

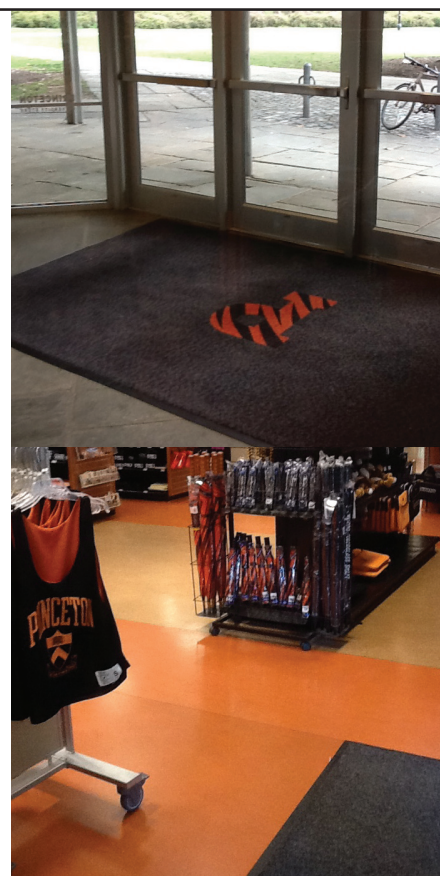
# Princeton University Store, Princeton, New Jersey

The Princeton University Store is a bustling hub of activity year-round, with an average of 1,500 visitors daily during the school year. Open 7 days a week, the store receives round-the-clock traffic from customers purchasing grocery items and school supplies, or filling prescriptions at the in-store pharmacy.

John Augustine, the University Store Manager, needed a solution to stop large amounts of dirt and moisture from being walked into the store each day. A textile-based entry flooring mat system was selected as a solution. Already pleased with the Forbo Marmoleum® sheet flooring used in the facility, Augustine decided to add Forbo's Coral® Mats to the store's entrance.

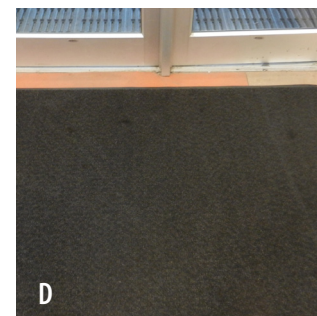
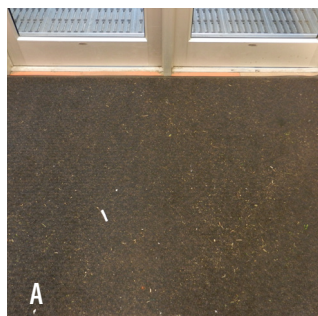
Coral® Mats feature a combination of yarns that absorb moisture, while removing the bulk of dirt and grit from shoe soles and wheeled traffic. Available in a variety of colors and sizes, Coral® Mats are designed for maximum dirt storage, allowing for a neat appearance between cleanings. After six months of heavy daily use, Forbo visited the University Store to inspect the flooring. A quick cleaning with a residential-grade, beater-bar vacuum cleaner revealed the impact of using this textile-based system at the store entrance -- literally piles of dirt and debris were removed. The cleaned mats looked great and were ready for continued use. Coral® Mats not only prevented dirt from being walked into the store, they also reduced the facility's cleaning and maintenance costs directly. Further, they have lowered the risk of slip and fall incidents.

John Augustine could not be more pleased with the performance of both the Coral® Mats and Marmoleum® flooring in his facility. "Despite the heavy volume of traffic, the flooring still looks as good as the day it was installed, with minimal maintenance on our part," Augustine noted. "We usually clean the Marmoleum® 3 - 5 times per week, and refinish the floor once a year." Augustine also ordered additional Coral® Mats featuring a waterjet inlay of the Princeton logo after seeing how well the mats prevented dirt and moisture from entering the facility.



## Project details

project	Princeton University Store
location	Princeton, NJ
material	Coral® Mats - Brush Activ 5830
	Coral® Logo Mats
	Marmoleum® Fresco 2.5 mm



The condition of the Coral® Mat before cleaning (photo A) showed that it effectively removed dirt from shoes and retained the dirt in the mat. The use of a common vacuum cleaner (photo B) and the resulting piles of dirt that were collected (photo C) attested to the Coral® Mat's ability to first retain a considerable quantity of dirt and then release it when cleaned. The cleaned mat recovered well and looked great (photo D).