



FACILITIES &
MAINTENANCE

Circularity in Motion: Ecore's TRUcircularity™ Program Powers Sustainable Running Track Renewal

BY ECORE ATHLETIC

When St. Scholastica Academy, a private all-girls high school in Covington, La., moved forward with plans to renovate its outdoor running track, the project also became an opportunity to support a more sustainable future. Behind the scenes, Ecore activated its TRUcircularity™ program to reclaim and recycle a portion of the existing track material—demonstrating how athletic surface renovations can contribute to a truly circular economy.

Developed by Ecore, a global leader in performance flooring and surfacing solutions, TRUcircularity is a closed-loop reclamation and recycling program designed to divert used rubber flooring, turf and track systems from landfills. Instead of being discarded as waste, eligible materials are recovered, transported, processed and re-engineered into new high-performance surfaces—including underlayments, shock pads and other functional layers used in sports and fitness facilities.

A Model Circularity Project in Covington

For St. Scholastica Academy, the opportunity to participate in the TRUcircularity program came through an established partnership between Ecore and a trusted regional athletic track contractor. When the school's running track reached the end of its life, the contractor coordinated with Ecore to reclaim a portion of the existing surface—an environmentally conscious alternative to traditional disposal.

Approximately 30,000 pounds of used track material were reclaimed and shipped to Ecore's York, Pa., facility for processing, marking a significant contribution to the circular economy. The project provided a valuable opportunity to refine and advance Ecore's processes for outdoor track reclamation, helping to establish a scalable model for future initiatives.

"When we learned the old track material would be recycled instead of sent to a landfill, it really resonated with our values as a school," said Sister Mary Elizabeth, Principal of St. Scholastica Academy. "We're proud to have contributed to a sustainable solution and to provide our students with a beautiful new track that supports both their performance and the planet."

Over 30,000 pounds of old track material were reclaimed and repurposed through Ecore's TRUcircularity™ program—diverted from landfills and reborn as high-performance surfaces.

By transforming millions of pounds of post-consumer rubber each year, Ecore is helping schools and institutions turn renovations into real sustainability wins.

This isn't just about athletic upgrades—it's about redefining what circular economy solutions can look like in the built environment.

30,000+ LBS
OF OLD
MATERIAL
RECLAIMED





What is TRUcircularity?

Ecore's TRUcircularity program is grounded in three principles: responsible recovery, efficient processing and purposeful reuse. The process begins when an existing athletic surface—such as a track, turf field or rubber flooring—is scheduled for removal. Working with facility owners, contractors and installation partners, Ecore coordinates the takeback of eligible material, which is then shipped to one of the company's state-of-the-art recycling and manufacturing facilities.

There, materials are cleaned, ground down and reprocessed using proprietary technologies that transform them into new raw materials used in the production of Ecore's performance surfacing products. These products are engineered to provide advanced ergonomics, impact absorption, slip resistance, sound control and durability, with performance characteristics tailored to the specific needs of athletic, wellness and commercial environments.

"TRUcircularity allows us to take real ownership over the full lifecycle of our products," said Steve Hayes, vice president

of Strategic Partnerships at Ecore. "Instead of sending used surfacing to a landfill, we're giving it a second life—reducing waste and conserving natural resources while continuing to deliver high-performance flooring solutions."

With circularity at the core of its business model, Ecore reclaims and transforms more than 430 million pounds of rubber waste annually, turning what was once destined for a landfill into high-performance surfaces used in sports, fitness, wellness and commercial environments.

Creating a New Standard for Sustainable Sports Facilities

This track reclamation project reflects Ecore's growing momentum in transforming waste into performance. As a company, Ecore upcycles millions of pounds of post-consumer rubber—primarily from used truck tires—every year, converting it into resilient flooring products used around the world. TRUcircularity extends that sustainability mission into the built environment, providing schools, universities, gyms and other institutions with a practical way to reduce their environmental impact during renovation and replacement projects.

"St. Scholastica's project is a great example of how even partial reclamation of track material can have a meaningful impact," Hayes added. "Each initiative helps us refine the process, expand our reach and bring us closer to a future where no usable material ends up in a landfill."

As Ecore continues to develop and expand the TRUcircularity program, the company is actively collaborating with facility owners and contractors across the country to bring more reclaimed materials back into the supply chain. For schools like St. Scholastica Academy, participation offers not only an opportunity to do the right thing for the environment but also a chance to be part of an innovative movement shaping the future of sustainable athletic spaces.

