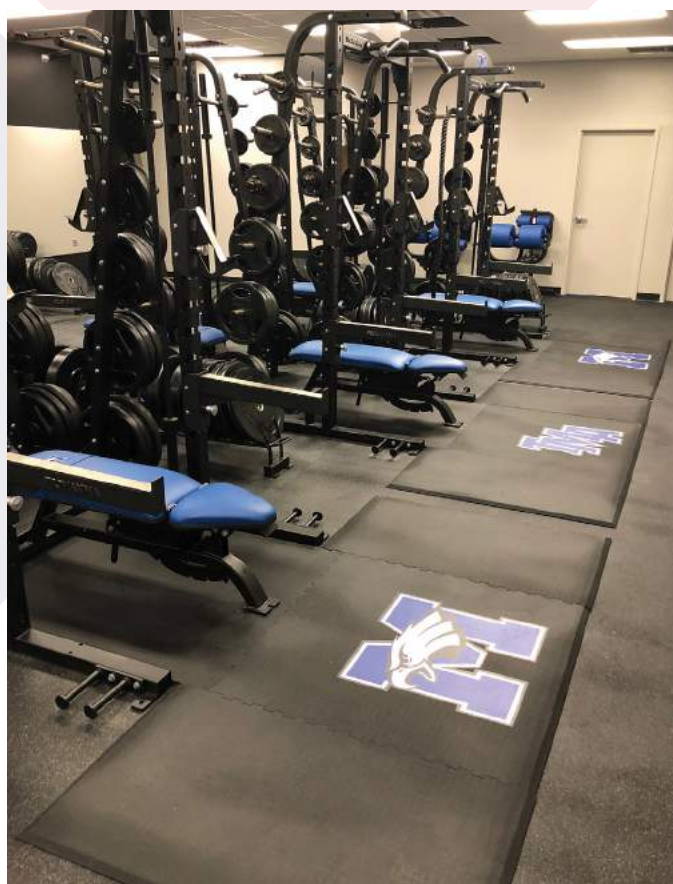
CUSTOM WEIGHTLIFTING PLATFORMS & LOGOS



Weightlifting platforms are traditionally expensive, extremely heavy and are somewhat awkward with most having a 2" to 4" in height from your existing floor. American Athletics Co. provide affordable, accessible and durable weightlifting platforms for several markets that are only 19mm thick and provide excellent sound and vibration control. High schools, universities, and any other athletic and sports training facility find our platforms the best fit and budget friendly.

Custom platforms are readily available to be used with existing or new racks. Our unique design allows us to factory cut the insert to fit to your existing rack, creating a professional fit and finish, with the comfort and safety of a complete rubber platform.

American Athletics Co. provides superior protection to existing flooring and sub-floors. Our rubber is both vulcanized or urethane based, providing an industry-leading protection against tearing and stands up to extreme wear.



