

NWR CASE STUDY

September 2025

WAGNER HILLS

Langley, British Columbia



Product: Stamina Earth 10mm

BACKGROUND

Located in Langley, British Columbia, Wagner Hills is a faith-based men's recovery center that has been restoring hope and transforming lives since 1981. By fostering healing in mind, body, and spirit, Wagner Hills helps participants build a foundation for lasting recovery and a community that believes in them.

CHALLENGE

Their gym, which is available to residents throughout the day and supports approximately 20 men daily, needed an upgrade. Moving from a tarped structure with loose flooring into a dedicated indoor gym space, Wagner Hills wanted a durable, high-performance flooring solution that could support daily training while creating an environment that reflected the importance of physical activity in the recovery journey.



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SOLUTION

Wagner Hills wanted the very best solution for the men in their recovery program. The flooring needed to be quiet, durable, slip resistant, and able to withstand the demands of daily training and heavy drops, while providing a safe and comfortable environment. North West Rubber's 10mm thick Stamina Earth vulcanized recycled rubber flooring provided the ideal solution for their needs.



RESULTS

North West Rubber's Stamina non-porous and anti-bacterial surface allows Wagner Hills to easily clean and maintain their facility while providing the slip resistance, durability, and noise reduction needed for daily use. Its 10mm vulcanized rubber construction delivers the comfort and protection required to support regular training. The addition of a custom inlaid logo creates a welcoming, personalized space that reinforces a sense of belonging throughout each resident's recovery journey. The staff and residents who use the gym each day are extremely pleased with the overall look, feel, and performance of the product.

"Safety is huge, we want to make sure we have top quality for all our guys. The flooring is amazing. It's quiet, durable, and provides cushion, but it's also sturdy. It doesn't slip, so no one's going to injure themselves. We are really happy with the durability of this product."

Justin Froelich
Associate Executive Director
Wagner Hills

