



PRESS RELEASE

For Immediate Release
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Just because it's Summer...

Doesn't mean Retailers Can Put Their Guard Down

When it comes to floor care, some retail managers believe they can relax now that summer is here and winter's adverse weather is behind us. This often includes removing mats that were installed at store entries to capture soil and moisture.

However, just because warmer, calmer weather is here does not mean it's time to put down your guard. High-performance matting systems should be installed year-round. They are

designed to protect retail facilities, keeping them cleaner, healthier, and Greener no matter what the weather.

Consider these facts:

- As much as 80 percent of floor-damaging soil is tracked in from customer foot traffic.
- Tracked-in soils can damage all types of floors including carpet, tile, and wood.
- Unprotected entrance flooring can accumulate up to two pounds of dirt per square yard, more in inclement weather.
- It can cost as much as \$750 to remove one pound of dirt from a facility.
- Tracked-in soils can negatively impact indoor air quality.
- Soiled floors present a poor image to clients and visitors.*

Getting Your Mats Straight

“High-performance mats are preferable because they are very effective at trapping soil and moisture and typically can last for many years,” says Christopher Tricozzi, vice president of sales and marketing for Crown Mats and Matting. “Rental mats, on the other hand, tend not to be as effective and have a short life span, usually less than a year.”

Additionally, Tricozzi says three types of high-performance mats should be installed:

- Scraper mats, the first line of defense, placed directly outside the store.
- Wiper/scraper mats, placed immediately inside the store, removing soils and moisture not trapped by the scrapers.
- Wiper mats, the final line of defense, prevent most remaining contaminants from entering the store.

In fact, high-performance matting is so effective at helping to keep stores cleaner and healthier, retailers seeking LEED certification can earn certification points just by installing them.

* Source: ISSA, the worldwide cleaning association.

About Crown Mats and Matting

For more than 60 years, Crown Mats and Matting has been a pioneer in the development and manufacture of matting products. Beginning with the invention of walk-off matting by the company's founder, R.P. Johnson, the company now has the most diverse matting product line offered in our industry. Crown sells matting through an extensive network of highly trained sales representatives in all 50 states. These sales experts are familiar with the features and benefits of all matting systems and are able to help their clients find the right system for virtually all applications.

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