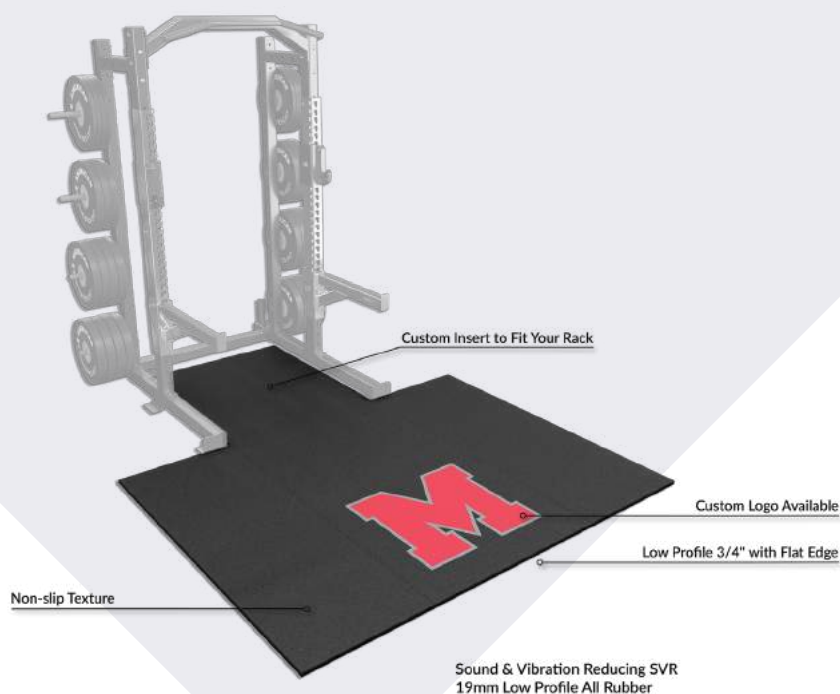
FEATURES & BENEFITS

- Improve Safety
- Impact Resistant
- Slip Resistant
- Use with New or Existing Racks
- Force Reduction – Reduce Equipment Wear & Tear
- Sound & Vibration Control
- Low-Profile – Safe Surface
- Custom Fit
- Great Value
- USA Made
- Low Maintenance
- Easy Installation
- Budget Friendly
- Save \$\$ on Floor Damage & Equipment

REDUCE SOUND & VIBRATION

USE ON NEW OR EXISTING RACKS

SAVE \$1,000s ON A NEW FLOOR – AMERICAN ATHLETICS CO. IS THE SOLUTION



“The first 2 things I noticed was, it became immediately a safer environment...the second thing was the sound level, they (American Athletics Co.) have reduced our sound level at a tremendous rate... we can actually coach our kids again and not have to scream in their ears, we don't have scream over the music and banging of the weights and the kids can hear our whistle... it is nowhere near as loud as it was in the past... coaches love it, the kids love it.”

—Ryan Martin – Head Offensive Line Coach & Head Strength & Conditioning Coach – McKinney High School, McKinney TX

“We selected American Athletics Co., really like the product and what they have to offer...our flooring system was not quite what we needed for Olympic lifting and explosive lifting and American Athletics Co. came in and built us custom platforms to fit exactly what we need.”

—Joe Dale Cary – Athletics Director and Head Football Coach – Crandall High School, Crandall TX

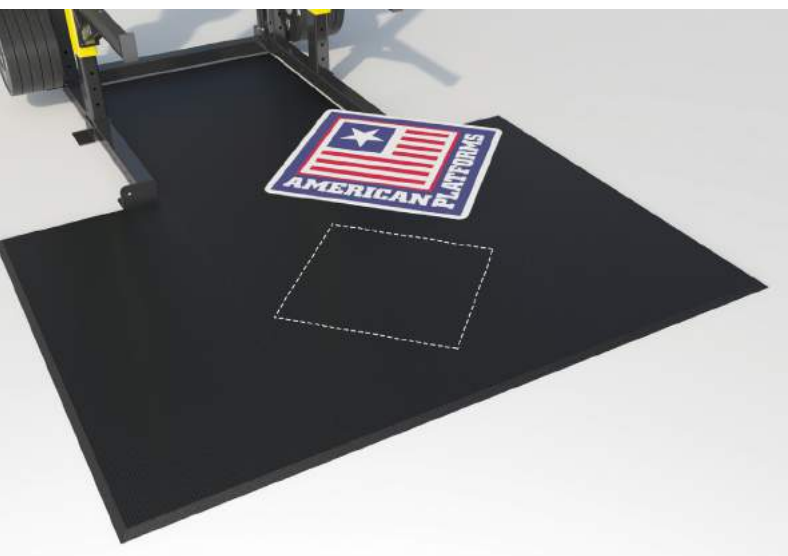
“Our old platforms with the oak center were just not safe with the moisture and not having a controlled climate in here...these (American Athletics Co.) do a great job and give us excellent traction and safety...one of the awesome things is that they look really good and they look sharp.”

