



CLIENT SHOWCASE

JC MOVEMENT CO

Johnson City, TN

JC Movement Co in Johnson City, Tennessee, came to Ardent Fitness with a vision: a purpose-built HYROX training facility that could handle the demands of competition-style functional fitness. We delivered — from the floor up.

Ardent Fitness supplied and installed everything needed to bring this high-performance space to life, including custom-cut ECORE rubber flooring and CENTR competition turf lanes, a full suite of HYROX-specific equipment from Throwdown and CENTR, and a robust free weights and functional training zone anchored by BodyKore machines, TKO dumbbells, and TRX suspension systems. The project spanned multiple phases, with our team handling all freight, installation, and finishing details so JC Movement could open race-ready.

SERVICES PROVIDED BY ARDENT FITNESS:

- Custom rubber flooring supply & glue-down installation
- CENTR competition turf lane installation
- HYROX-specific cardio & functional equipment
- Free weights, racks & strength machines
- TRX suspension training systems
- Freight, delivery & expert installation





Built for HYROX

JC Movement Co wanted a space designed around the demands of HYROX competition. Throwdown HIIT Rowers, Ski ERGs, and Ski Platforms — paired with CENTR competition turf lanes — give athletes everything they need to train and race at the highest level.



Floor That Can Take It

ECORE's rubber flooring was custom-cut and glue-down installed throughout the facility, with CENTR turf lanes anchoring the functional training zones. Doorway transitions, cove base trim, and surface-to-surface transitions were all finished by Ardent's installation crew.



Cardio That Means Business

The facility features a powerful cardio lineup including Inspire Fitness HYROX-certified curved non-motorized treadmills, Matrix REFLEX treadmills, a TKO AirRaid Bike, a TKO AirRaid Runner, a Star Trac upright bike, a Star Trac cross trainer, and a StairMaster 8 Series Gauntlet X — giving members true cross-training variety.



Free Weights Done Right

From TKO rubber dumbbells and BodyKore hex dumbbell sets to CENTR bumper plates, kettlebells, and wall balls, JC Movement's weight floor is stocked for every training style. TKO dumbbell racks and BodyKore racks keep it all organized and accessible.



Strength Machines, Dialed In

BodyKore's selectorized and plate-loaded lineup — including Dual Adjustable Pulleys, a Belt Squat, 45° Leg Press, Pec Fly, Lat Pull/Low Row, and Leg Extension/Curl — rounds out the strength zone with commercial-grade performance.



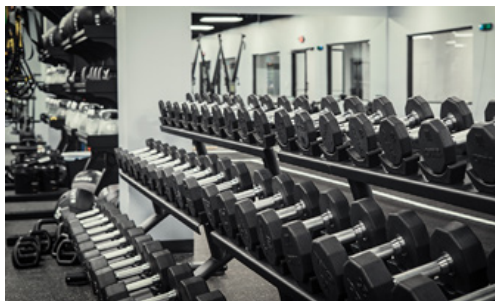
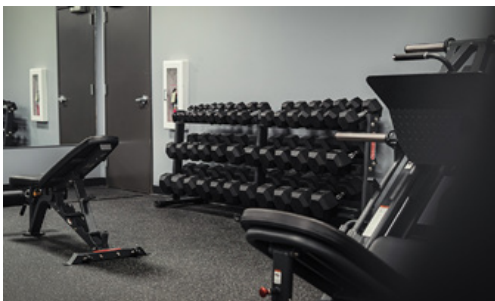
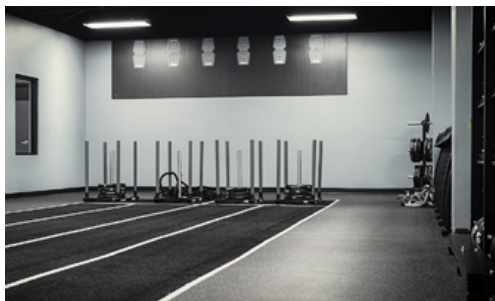
Suspension & Functional Training

Six TRX Commercial Suspension Trainers mounted on a Freestanding Double Bay, paired with TRX YBells, strength bands, battle ropes, and CENTR sandbags and sleds, give members a fully equipped functional training zone.

“What impressed us the most about Ardent Fitness was their timeliness and responsiveness. Evan always got back to us by end of the day or within 24 hours if we had a question, phone call, or email—he always kept us updated.”

—Beth Parker, Founder of JC Movement Co.

