

CROWN
MATS & MATTING

You first step to performance-driven solutions!



Welcome to the Crown Mat School

CROWN
MATS AND MATTING



You first step to performance-driven solutions!



Crown “the Original
Mat Company”
celebrates 67 years
in business





You first step to performance-driven solutions!




CROWN
MATS & MATTING

THE CROWN DIFFERENCE

PROUD TO BE AN AMERICAN MANUFACTURER
We place our expertise at the service of customers around the world in order to develop solutions responding to their ergonomic and maintenance needs.

A WIDER RANGE OF PRODUCTS
We offer the largest selection of carpets and mats in the United States. You have a problem? We have the solution!

TAILORED SOLUTIONS
We have the flexibility of meeting our customers' special requirements with factory finished products that meet the highest standards of quality.

QUALITY AND INNOVATION
Our passion leads us to offer high-performance solutions that set new standards in the market.

| | |
|--|---|
|  1 ST RECYCLED WIPER MAT (P. 30) |  1 ST MICROFIBER BASED WIPER MAT (P. 17) |
|  ANTI-FATIGUE CUTTING EDGE TECHNOLOGY |  VINYL CUTTING EDGE TECHNOLOGY |

WE STAND BEHIND OUR PRODUCTS!

In this period of economic challenges, companies must learn to do more with less. Leaders need to optimize their operations through smart investments to reduce their maintenance costs and ensure the health and safety of their employees and customers. It is in this value-added spirit that Crown offers its Performance, Prestige and Ergonomic Collections.

This is our promise to you: if these products do not reduce your maintenance costs or do not contribute to the well being of your employees, we will do everything in our power to give you satisfaction!

Cordially,



B. Randall Dobbs
President
Crown Mats and Matting



TOTAL CONFIDENCE WARRANTY



You first step to performance-driven solutions!



Introducing Your Crown Support Team

-





Do you know the answers to these questions?

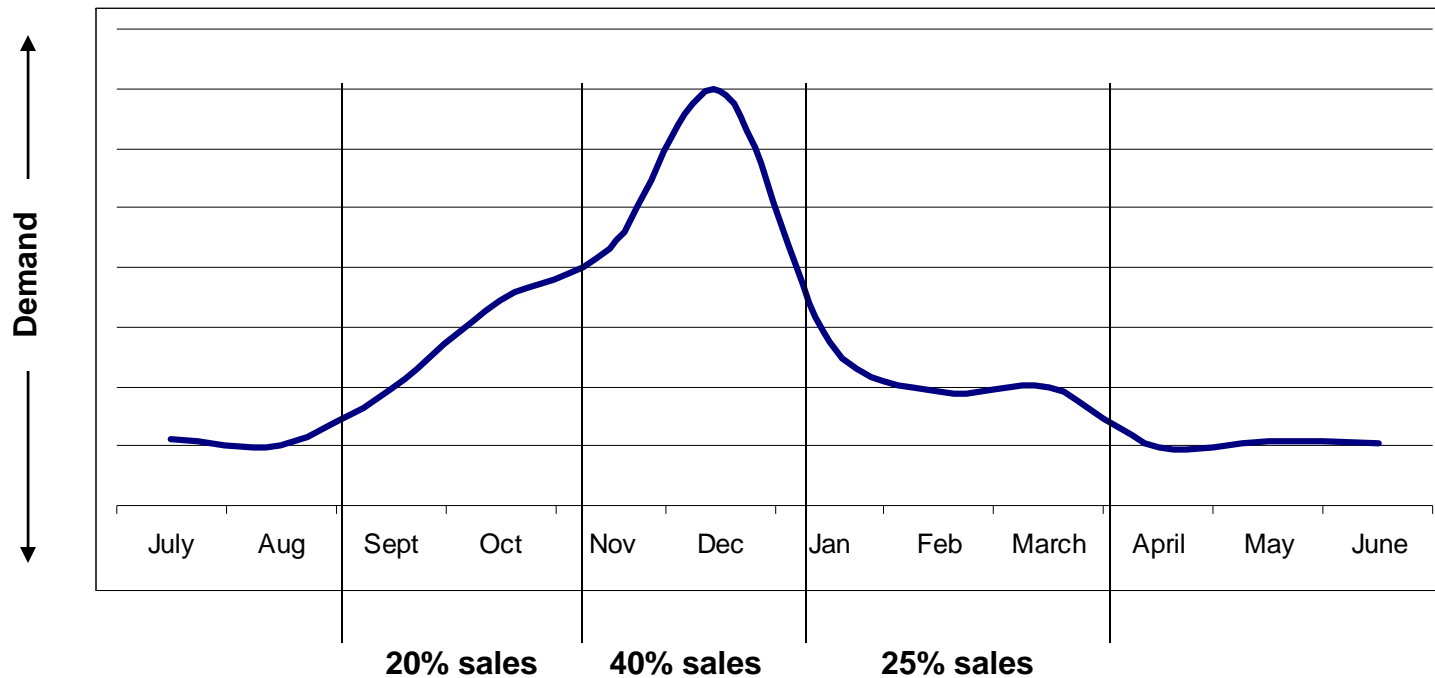
- What are the advantages of using a purchased entrance matting program?
- How to determine the proper mat to use?
- What is the best anti-fatigue mat for the application?
- At what period of the year should we be discussing entrance matting?
- How to optimize my mat orders to their maximum?
- Are there several qualities of mats on the market ?

