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For Immediate Release**Regupol and CrossFit: A Tough Combination**

Lebanon, PA – When we say Regupol America products are made to withstand the heaviest of workouts, it's because they've been tried and tested by the one of the world's most intensive training methods – CrossFit.

As the principal strength and conditioning program employed by police academies, military special operations units, champion martial artists, and professional athletes worldwide, it's become a global phenomena in the health and fitness arena. Grueling workouts, pushing the boundaries of physical ability and mental dedication are the hallmarks of this fitness regimen. While bodies strain to meet their personal goals, the facility floor underneath takes heavy foot traffic and the use of implements such as tires, boxes and kettlebells. With the need for ultimate durability, Regupol America produces the sports and fitness flooring of choice for CrossFit devotees nationwide.

The [CrossFit Games](#) are the ultimate test of fitness – a grueling three-day competition in which the world's fittest athletes compete in a variety of workouts. The 2010 games, held July 16-18 in Carson, California, are limited to 50 men and 50 women, all of whom need to qualify to enter. Regupol America is outfitting the games by providing 12,000 square feet of its product Aktiv™ to ensure the athletes' safety and help boost their performance.

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As a proud sponsor of the 2010 CrossFit Games, Regupol America will make sure that while these hard-burning athletes are pushing their bodies to the ultimate limits, the floor underfoot will be equal to the task. Regupol products, by virtue of its advanced manufacturing technology, offer the density, resilience and wear resistance demanded by the CrossFit Games.

Regupol America LLC, American subsidiary of German-based, BSW (Berleburger Schaumstoffwerk GmbH), is a third generation company founded in 1954. Headquartered in Lebanon, PA, the inventor of recycled rubber flooring manufactures multi-purpose surfaces, running track surfaces, synthetic turf shock pads and impact sound absorption underlayments. With more than 50 years experience, the group employs over 360 employees. The company uses over 115 million pounds of rubber in the manufacturing process. More than 110 million square feet of product is sold each year, with distribution in over 100 countries. Made of 100% post-consumer tire rubber, post-industrial EPDM rubber and additional renewable resources, Regupol America uses the finest raw materials and state of the art manufacturing. The portfolio of products withstands the most intense use, ensuring outstanding performance. For more information about recycled rubber flooring, turf underlayment, and sound absorption, visit www.regupol.com.

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