—Andrew Molck – Strength Coach – Rockwall High School, Rockwall TX

“These all-rubber platforms are portable if needed, super durable and simply give us the ability to position our athletes safely apart and allow us to do our job. We can use them in the weight room, outside in a parking lot, in the gymnasium, indoor turf, hallways or even an empty classroom. They aren't just rubber mats, they absorb the shock and sound better than anything we have seen.”

—Geno Pierce – Performance Course – Lucas, TX

CUSTOM LOGOS - FOR RUBBER FLOORING & PLATFORMS



We offer the smart solution for adding logos to existing rubber flooring or platforms. We produce a patent pending, engineered graphic that adheres to rubber and we are able to use your artwork to produce a perfect likeness of your logo or mascot for a fraction of the price that water jet logos in rubber flooring would cost.

THE 3 TYPES OF LOGOS

- 1. Water Jet Logos** — Have been the traditional method used since providers have been adding logos to rubber platforms and flooring. It is expensive and labor intensive. Water jet color match is not always good because they only have 25 to 30 colors to choose from.
- 2. Paint Very RARE** — some logos have been painted on rubber flooring. Until just recently, the paints were not that compatible or durable for rubber and with the flex in the rubber flooring, they didn't last that long. Cost and time makes this a bad or less appropriate option for adding logos to weightlifting platforms or flooring.

THE SMART LOGO SOLUTION

- 3. Engineered Logo** — Our solution is patented. We have the only known material that will adhere to rubber and remain for years. Our solutions have been down on platforms and rubber flooring for over 6 years now. We have provided logos for several D1 schools, professional sports teams and hundreds of logos for high schools. Our logo solutions are comprised of 3 parts, a special adhesive that allows it to adhere to rubber, a super base that provides a vibrant background for our customer's artwork to look its best, and a protective coating that is Rhino Tough to ensure the logos remain looking amazing and are protected from the day-to-day use as well as UV damage. The cost factors are big, they tend to be 25% to 30% of the average cost of "water jet" logos.



NEED LOGOS?



1

NEW OR EXISTING RUBBER OR PLATFORM

- ★ ON RUBBER
- ★ ON CONCRETE
- ★ ON WOOD
- ★ ON VINYL

2

SHARE YOUR LOGO

VECTOR FILE PREFERRED

- ★.AI
- ★.PDF
- ★.EPS



3

CHOOSE SIZES

- ★ 2' x 2'
- ★ 2' x 3'
- ★ 3' x 3'
- ★ CUSTOM SIZE

& SELECT QUANTITY

4

RECEIVE QUOTE

5

PLACE ORDER

6

RECEIVE YOUR NEW LOGOS IN JUST 20 DAYS



7

INSTALL

- EASY SELF-INSTALLATION
- AVERAGE 12MIN PER LOGO
- NO SPECIAL SKILLS REQUIRED

OTHER BENEFITS:



COST

OUR SOLUTIONS COST 25% TO 50% LESS THAN OTHER SOLUTIONS!



DURABILITY

OUR LOGOS HAVE BEEN INSTALLED FOR MORE THAN 5 YEARS AND THEY STILL LOOK AWESOME!



COLORS

WE CAN PRODUCE MORE THAN 1,800 COLORS



GET IN TOUCH!:

CALL OR TEXT: 270-227-2332

E-MAIL US AT: INFO@AMERICANATHLETICSCO.COM

OR VISIT: WWW.AMERICANATHLETICSCO.COM



AMERICAN ATHLETICS CO.™ STRENGTH EQUIPMENT

AMERICAN ATHLETICS CO.™

The American Athletics Co.™ Pro Rack Series is an excellent choice for your weight room upgrade or new weight room design. We have taken the time to listen to coaches and learn what is working and as much as what isn't working to design and build better weight equipment. Our half rack or double half-rack stations in minimal space are ideal in most weight room layouts. Precision made with 7-gauge & 11-gauge steel with laser cut numbering and branding of logos, we offer the highest level of customization and branding to our coaches, athletic directors and facility operators. Our strength equipment is built to last. American Athletics Co. deliver on our promise of the best quality, best materials, and solid design.