You will shortly know these answers...



It's Entrance Mat Season...

Here is a distributor's typical matting season





“Without entrance mats”, what are you exposed to?

- Higher risk for falls and injuries
- Premature deterioration of your floors
- Higher maintenance costs
- Untidy locations – leaving bad impressions
- Questionable air quality – suspended particles

**It’s a fact: 15 lin. ft. of carpet will retain up to 85% of dirt
...year round!**



How Matting Helps

- Up to 80% of the soil is tracked in on the feet of people entering the building
- Up to 24 pounds of dirt can be tracked in by just 1,000 people coming through an entrance over a 20-day work period
- As much as 42% of the floor finish can be damaged or removed after 1,500 people have walked within the first six feet of an entrance without a matting system
- It can cost, at least, \$750 to remove one pound of dirt from a facility
- Dirty, wet, and slippery floors:
 - Are hazardous
 - Present a poor image for a building and its occupants
 - One square yard of carpeting can accumulate one pound of dirt in one week and up to two pounds in bad weather



Basic Mat Types

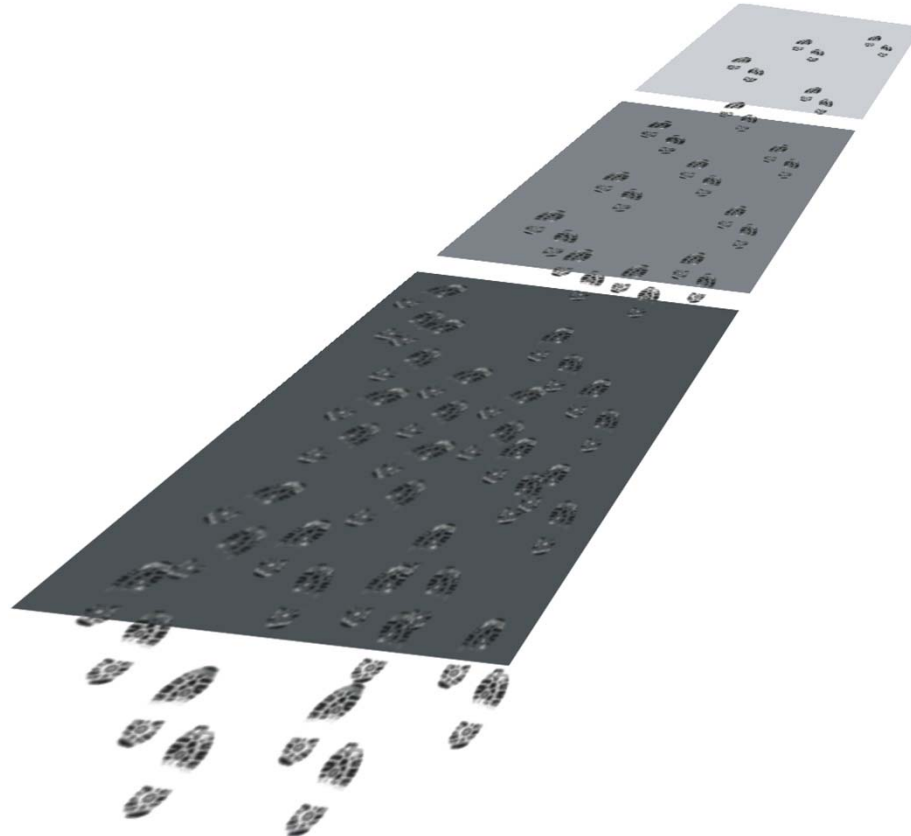
- Scraper - Used outdoors, scraper mats cover the first 5 feet, removing dirt, debris and moisture. These tough, abrasive scraping mats are the “first line” of defense.
- Wiper/Scraper - Used between the doors, these mats provide an additional 5 feet of wiping and scraping action designed to moderately dry & wipe the shoe and scrape away remaining debris. This 10-foot combination serves as the “second line” of defense.
- Wiper - Used indoor only, wiper mats make contact with the shoes to thoroughly dust and dry the shoe - the “FINAL LINE” of defense removing dirt and moisture.



