

# MAT CONCEPTS

The House of Exclusive Mats!™

## ♦ Implementing Professional, Best Industry Manufacturing Practices ♦

**Another example of how Mat Concepts separates itself from the competition!**

Mat Concepts is a leading designer, manufacturer and installer of walk-off mats. We remain among the leaders within our industry by implementing best industry practices and methods in the manufacturing of our walk-off mats. We're often asked how we differentiate ourselves from the competition? There are several ways, but this particular study focuses on some clear differences between our leading manufacturing methods and the inferior methods used by some competitors. We were able to perform this comparison due to the numerous opportunities we have to repair competitor mats.

### Mat Concepts: Professional, Computer Precision, Machine Cut Logos & Designs



- Utilizing state of the art hardware and software for design process.
- We own and operate computer-guided, ultrasonic cutting equipment.
  - ⇒ Benefit: Original client logo integrity never compromised.
  - ⇒ Benefit: Computer-guided precision cutting.
  - ⇒ Benefit: Aesthetic soundness.
  - ⇒ Benefit: No logo or design is too difficult.

**Mat Concepts Result: Clean graphics, precise cuts, beautiful aesthetics.**

### Competitor: Unprofessional, Stencil Overlay, Hand/Tool-Cut Designs



- Use of overhead projector to stencil image by hand.
- Rudimentary process evidenced by white markings on letters.
  - ⇒ Problem: This method deviates from client approved logo.
  - ⇒ Problem: This method is highly inaccurate.
  - ⇒ Problem: Icons are often misaligned as evidenced below.
  - ⇒ Problem: Extremely limited. Cannot do complex artwork.

**Competitor Result: Inaccurate graphics, misaligned icons, poor appearance.**

White outline evidences stenciling



"O" is ½" lower than "F" and "C"  
"C" is higher than the "F"  
"O" is tilted to the right



"B" is ½" higher than other letters

## **Mat Concepts: Professional - Logo secured with secondary backing. Sewn edges.**



- Utilizes heavy-duty secondary rubber, sheet good backing.
- Utilizes heavy-duty adhesive to secure sheet good to matting.
  - ⇒ Benefit: Logo fits tight. No gaps, or visible seams.
  - ⇒ Benefit: Enhances aesthetic appearance.
  - ⇒ Benefit: Logo is secure, becomes one piece with base mat.
  - ⇒ Benefit: Mat will withstand dirt, weather, wear and tear.
- Sewn bevel edging to perimeter of mat.
  - ⇒ Benefit: Lock-stitched, edge permanently secured to mat.
  - ⇒ Benefit: Edge never separates becoming a trip hazard.

**Mat Concepts Result: Professional manufacturing materials, best industry practices.**

## **Competitor: Unprofessional - Logo pieced together using drywall tape & wax.**



Picture A

- Use of drywall tape and carpet seaming wax. Box tape even used.
- Low ounce weight matting, inferior primary backing.
- Glued edging (not sewn).
  - ⇒ Problem: Inferior materials exposed to dirt and elements (Pic A).
  - ⇒ Problem: Seams prematurely breakdown (Pic B).
  - ⇒ Problem: Primary backing wears off prematurely (Pic C).
  - ⇒ Problem: Glued edges breakdown, becoming a trip hazard (Pic D).
  - ⇒ Problem: Aesthetics, useful life of mat significantly reduced.

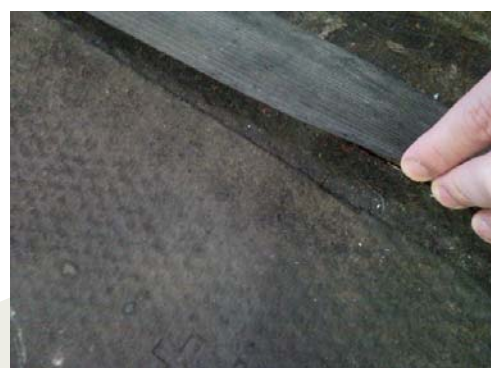
**Competitor: Inferior materials, unprofessional practices.**



Picture B



Picture C



Picture D

### **Selected Clients -**

- Tishman Speyer
- Manulife Financial
- Blake Real Estate
- Charles E. Smith
- The Tower Companies
- Lerner Corporation
- Jones Lang LaSalle
- Lenkin Company Management
- Trammell Crow
- The Bozzuto Group

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**[www.matconcepts.com](http://www.matconcepts.com)**

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