"Our students love the new track," added Sister Mary Elizabeth. "Knowing we were part of a program that's making a real difference gives it even more meaning."

ABOUT THE AUTHOR: Ecore International **ECORE** is a 150-year-old circular-economy leader that transforms over 430 million pounds of commercial tires annually into innovative reclaimed-rubber products, serving 76 countries with 650+ team members committed to sustainable impact. Learn more at <https://www.ecoreintl.com/>





HOPE'S[®]

For more than a century, Hope's has handcrafted the world's finest steel and bronze windows and doors, and we continue to refine the art that makes them the most sought-after and longest lasting windows and doors available. Hope's exclusive hot-rolled steel and solid bronze profiles replicate the traditional aesthetic of historic buildings while providing modern performance and efficiency. Hope's windows and doors are built to last a lifetime and beyond – sustaining their beauty and performance for generations. HopesWindows.com

HOPE'S WINDOWS, INC. — EST. 1912 — JAMESTOWN, NEW YORK

PRODUCTS SHOWN:
University Series™ steel fire-rated and non-rated windows and doors

ARCHITECT: David M. Schwarz Architects, Inc.
PHOTOGRAPHER: Steve Hall, © Hall + Merrick

UNIVERSITY CAMPUS EXPANSION

NASHVILLE, TENNESSEE

At a major university residential expansion project in the Southeast, collaboration and cooperation among the construction management firm, window and door manufacturer, and installation contractor resulted in a several stunning projects recreating the look of the surrounding century-old buildings. All totaled, Hope's Windows, Inc., supplied over 1,200 unique windows made from custom hot-rolled steel profiles and nearly 100 high traffic and fire-rated door assemblies made from 10 and 12 gauge cold-rolled steel.

According to Sean Farrell, senior project manager at Layton Construction, establishing collaborative relationships is key to successful construction projects. One of the best examples of this maxim is a multi-phase university project for which Layton Construction is serving as construction manager. Layton, part of the STO Building Group, is a nationally-ranked commercial contractor with ten offices around the United States. The firm specializes in healthcare, industrial, warehousing, and higher education projects. As construction manager, Layton hires the sub-contractors and manages and oversees the project as part of a team.



“Since we were building windows and doors to make a brand new college, we needed a company with the methodology to produce the product like it was done 100 years ago.”

— Sean Farrell, Sr Project Manager
Layton Construction

Hope's Brian Whalen, Vice President of Sales, acknowledges that the project was a real test of Hope's capabilities. He is especially proud that they Hope's was able to expedite the schedule even in the face of design changes and in the midst of the Covid-19 pandemic. The shop drawing approval process – including preparation of blueprints of windows and doors with all setting conditions, sizes, customized designs, and required testing – took longer than normal. Changes were made along the way that might have pushed back the delivery schedules for some, but Hope's made adjustments during the production process to deliver all materials on time. Whalen gave a nod to Joey Riggan and the team at Alexander Metals, the frame and glass installer team, saying the overall project went extremely smoothly once the frames were on site.

Says Whalen, “It was a fantastic collaboration among all the parties. Hope's worked closely as the manufacturer to fulfill the architect's design vision, and then the installer worked closely with us to make sure everything was installed executed properly.”



HOPE'S®

(716) 665-5124

Hope's® Windows, Inc., is a business based on 100 percent customized work design and manufacturing. Hope's provides a specialized skillset to assist clients in design and production of unique window and door assemblies. Meeting the expectations of Layton Construction in combination with the aesthetic vision of the client and architect was definitely a challenge. The overall experience was a testament to the quality standards of the university and an honor to be a part of. In business since 1912, Hope's had the global experience to make it happen.

Visit [HopesWindows.com](https://www.HopesWindows.com).

Create an Aquatics Space That Will Last for Decades



Hawke's Bay Regional Aquatic Centre
Hastings, NZ

We provide high quality, low maintenance, and long-lasting solutions that fit every budget.

- Natatec® PVC Pool Lining Systems make your pool watertight.
- Stainless Steel Gutters replace cracked, worn perimeter piping.
- MicroFlo® Filtration keeps your water perfectly clean and clear.
- Moving Bulkheads allow flexible programming & quick course changes.



DISCOVER WHAT'S POSSIBLE WITH NATARE.

5905 West 74th Street | Indianapolis, IN 46278 USA
natare.com | natare@natare.com