Entrance Matting 101

Scraper

First line of defense
Scrapes dirt- Ideal for the exterior
Performs 40% of the work






Scraper Mats (Outdoor)

- Remove debris/grit from shoes
 - Scrapes off grit, ice melt, snow, sand, and mud before it gets inside
 - Removes heavy soil
- Variety of fibers and materials
 - Rubber - Polypropylene - Vinyl – Recycled Content - Steel – Polyethylene
- Easy to clean




Speaking of Scrapers...

TOTAL CONFIDENCE WARRANTY
COMMERCIAL CLEAN MACHINE® #110
PERFORMANCE COLLECTION



COLORS




BROWN GRAY BLACK


Commercial Clean Machine® is our most aggressive mat with unique surface design for years and years of vigorous scraping action!

FEATURES


- Traps and holds up to three pounds of dirt per square foot!
- Four times the performance of traditional scraper mats, therefore requiring less cleaning
- Deep pile hides dirt out of sight and prevents it from getting onto shoes and into the building



SCRAPING ABILITY
10/10




WIPING ABILITY
0/10



CRUSH RESISTANCE
9/10

COMMERCIAL CLEAN MACHINE® SPECIFICATIONS

| PROFILE | FINISH | AVAILABILITY | |
|--|---|---|---|
| <p>Raised surface that traps and holds debris</p> <p>Molded polyethylene blades resist crushing, mildew and fading</p> <p>5/8"</p> <p>Skid-resistant backing withstands low temperatures</p> |  <p>Sewn and glued heavy-duty beveled edging</p> | <p>STANDARD SIZES</p> <p>3' X 4'</p> <p>3' X 5'</p> <p>3' X 6'</p> <p>4' X 6'</p> <p>6' X 8'</p> | <p>ROLLS**</p> <p>3' X 25'</p> <p>3' X 50'</p> |
| <p>*Products more than 3' wide have a seam in the middle. **Rolls do not have beveled edging. Heavy-duty beveled borders recommended to prevent tripping.</p> | | | |
| <p>TECHNICAL DATA</p> <ul style="list-style-type: none"> • Average weight (without borders): 0.5 lbs./ft² • Meets the flammability requirement of D.O.C.-FF-1-70 • Resists common acids, alkalis and salts. | | | |
| <p>CUSTOM CUTS</p> <p>Available up to 6' wide</p> | | | |
| <p>MAINTENANCE</p> <p>Snake and hose clean</p> | | | |
| <p>WARRANTY</p> <p>TOTAL CONFIDENCE</p> | | | |

First line of defence
Scrapes dirt- Ideal for the exterior
Performs 40% of the work



CROWN Scraper Mats

- Vynagrip™ - Performance Collection
- Commercial Clean Machine® - Performance Collection
- Crown-Tred™ - Classic Collection
- Diamond-Deluxe™ Duet – Prestige Collection
- Fore-Runner™- Prestige Collection
- Finger-Tip® - Value Collection
- Mat-A-Dor™ - Performance Collection
- Spaghetti Mat™ - Classic Collection
- Tire-Link™ - Specialty Collection