FEATURES & BENEFITS

- Assembled in America
- Best in Design
- Best Warranty
- Highest Level of Branding
- Strength Coach Approved
- 4" x 3" & 3" x 3" Steel Tubing – 7 & 11 Gauge Steel
- 28" Safety Arms on Racks
- Safe-Lock J-Hooks
- 2" Adjustable Anchor Point Increment
- Laser Cut Logo & Adjustment Numbers
- Custom Branding Available



MORE CUSTOM BRANDING THAN ANY OTHER EQUIPMENT



MORE VALUE FOR YOUR INVESTMENT



MORE EQUIPMENT FOR YOUR MONEY

“AMERICAN ATHLETICS CO.™ have been great to work with and they understand what is needed in the weight room. They are our choice for weight room equipment, weightlifting platforms, flooring and accessories.”

– **Geno Pierce, CEO - Performance Course**

CUSTOM BRANDING



PERFORMANCE FLOORING

Our engineered performance-based sports flooring offers a wide selection to ensure we prescribe the perfect combination of durability and comfort to protect your athletes. Your biggest assets; **your athletes, are coming in contact with the floor most of the time** they are in your strength area.

We take things like **Force Reduction and Energy Restitution** serious so you don't have to. We refuse to simply replicate what's already available. Our flooring solutions are engineered by some of the top engineers and chemists in today's market to ensure you get the best that we have to offer in performance, aesthetics and ergonomics for the safety and comfort of your athletes.

We are partnered with the largest and best sports flooring manufacturer in the U.S. Ecore Athletic has chosen American Athletics Co. to be one of its national providers and "go to" installation companies beginning in 2017. Our team partnered with Ecore Athletic Flooring due to its science-based manufacturing and production, that provides us with precision product solutions allowing us to **truly prescribe the best possible performance flooring for our clients.**

FEATURES & BENEFITS

- Improve Safety
- USA Made
- Highest Force Reduction
- Energy Restitution
- Slip Resistance
- Durable
- Low Maintenance
- Custom Logos & Lines
- 3 to 10 Year Warranty
- No Infill Required – Indoor Turf

USE SPECIFIC SOLUTION

- WEIGHT ROOM & CONDITIONING
- LOCKER ROOM – WET AREAS
- AGILITY – SLED WORK (TURF)
- COACHES OFFICES
- POOL DECK
- STUDENT REC
- INDOOR TURF – AGILITY AND CONDITIONING
- AUXILIARY BASKETBALL COURTS
- INDOOR TRACKS
- ICE RINKS



PERFORMANCE FLOORING AND TURF

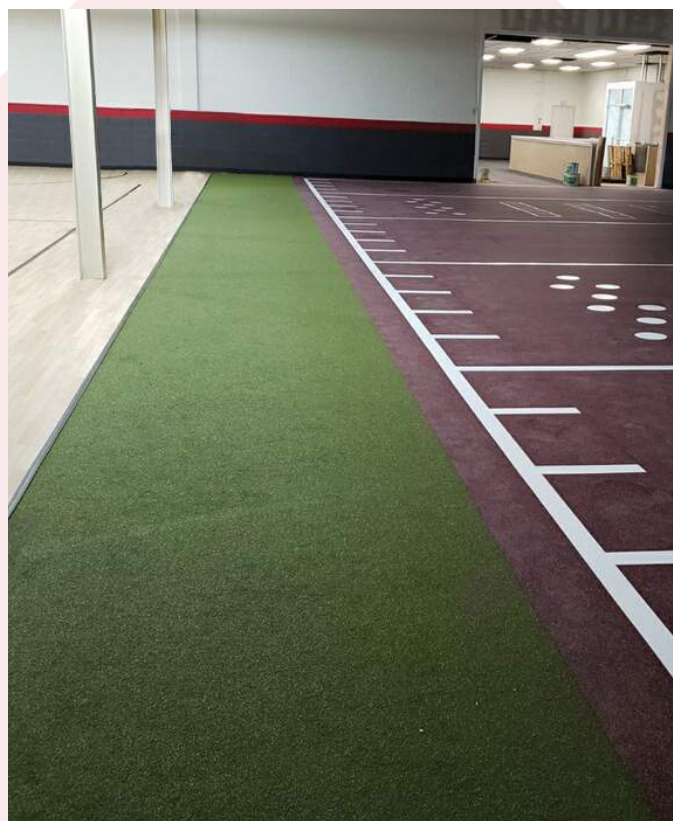
Force reduction is the amount energy the flooring surface absorbs. How much impact the floor absorbs when an athlete or equipment make impact with the floor. Your athlete's joints and the equipment in use need adequate force reduction to minimize damage to joints and equipment.