ARDENT FITNESS



EQUIPMENT PROVIDED



CENTR X HYROX
Interlocking Bumper Plates



CENTR X HYROX
Competition Sand Bags



CENTR X HYROX
Competition Octo Kettlebell



CENTR X HYROX
Competition Wall Balls



CENTR X HYROX
Competition Rig Target



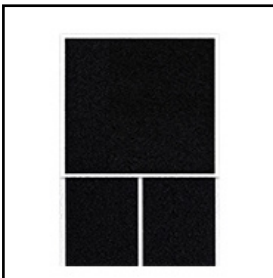
CENTR X HYROX
Competition Power Sled



CENTR X HYROX
Competition Power Rope



CENTR X HYROX
Perform Tread



CENTR X HYROX
Competition Perform Turf



TRX
Freestanding Double Bay



TRX
Studio Line Standard Shelf



TRX
Suspension Training CLUB 4



TRX
YBell PRO Bundle



TRX
Strength Bands



TRX
Bandit® Commercial Kit



TRX
Mini Bands

EQUIPMENT PROVIDED



TRX
Battle Ropes



TRX
Battle Rope Anchor



TKO
4 Strength Band Bundle
(Extra Light through Heavy)



TKO
Ten-Sided Rubber Dumbbells



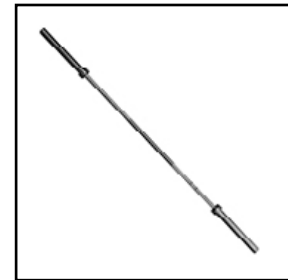
TKO
15 Pair Dumbbell Saddle Rack



TKO
Rubber Fixed Straight Barbell
Set with Rack



TKO
Heavy Weight Power Bar



TKO
Middle Weight Power Bar



TKO
Olympic Rubber Grip Plate Set



TKO
Quick Lock Olympic Collars
with Magnets



TKO
3-N-1 Soft Plyo Box Set



TKO
AirRaid Runner



TKO
AirRaid Bike



BODYKORE
Military Press Full Rack



BODYKORE
Military Press Half Rack



BODYKORE
Rack Landmine Attachment

EQUIPMENT PROVIDED



BODYKORE
Dual Adjustable Pulley



BODYKORE
Universal FID Bench



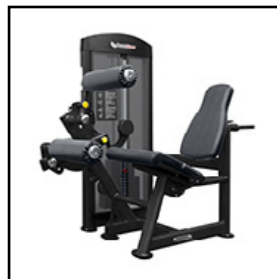
BODYKORE
Belt Squat



BODYKORE
45 Degree Leg Press



BODYKORE
Pectoral Fly/Rear Delt



BODYKORE
Leg Curl/Extension



BODYKORE
Lat Pulldown/Low Row



BODYKORE
Rubber Hex Dumbbell Set
with Rack



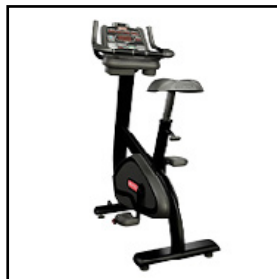
THROWDOWN
HIIT Rower



THROWDOWN
HIIT Ski



THROWDOWN
HIIT Ski Platform



STAR TRAC
S-UBx Upright Bike with LCD

EQUIPMENT PROVIDED



STAR TRAC
SCTx Cross Trainer with LCD



STAIRMASTER
8 Series Gauntlet X
with LED Screen



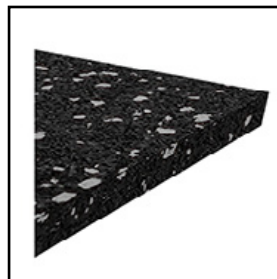
SCHWINN
IC Classic Stationary Bike



FREEMOTION
t10.9b REFLEX Treadmill



NAUTILUS
Inspiration® Glute Ham




ECORE ATHLETIC
Basic Fit Roll Rubber Flooring
(Grippin Gray)



ECORE ATHLETIC
E-Grip III Flooring Adhesive

CREATE YOUR FITNESS SPACE

From HYROX training facilities like JC Movement Co to university fitness centers, multi-family housing gyms, and luxury home spaces, Ardent Fitness handles every step of the process — from space planning and design to equipment selection, custom flooring, delivery, installation, and ongoing service.

 (888) 429-7759

 ardentfitness.com

 hello@ardentfitness.com

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