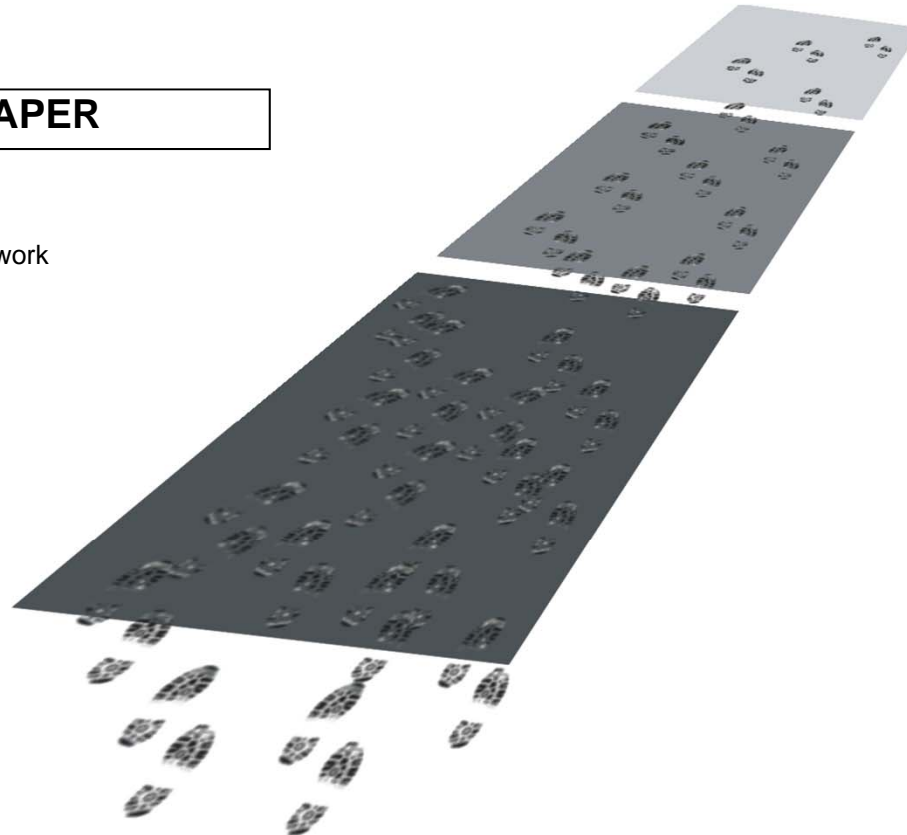
Entrance Matting 101

WIPER/SCRAPER

All purpose mat
Cleans and dries
Performs 30% of the work

SCRAPER

First line of defence
Scrapes the dirt – Ideal for the exterior
Performs 40% of the work





Wiper/Scraper Combination Mats

- Usually made of heavy-duty nylon, polypropylene, recycled content, or olefin
- Dust and moisture control with grit removal
- Abrasive surface
- Remove medium degrees of dirt and moisture
- Used indoors



Speaking of Wiper/Scrapers...

TOTAL CONFIDENCE WARRANTY
ECOPLUS™
WIPER/SCRAPER
#270
#271
PERFORMANCE COLLECTION







"WE DON'T INHERIT THE EARTH FROM OUR ANCESTORS. WE BORROW IT FROM OUR CHILDREN."
DAVID BROWER

COLORS


CHARCOAL


GRANITE


MIDNIGHT BLUE


WALNUT

EcoPlus™: Our new green generation recycled wiper/scraper mat that delivers excellent performance in heavy traffic areas!

FEATURES

- Non-skid nib backing will effectively grip mat to the floor
- Crush-proof "V" pattern will maintain appearance and performance
- Elevated construction will scrape shoes and hold dirt beneath shoe level, while wiping moisture
- For best results and similar colors, use in combination with Eco-Step™ (p.30)