Energy restitution is the amount of energy the surface gives-back. Visualize the rebound or bounce back that a ball experiences when bounced on the floor. The athlete experiences the same rebound. Low or no energy restitution will quickly exhaust an athlete training on that surface.

The average weight room and training room uses a 3/8" to 1/2" rolled rubber flooring. The average force reduction of this material is between 11.4% and 13.4%. Concrete produces a negative - 1.7% force reduction. An average volleyball sand court provides approximately 85% force reduction.

Our weight room flooring solutions provide an excess of 34% force reduction.

READY TURF™ – PORTABLE TURF SYSTEM



Our new indoor turf system, READY Turf™ is a mobile/portable, roll-out indoor sports turf flooring solution available in 20', 30', 40' and 50' rolls for sports performance training, indoor fitness, garage gyms, boot camps, and field sports application. Our new turf system is the most versatile synthetic turf product available for these applications. Mobile/Portable and convenient with a non-slip base, our system easily rolls-out and can be set up in just a few minutes for temporary or permanent installation on rubber, concrete, wood gymnasium floors and more.

By connecting the sections of READY Turf™ side-by-side and/or end-to-end across an entire floor, school gyms and sports facilities can now become multi-use to accommodate summer camps, sports practice, after school programs, and more. READY Turf rolls are manufactured using a 5/8" thick closed-cell, cross-linked foam providing effective shock absorption and sustained durability through its high-density weight.

ATHLETIC & FITNESS FLOOR GRAPHICS

Athletic floor graphics and fitness floor graphics are the smart choice for facility operators looking to get more out of their space. We are the best at floor graphic design, production and installation of athletic floor graphics and fitness floor graphics. It is easy to define your space, give your athletes and members direction with our custom floor graphics. The process from design selection, ordering and installation is simple. Our team will help you every step of the way to getting exactly what you want and need for your facility. Think of your athletic floor or fitness floor as a parking lot without stripes. Where do your users park themselves? Where do they pause in your facility to exercise or train? If you had “parking spots” on your floor, with direction, guided exercise, you would have more order, more use of your space, and happier athletes or members.

FEATURES

- DEFINE AREAS & SPACE
- IDENTIFY STATIONS
- PROVIDE PROGRAMMING LANDMARKS
- SAFE AND SURFACE SECURE
- VISUAL MOTIVATION
- MEASURE PROGRESS
- CONSISTENT PROGRAMMING TOOLS
- SCALABLE
- USE WITH EXISTING OR NEW RUBBER FLOORING
- CREATE ZONES
- GUIDE TRAFFIC

CREATE MORE USABLE SPACE WITH ATHLETIC FLOOR GRAPHICS

WHAT IS A PARKING LOT WITHOUT LINES FOR PARKING SPACES? – CHAOS

GUIDE YOUR ATHLETES – CONTROL FLOW AND TRAFFIC – INCREASE SAFETY



CUSTOM PLATE & DUMBBELL LOGOS



We have made it simple to brand your plates and dumbbells with our custom logos. Brand with your artwork on either NEW or EXISTING plates and dumbbells. Designed to adhere to most weight plates and dumbbells with a smooth or semi-textured surface. If it was out of your budget before, you can now customize your plates & dumbbells.

