

# WHY FLOOR MATS?

## IMAGE

- 91% of shoppers select a store because of its appearance. (Progressive Grocer)
- When asked, "What's the first thing you look at when judging cleanliness?" the most popular first response of consumers was "Floors" (42%); "Smell" was the second (14%). (CDI Research 1991)

## PROTECTION

- Without entrance matting, 1,500 people can remove 42% of the finish from a floor (3M)
- 80% of the dust, dirt and grime in public building is "tracked in" from the outside (Institute of Industrial Laundries)
- Studies show that one square yard of commercial grade carpeting can accumulate one pound of dirt over a one-week period and up to twice as much during inclement weather. (International Sanitary Supply Association)
- The estimated cost of removing a single pound of dirt from a modern building today can exceed \$500. (International Sanitary Supply Association)
- It is estimated 90% of building maintenance cost is labor. (Cleaning Management)

## SAFETY

- 9 million disabling slips and falls with average \$21,000/claim (National Safety Council)
- Average cost to defend slip/fall lawsuit \$50,000 (NFSI)
- 28% of workers miss 31 days or more from same-level slips, trips and falls (Bureau of Labor Statistics)

## HEALTH

- 86 billion pounds of dust settle over the U.S. each year. ("All the Real Dirt Dust", Discover Magazine)
- About 10 percent of Americans are allergic to some component of dust. (Dr. Robert Pumbhrey, Washington D.C.)
- The average six-room dwelling takes in 40 pounds of dust in a year. A private home may have between 800,000 and 1,600,000 tiny bits of dust and particulate matter in every cubic inch of air. (TRSA Report "Dust Where We Work")
- A major source of indoor air pollutants is street dust, carried in on shoes and captured in carpeting. ("The Indoor Clean Air Quality Challenge", Spray Technology Magazine)
- American businesses are spending upwards of \$100 billion a year as a result of lost worker productivity due to poor indoor air quality and "Sick Building Syndrome". (Consumer Federal of America)

## MAT PLACEMENT GUIDE



### DUAL MAT SYSTEM

The best way to keep dirt and moisture from being tracked into your building is to use our dual-mat system at every entranceway: an Outdoor Mat to scrape shoes clean and an Indoor Mat to wipe shoes dry.

### EARN UP TO 1 LEED POINT



Using a proper mat system at entryways to reduce dirt, dust, pollen and other particles earns 1 LEED point for your company. The U.S. Green Building Council certifies buildings as "green." Their LEED program is a voluntary, consensusbased national standard for developing high performance, sustainable buildings.



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# MATTING ZONES:



Entranceways



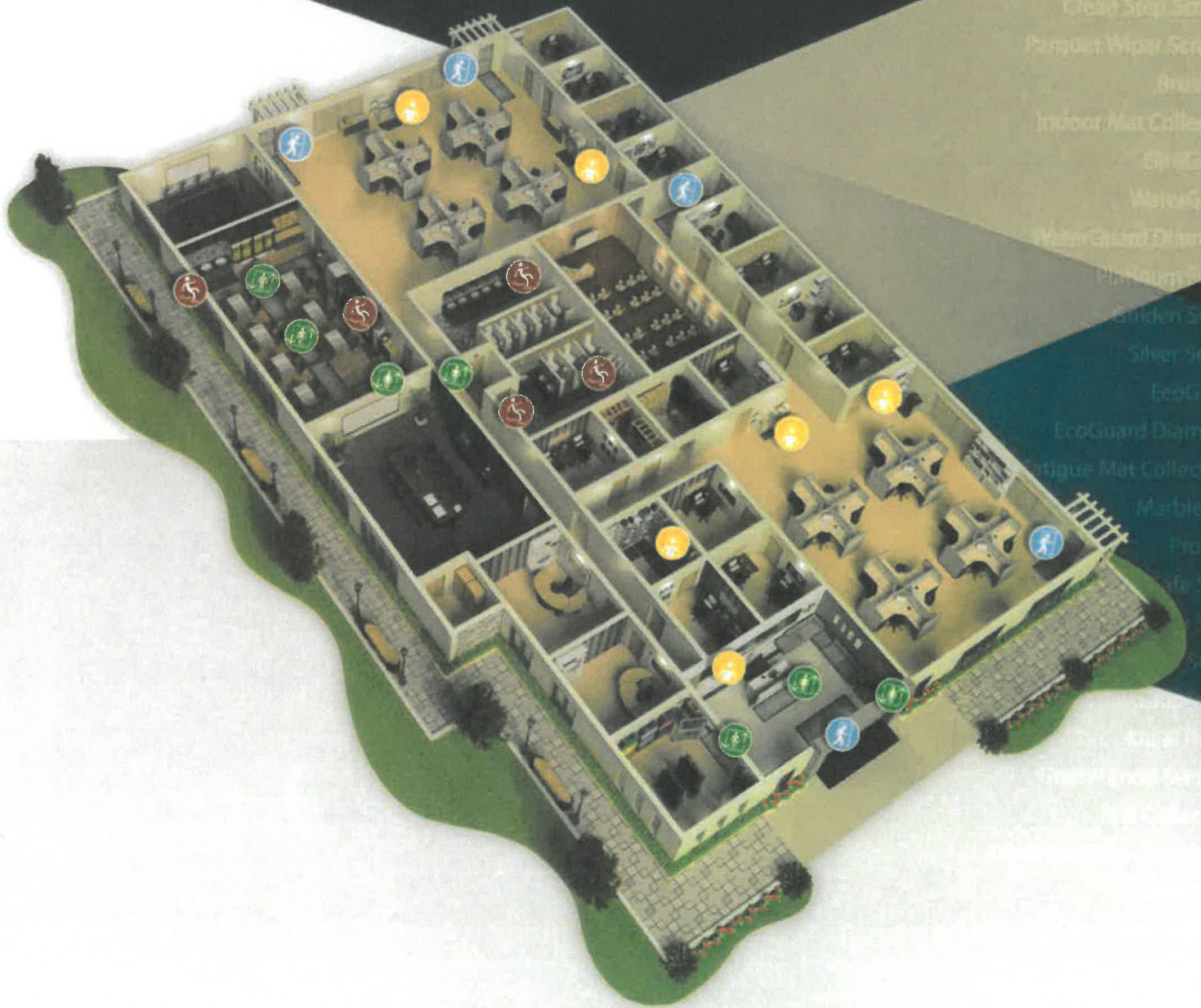
Hazardous Area



Heavy Traffic



Workstations



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