SCRAPING ABILITY
7/10


WIPING ABILITY
7/10


CRUSH RESISTANCE
9/10

ECOPLUS™ SPECIFICATIONS

| PROFILE | FINISH | AVAILABILITY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|-----------------|----------------|---------|----------|---------|---------|---------|---------|---------|----------|----------|----------|--|----------|--|----------|--|----------|--|---------|--|----------|--|----------|--|----------|--|----------|---|
| <p>Nitrile rubber blend with 15% post-consumer recycled tires</p> <p>Soft 100% polyester recycled fiber surface for better wiping action</p>  <p>Water dam border holds up to 1 gal. water and prevents dirt from spilling onto floor</p> | <p>CHOOSE BETWEEN</p> <div style="display: flex; gap: 5px;"> <div style="border: 1px solid gray; padding: 2px;">Nitrile rubber edging #270</div> <div style="border: 1px solid gray; padding: 2px;">Fabric edging #271</div> </div> | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>STANDARD SIZES*</th> <th>SPECIAL SIZES*</th> </tr> </thead> <tbody> <tr> <td>2' X 3'</td> <td>3' X 16'</td> </tr> <tr> <td>3' X 4'</td> <td>4' X 8'</td> </tr> <tr> <td>3' X 5'</td> <td>4' X 8'</td> </tr> <tr> <td>3' X 8'</td> <td>4' X 10'</td> </tr> <tr> <td>3' X 10'</td> <td>4' X 12'</td> </tr> <tr> <td></td> <td>3' X 20'</td> </tr> <tr> <td></td> <td>4' X 14'</td> </tr> <tr> <td></td> <td>4' X 20'</td> </tr> <tr> <td></td> <td>6' X 8'</td> </tr> <tr> <td></td> <td>6' X 10'</td> </tr> <tr> <td></td> <td>6' X 12'</td> </tr> <tr> <td></td> <td>6' X 16'</td> </tr> <tr> <td></td> <td>6' X 20'</td> </tr> </tbody> </table> <p>* Above sizes are trade sizes, see actual sizes in the price list</p> | STANDARD SIZES* | SPECIAL SIZES* | 2' X 3' | 3' X 16' | 3' X 4' | 4' X 8' | 3' X 5' | 4' X 8' | 3' X 8' | 4' X 10' | 3' X 10' | 4' X 12' | | 3' X 20' | | 4' X 14' | | 4' X 20' | | 6' X 8' | | 6' X 10' | | 6' X 12' | | 6' X 16' | | 6' X 20' | <p>CUSTOM CUTS</p> <p>Limited availability</p> <p>MAINTENANCE</p> <p>Vacuum and hot water extraction</p> <p>WARRANTY</p> <p>TOTAL CONFIDENCE</p> |
| STANDARD SIZES* | SPECIAL SIZES* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2' X 3' | 3' X 16' | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3' X 4' | 4' X 8' | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3' X 5' | 4' X 8' | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3' X 8' | 4' X 10' | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3' X 10' | 4' X 12' | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | 6' X 20' | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>TECHNICAL DATA</p> <ul style="list-style-type: none"> Resists salt, ice melt, mold and mildew Passes Flammability Standard DOC-FF-1-70 Nitrile rubber backing is grease and oil resistant | <p>HELP US PRESERVE THE ENVIRONMENT!</p> <p>EcoPlus™ is made from post-consumer materials, which prevent bottles and tires from entering landfills and preserve our natural resources.</p> <p>1 sq. ft. = 4 bottles 4' x 6' mat = 96 bottles 6' x 20' roll = 480 bottles</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

All purpose mat
Cleans and dries
Performs 30% of the work



CROWN Wiper/Scraper Combination Mats

- Chevron™ - Classic
- Cross-Over™ - Prestige
- EcoPlus+™ - Performance
- HDNP Family - Performance
- Needle-Pin™ - Classic
- Needle-Rib™ - Value
- Olympiad-Plush™ - Performance
- Super-Soaker™ Family – Prestige
- Tire-Track™ - Performance
- Ultra-Step™ - Prestige
- Windsor™ - Prestige



