

## **Crown Mats release**

8/12/2009 12:17:07 PM

### ***New Online Tools Allow School Administrators' to Make Wiser Buying Decisions***

Fremont, OH – Crown Mats and Matting introduces new online tools to help school districts as well as other facilities select new matting systems for the upcoming school year.

The tool, entitled “Properly Matting a School,” may be downloaded by visiting the company’s website, [www.crown-mats.com](http://www.crown-mats.com), and going to the Marketing Tools section.

According to Christopher Tricozzi, vice president of sales and marketing for Crown Mats and Matting, the information provided is designed to help school administrators select proper matting systems for their schools and also better understand mats and matting terminology.

“Terms such as ‘wiper’ and ‘wiper/scrapper’ are common to the industry but not so common to school administrators,” says Tricozzi. “And clarifying what each type of matting does also requires some education.”

The new online tool addresses these issues and also clarifies where these different types of mats should be placed in an educational facility and the benefits that can be expected.

In addition, because schools have gymnasiums, locker rooms, weight and exercise rooms, and other areas that may not be found in a typical office or other commercial building, the Properly Matting a School tool helps administrators select these types of mats as well.

“We have always believed that an educated shopper is a better shopper,” says Tricozzi. “Especially now with so many budget cuts, we want our [school] customers to have all the information they need to make an informed buying decision.”

The online tool is located at [www.crown-mats.com/tools.htm](http://www.crown-mats.com/tools.htm). While there, visitors may take advantage of other mat-selection tools such as these:

- § [Properly Matting a Hotel](#)
- § [Properly Matting a Restaurant](#)
- § [A Matting Audit Form, designed for selecting industrial matting systems](#)

§ [General Matting Survey, to help visitors select from a wide variety of matting systems.](#)