



**Club Resource Group Continues to Shape the Industry With The Introduction of ClubLine® A Newly Branded Locker, Case Goods and Furniture Collection Designed For the Club Market**

***Established leader expands product lines, service programs and web support delivering expertise and offerings at unprecedented levels***

**SAN DIEGO, California, The IHRSA Show - March 6, 2008** – Club Resource Group – [www.clubresourcegroup.com](http://www.clubresourcegroup.com) - a leader in the design and manufacturing of high quality locker systems and supplier of sports performance flooring, steam/sauna, laundry and furniture serving the athletic club, team, spa and municipality environments, today launched ClubLine®, a Club Resource Group exclusive, featuring lockers, case goods and furniture using architectural grade materials specifically developed for trade architects, designers and club owners who require exceptional craftsmanship with emphasis on design quality.

Club Resource Group also launched today a new and improved website and enhanced corporate identity presenting current and future customers with a better way to obtain vital product information, instantly view available product lines and engage directly with a company expert. In addition, the website features a showcase of all the company's best selling lines including the new industry standard, ClubLine which is replacing the MultiSpace name.

“When I began in the club industry 25 years ago, member and ownership demographics were much different,” said Michael Wendt, President & Founder of Club Resource Group. “Today’s club environment is about enhanced design elements that are functionally sensible and that shape the member experience.”

**Club Resource Group – Supporting the Evolution of Club Design**

*Club Resource Group is working with club owners to create memorable member experiences through beautiful product design and application. By utilizing the latest in custom locker and flooring finish solutions, club owners are leveraging Club Resource Group’s offerings to craft each environment into not just another member visit, but a club experience that truly contributes to the member’s wellbeing.*

*Club Resource Group Manufacturing* - Club Resource Group has implemented new state-of-the-art processes and quality control measures to ensure the highest quality products are manufactured and delivered on time to the client. These operational improvements are a manifestation of Club Resource Group's renewed focus on customer satisfaction, delivering shorter production lead times and a new level of product quality.

*Club Resource Group Design, Service & Support* - Club Resource Group's in-house engineers, CAD experts and project managers ensure that each product is designed according to plan and built to meet the exact requirements for the project.

*ECO-Friendly Lockers and Case Good Products* - Club Resource Group is committed to sustainable practices and believes in the use of green products to design buildings with minimal impact on the environment. Club Resource Group is leading the way with the introduction of a line of Green lockers and case goods. The Green lockers utilize a proprietary sustainable core material and high pressure laminate (HPL) finishes that are durable, economical, beautiful and most importantly, eco-friendly.

"The enhancements that are occurring at Club Resource Group will measurably enhance overall customer satisfaction," continued Wendt. "From quality control improvements to a new project management team structure - striving for the highest degree of client satisfaction is the driver for these changes."

### **Club Resource Group**

Club Resource Group is a recognized leader in the design and manufacturing of high quality locker systems and supplier of sports performance flooring, steam/sauna, laundry and furniture serving the athletic club, team, spa and municipality environments. Supported by a team of industry veterans with design, operations, engineering and project management expertise, Club Resource Group's products and design influence can be found in the nation's leading athletic club facilities and sports venues. This year, Club Resource Group is expanding its product offerings and introducing a change in brand names from MultiSpace to ClubLine®, a locker, case goods and furniture collection featuring architectural grade materials combined with exceptional craftsmanship.

For more information on how Club Resource Group is advancing the club experience, please visit [www.clubresourcegroup.com](http://www.clubresourcegroup.com) or to connect directly with a Club Resource Group expert contact us via e-mail at [info@clubresourcegroup.com](mailto:info@clubresourcegroup.com).

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