Entrance Matting 101

WIPER

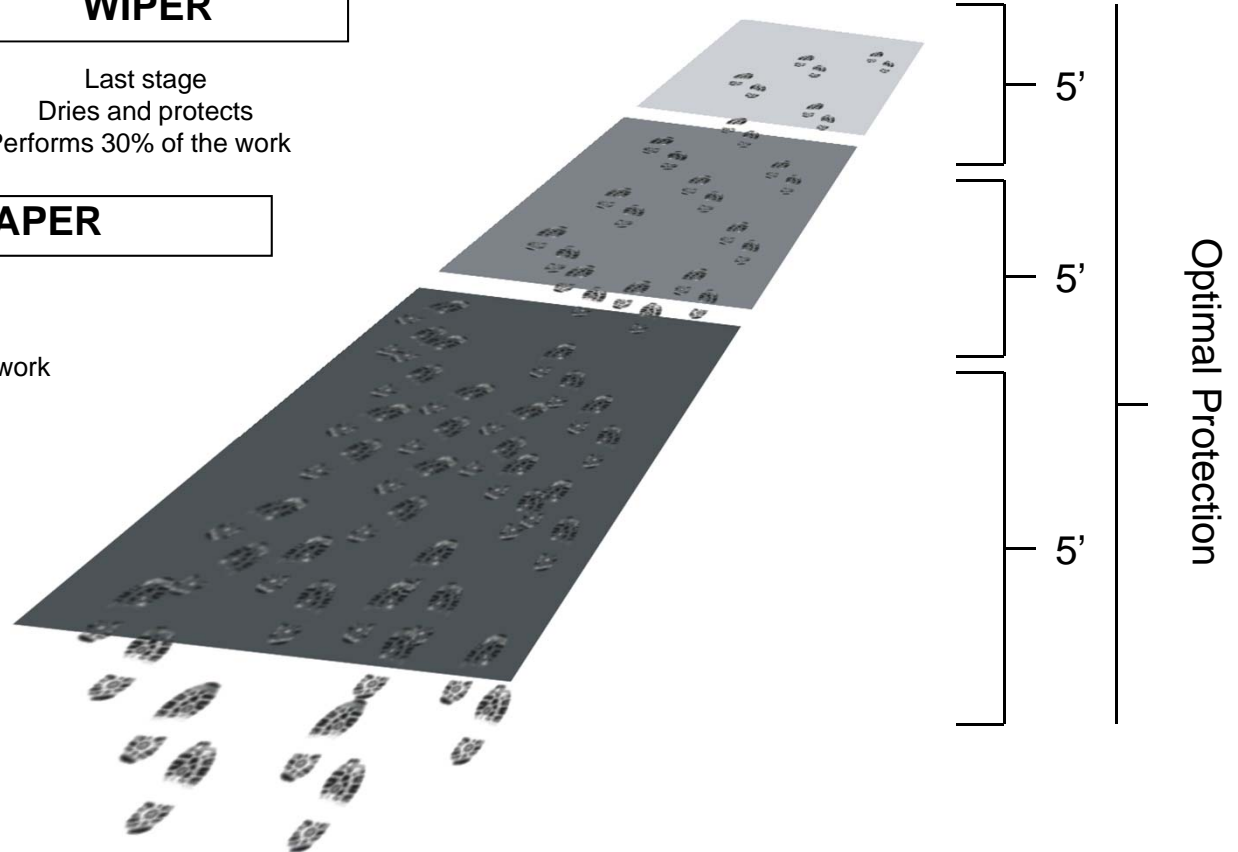
Last stage
Dries and protects
Performs 30% of the work

WIPER/SCRAPER

Interior mat
Cleans and dries
Performs 30% of the work

SCRAPER

First line of defence
Scrapes the dirt – Ideal for the exterior
Performs 40% of the work





Wiper Mats

- Designed to thoroughly dust and dry the shoe.
- Does not remove heavy dirt or debris. When used alone, dirt and debris will collect on top of the mat and get tracked in. Wiper mats should be used in combination with a wiper/scrapper and scraper mat to be effective.

Not for high-moisture areas



Speaking of Wipers...

TOTAL CONFIDENCE WARRANTY
DUST-STAR™
MICROFIBER WIPER
#350
PERFORMANCE COLLECTION



NEW "THE USE OF MICROFIBER PRODUCTS GREATLY ENSURES BETTER AIR QUALITY BECAUSE THESE FIBERS ARE ABLE TO ACCUMULATE AND ABSORB MORE PARTICLES OF DIRT AND BACTERIA THAN ANY OTHER KNOWN PRODUCT."

© 2018 THERMOFLEX. *BASED ON INDEPENDENT TESTING BY CALIFORNIA STATE UNIVERSITY. ROOMS AIR QUALITY IN WORK-RELATED SCHOOLS. WATER 1007. BY CALIFORNIA STATE UNIVERSITY. MICROFIBER PRODUCTS.

COLORS

CHARCOAL

WALNUT

RED

MARLIN BLUE

The most efficient and innovative wiper there is, Dust-Star™ contributes to improving the air quality and cleanliness of your facility!

FEATURES

- Unique microfiber/olefin blend with incredible dust retention properties
- Positively charged microfibers will attract hair, lint, dust and more from polluting the air
- Holds close to three times more liquid than our standard Rely-On™ Olefin wiper

