

PRODUCT BRAND KIT



CUSHIONED SPORTS SURFACING SOLUTIONS

PRODUCT BRAND OVERVIEW

CushionX is a premium cushioned sports surfacing system manufactured by AT Sports and engineered to deliver enhanced athlete comfort, long-term durability, and consistent playability across a wide range of court environments.

Designed for pickleball, tennis, and multi-sport facilities, CushionX combines advanced cushion technology with multiple system configurations to provide a professional-level surface solution for residential, commercial, club, and tournament applications.

BRAND POSITIONING

Partners may use the following approved benefit messaging:

Enhanced Athlete Comfort

Engineered to provide force reduction up to 15%, helping reduce stress and fatigue during extended play.

Professional-Level Performance

Designed to deliver consistent playability across pickleball, tennis, and multi-sport court applications.

Multiple Cushion & Composition Options

Available in multiple composition levels and 4mm, 6mm, and 8mm cushion configurations to fit varying performance and usage needs.

Long-Term Durability

Engineered for long-lasting performance and built to hold up under demanding use environments over time.

Faster Installation

Designed for faster installation and improved installation efficiency compared to traditional cushioned court systems.

Manufactured by AT Sports

Engineered and backed by a trusted sports surfacing manufacturer, providing complete system quality control and long-term consistency.

APPROVED MARKETING COPY

Option 1

- CushionX delivers a premium cushioned sports surfacing solution engineered for enhanced comfort, long-term durability, and consistent playability. Designed for pickleball, tennis, and multi-sport facilities, CushionX provides a professional-level surface built to withstand demanding environments while helping reduce surface impact for athletes.

Option 2

- As a certified CushionX installer, we provide advanced cushioned court systems designed for projects seeking premium performance, athlete comfort, and long-term surface reliability. Available in multiple system configurations, CushionX can be tailored to fit residential, commercial, club, and tournament-level applications.

Option 3

- CushionX is an advanced cushioned sports surfacing system engineered to provide enhanced comfort, professional-level playability, and long-term durability across a wide range of court applications.

Option 4

- CushionX combines advanced cushion technology with multiple performance levels to create a premium sports surfacing solution built for long-term durability, enhanced impact absorption, and faster installation compared to traditional cushioned court systems.

CUSHIONX COMPOSITION LEVELS

Level 1 - Residential Usage Only

- Ideal for homes and light-use courts, Level 1 includes a 4mm, 6mm, or 8mm cushion mat with three layers of flexible coatings offering durability and comfort for recreational Play.

Level 2 — Light & Moderate Commercial

- Crafted for superior resilience, Level 2 enhances the capabilities of Level 1 by incorporating an extra reinforced membrane layer to meet the demands of commercial environments.

Level 3 - High-use Commercial & Tournament Usage

- Designed for top-tier performance, Level 3 enhances Level 2 with three layers of urethane flex coatings. This construction withstands heavy use while offering exceptional impact absorption and comfort.

LOGO USAGE GUIDELINES

- Use only official CushionX logos provided by AT Sports
- When appropriate, reference CushionX as “A Division of AT Sports”
- Avoid combining the logo with other graphics
- Avoid creating alternate versions of the logo

CLOSING STATEMENT

The content and messaging in this guide are intended to help partners accurately represent CushionX across websites, proposals, and marketing materials while maintaining consistent product positioning and brand standards.

Partners are encouraged to use, adapt, and integrate this approved copy into their existing marketing structure and customer communication materials as needed.

Any newly created marketing content, product claims, or messaging outside of the approved language provided in this document should be reviewed and approved by the AT Sports Marketing Department prior to publication or distribution.

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