- EASY SELF-INSTALLATION
- FAST SIMPLIFIED ORDERING PROCESS
- EXTREMELY DURABLE
- BUDGET FRIENDLY
- MULTIPLE SIZES FOR CUSTOM FIT



HOW TO CHOOSE YOUR SIZE & TYPE OF LOGO

1 WHAT STYLE DO I NEED?

Which shape is your logo?

YOUR LOGO

SQUARE

YOUR LOGO

RECTANGLE

YOUR LOGO

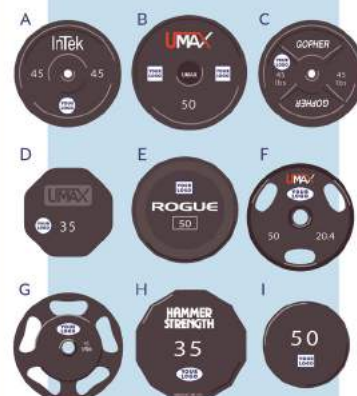
CIRCLE

YOUR LOGO

OVAL

2 WHERE DO I PUT THEM?

Some common logo positions used:



Download pdf
"LOCATION EXAMPLES"
to find your Dumbbell type

PDF



3 WHAT SIZE DO I NEED?

We have four standard sizes: 1", 1.5", 2" & 2.5"

Download, print, cut & place:
"TEMPLATE SIZES.PDF"
to determine the perfect size

PDF



4 WHAT PACKAGE?

We have two standard packages:

RED KIT

BLUE KIT

OLYMPIC PLATES & BUMPER PLATES

Quantity 2 Logos
(2 per plate)
Up to 2.5" Logos

Quantity 4 Logos
(4 per plate)
Up to 2.5" Logos

DUMBBELLS

Quantity 4 Logos per set
(2 per dumbbell)
Up to 1" Logos

Quantity 8 Logos per set
(4 per dumbbell)
Up to 1" Logos



QUESTIONS?
270-227-2332
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★ ★ ★
**ONE TIME
SET UP FEE**

WE ARE THE EASIEST
AND FASTER SOLUTION
TO BRAND YOUR EQUIPMENT



SERVICES

AMERICAN ATHLETICS CO.™

At American Athletic Co. we take pride in both the quality produces that we provide, and as much in our services. We are always working with coaches, athletic directors, superintendents and other facility operators to help them reach their best level of performance.

- Planning & Design
- Product Customization
- Weight Room Planning & Design
- Locker Room Planning & Design
- Equipment Selection
- Branding
- Installation

PLANNING & DESIGN

Planning & Design is where our worlds collide with yours. We begin each partnership with your team and ours by listening and collecting as much information on your new project. Our Solutions Specialist and Design Pro, will work together with you to guarantee you have the best layout and design possible.

PRODUCT CUSTOMIZATION

Customization for us involves two key points. Equipment changes with structural modification is one. Two, customization is also working with branding and aesthetics. Our team and equipment manufacturer has the broadest range of equipment branding of all manufacturers.

WEIGHT ROOM PLANNING & DESIGN

Weight Room Planning work makes up a large part of what we do at American Athletics Co. Coaches, Athletic Directors and other athletic professionals

find our service to be 2nd to none. Your Solutions Specialist and Design Pro will use your current or future floor plan and dimensions to produce the most efficient and cost effective layout and design possible.

LOCKER ROOM PLANNING & DESIGN

More attention and detail is going into creating locker rooms of the future for our clients. Teams, or schools are becoming more and more competitive and one of the places that athletes look for differences are in the locker room.

EQUIPMENT SELECTION

Our Solutions Specialist recognizes that our clients have a choice in everything they do for purchasing, and we appreciate the loyalty that we experience day-to-day with our clients. Our manufacturers are all USA Made products. Our products carry the strongest backed warranties in the industry.

INSTALLATION

We are dedicated to providing the best in service and to ensure our equipment, flooring and other products arrive and install without issue. Whether it is new construction, an upgrade, or simple replacement, we work directly with architects, builders, and administration to ensure satisfaction.

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