SCRAPING ABILITY
2/10

WIPING ABILITY
10/10

CRUSH RESISTANCE
3/10

DUST-STAR™ SPECIFICATIONS

| PROFILE | FINISH | AVAILABILITY | |
|--|---|--|---|
| <p>More than 70% microfiber filament construction combined with polypropylene</p> <p>Exclusive microfiber technology enables effective retention of fine dust</p> <p>1/2"</p> <p>Waterproof vinyl backing</p> <p>Two-tone color mat for a better camouflage of particles</p> |  <p>Vinyl backing and borders</p> | <p>STANDARD SIZES</p> <p>2' X 3'</p> <p>3' X 4'</p> <p>3' X 5'</p> <p>3' X 6'</p> <p>3' X 10'</p> <p>4' X 6'</p> <p>4' X 8'</p> <p>4' X 10'</p> | <p>ROLLS</p> <p>3' X 60'</p> <p>4' X 60'</p> <p>6' X 60'</p> |
| TECHNICAL DATA | | | |
| <ul style="list-style-type: none"> • Resists salt, ice melt, mold and mildew • Passes Flammability Standard D.O.C. -FF-1-70 • Pile weight: 20 oz. per sq. yd. | | | |
| CUSTOM CUTS | | | |
| Available | | | |
| MAINTENANCE | | | |
| Vacuum and hot water extraction | | | |
| WARRANTY | | | |
| TOTAL CONFIDENCE | | | |

Interior mat
Cleans and dries
Performs 30% of the work



CROWN Wiper Mats

- Dust-Star™ - Performance
- Eco-Step™- Classic
- Grounds-Keeper™ - Performance
- Rely-On™ Olefin - Value
- Rug-Hugger™ II - Performance
- Walk-A-Way™ - Prestige
- Wonder-Pro™ - Classic



Product Selection Factors

- Traffic
- Climate
- Season
- Environment
- Customer resources – budget
- Customer needs
- Available space for matting
- Decor



You first step to performance-driven solutions!



How to select the proper mat?

By using page 3 of our catalog!!!



How to select the proper mat?

1. Identify the traffic...

| | | | |
|--|--|---|---|
| <p>PERFORMANCE COLLECTION Go to page 6</p> | | | |
| <p>PRESTIGE COLLECTION Go to page 19</p> | | | |
| <p>CLASSIC COLLECTION Go to page 26</p> | | | |
| <p>VALUE COLLECTION Go to page 31</p> | | | |
| <p>LIGHT TRAFFIC Under 250 foot traffic per day!</p> <ul style="list-style-type: none"> • Small business • Boutiques • Side entrance • Etc. | <p>LIGHT-MEDIUM TRAFFIC Between 250 & 3,000 foot traffic per day!</p> <ul style="list-style-type: none"> • Office building • Small retail store • Bank/Postal service • Car dealership • Church • Motel & Inn • Etc. | <p>MEDIUM-HEAVY TRAFFIC Up to 5,000 foot traffic per day!</p> <ul style="list-style-type: none"> • Convenience store • Restaurant • Hotel • Theater • Museum • Convention Center • Etc. | <p>HEAVY TRAFFIC Over 5,000 foot traffic per day!</p> <ul style="list-style-type: none"> • University • Airport • Hospital • Large retail store • Shopping mall • School • Etc. |

2. Go to the corresponding Collection...

3. Combine the three mats of your choice:

- 1x Scraper
- 1x Wiper/Scraper
- 1x Wiper



Application Notes

- Size/Coverage – Bigger is Better
- Wiper mats can't "do it alone" and can get overwhelmed with dirt and grit
 - Scraper mats must be used to remove grit and allow the wiper mat to function properly
- Salt, oil, grease, and heavy dirt can be cleaned from mats using commercial rug cleaners and spoting systems
- It's best to buy extra mats
 - Buy a pair and have a spare
- Sell mats for ALL building entrances
- An effective mat system should include, at least, 15 feet of matting
- Each foot should be wiped on the mat three times

CROWN
MATS & MATTING

You first step to performance-driven solutions!



So ...
Why Crown ?



You first step to performance-driven solutions!



Quick Ship Program





You first step to performance-driven solutions!



Opt for quality!

Look for these symbols :



This special formula is the result of more than 20 years of expertise in the field of carpets and entrance matting!

Performance, Prestige and Ergonomic Collections



Our Warranty says it all. If you are not completely satisfied with our products we will do all in our power to give you satisfaction.



Keep it Green !

KEEP IT GREEN!

Disposal Concerns

One of the most important parts of the Green Building Program is concern for the environment, including the use of products that can help reduce the need for landfills. There are two key issues with mats:

1. The composition of the mat
2. The performance life of the mat

Look for this symbol!



Many of our products have recycled content that prevents post-consumer or post-industrial products from entering landfills, thus preserving our natural resources.

