

LIFE FLOOR

FOR THEIR SLIP-RESISTANT, IMPACT-ABSORBING TILES

MINNEAPOLIS, MINNESOTA, U.S.A.

Since the first tiles were laid down in 2005, Life Floor has been on a mission to improve the safety of waterparks all over the world. The first waterpark to install Life Floor was Arrowhead Lodge in Baxter, Minnesota, and they saw an immediate decrease in slip-and-fall accidents. Their success validated the founders' belief that every subsequent installation would make people safer, and that Life Floor could improve the guest experience of any waterpark.

Life Floor had created a revolutionary surface that was slip-resistant without being abrasive; the tiles can even absorb the impact of any falls that do occur. Almost immediately, the Life Floor team helped facilities cut down on severe injuries like concussions and broken bones. Even skinned knees and bruised elbows, minor injuries that could cast a pall over a guest's day, were all but eliminated.

Since beginning operations in 2011, Life Floor's focus has been to serve their partners, and by extension, the guests these partners serve. By continually pushing the safety attributes of the tile to be the best they can be, and creating more colors, textures and theming possibilities, Life Floor has met the unique demands of the waterpark industry. In 2015, they on-shored their manufacturing from Vietnam to South Dakota, which allowed them to improve the slip-resistance of their ripple texture, completely redesign and vastly improve the look and performance of their slate texture, and produce a much wider selection of colors. With an ever-growing list of international customers, Life Floor has become, like the waterpark industry itself, a truly worldwide phenomenon.

Although Life Floor tiles can now be found in fitness centers, public parks, senior living facilities, cruise ships and a litany of other venues, waterparks continue to be at the top of Life Floor employees' minds, since waterparks are—without question—the most rigorous test of any aquatic safety product. The Life Floor team remains committed to making the safest possible surface designed for aquatic environments all over the world.

"Everything we do is animated by a promise: We make people safer. In everything we do with our floors, from design and manufacturing to installation and support, people's safety is our number one priority. We're deeply proud of the millions of people we've kept safer through our work," said Jonathan Keller, CEO, Life Floor.



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