

NWR CASE STUDY

September 2025

BAUER FITLAB

Langley, British Columbia

Product: Stamina Grey, ReAction Shamrock, ReAction Rhino

BACKGROUND

Located in Langley, British Columbia, The Hockey Shop – FitLab is home to one of the most advanced skate fitting experiences in hockey. Introduced by Bauer in 2024, the FitLab combines state-of-the-art scanning technology with expert knowledge to recommend the ideal skate size, fit, orthotic, and even fully custom skates. The technology can also identify the optimal blade profile for each player, helping deliver a more personalized fit and enhanced performance on the ice.

CHALLENGE

Their FitLab, where players are fitted for everything from stock to fully custom skates, needed a refresh to create a more inviting and functional experience. They were looking for flooring that would not only enhance the appearance of the space but also withstand the demands of skate fittings, providing a slip-resistant surface for customers and exceptional cut resistance for repeated skate fittings. The challenge was to create a functional, high performance space, while maintaining aesthetics



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SOLUTION

When designing the refreshed FitLab, The Hockey Shop wanted more than just a durable flooring solution, they wanted a space that reflected the premium experience they provide every customer. Along with the installation of Stamina Grey flooring, custom ReAction Shamrock logo inlays and a circular fitting area in Stamina Rhino were incorporated to guide the fitting process and elevate the overall design. Stamina Shamrock arrows were then added throughout the space to seamlessly tie each element together, creating a functional, cohesive, and visually striking environment.



RESULTS

Stamina's non-porous, anti-bacterial surface allows The Hockey Shop to clean and maintain the FitLab with ease, while its cut-resistant and dent-resistant finish helps preserve the flooring through the demands of daily skate fittings. The custom inlaid graphics create a polished, premium look that enhances the customer experience and improves way finding.

The result is a durable, high-performance space that maintains its appearance and delivers a premium first impression for every customer.