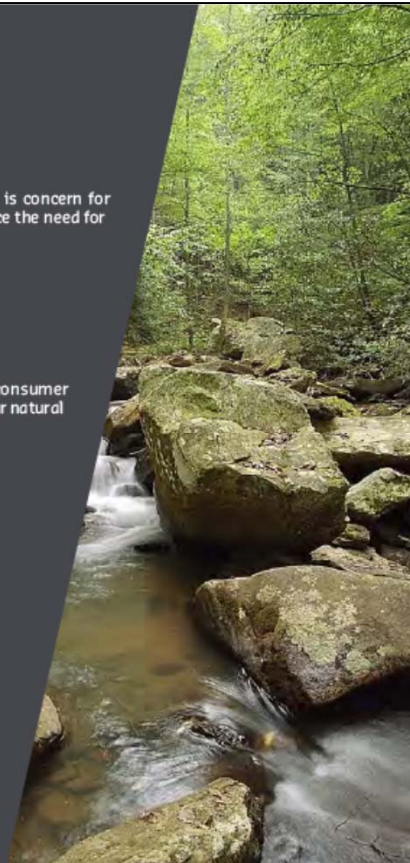
Products

Mat-A-Dor™
Super-Soaker™ family
EcoPlus™
Ultra-Step™
Crown-Tred™
Eco-Step™
Finger-Tip®
Tire-Link™
And more...

Recycled content

37%
15% backing
100% surface, 15% backing
30%
15%
100% surface
37%
100%

High-performance mats can have a performance life of many years. Our Performance and Prestige Collections (p.6 and p.19) have an extended Total Confidence Warranty that ensures a productive and effective life. To perform efficiently in a green building, sustainability is key. Inexpensive, low-performance mats will need to be replaced more frequently causing a disposal issue





You first step to performance-driven solutions!



Broad Line

- Crown
- Industrial
- Image
- Specialty



You first step to performance-driven solutions!



Service

- 24-Hour Quick Ship
- Cuts in 5 to 7 days
- Experience (67 years)
- Brand Image



Sales Tools

- Custom Brochures
- Website Sales Tools
- Sample Sets / Bags
- Recycled Products
- Green Initiative



You first step to performance-driven solutions!



Commercial/ Industrial Display Racks





You first step to performance-driven solutions!



Crown's Website!

<http://www.crown-mats.com/>

CROWN
MATS & MATTING

▼

NEED MATS?
FIND THE PERFECT MAT

@

CROWN-MATS.COM
1-800-628-5463

Your First Step to Performance-Driven Solutions

The banner features a dark background with a faint keyboard pattern. The text is white and centered. The logo is at the top, followed by a downward-pointing triangle. Below that is the text "NEED MATS? FIND THE PERFECT MAT", then an "@" symbol, the website URL "CROWN-MATS.COM", the phone number "1-800-628-5463", and the tagline "Your First Step to Performance-Driven Solutions" at the bottom.



Website Features

- Mat Finder (3–ways)
- Sales sheets on all products
- Market Placement Guides
- Sales Tools
- Image Library
- Online viewing and approval of artwork



How to maximize your sales...

...of entrance matting?

- Other than the main entrance, consider the secondary entrances
- Opt for value added products
- Add your customer's logo (Image Mat Program)
- Offer the custom cuts, borders and installation services
- Own vs. Rent



You first step to performance-driven solutions!



How to maximize your sales?

Let us help you!!!

- New catalog
- Corporate folder
- New price list with suggested retail price
- Quick Ship Program





In Conclusion...

Why should you recommend Crown Mats and Matting products?

- Crown Mats is a one stop shop matting manufacturer
- Crown Mats has a wider range of products
- Crown Mats has tailored solutions
- Crown Mat's quality and innovations

Crown Mats and Matting products...tailored to your specific needs!



Do you know the answers to these questions?

- What are the advantages in using anti-fatigue matting?

To improve efficiency, reduce labor costs, reduce slip/falls, Improve worker's comfort/ loss work days.

- How to determine the proper mat to use?

Primarily depends on the application. Use the grid on page 37.



Do you know the answers to these questions?

- During what time of the year should we discuss entrance matting?

All year! However the peak season begins in September and ends in January.

- How to optimize my mat orders to their maximum?

Visit all the entrances/departments

Select added value products

Consider entrance matting/ displace rental companies

Etc.

- Is there a variance of mat quality on the market?

Absolutely! Think Crown Mats, Total Confidence Warranty



You first step to performance-driven solutions!



Thank you and we wish you great sales !!!

