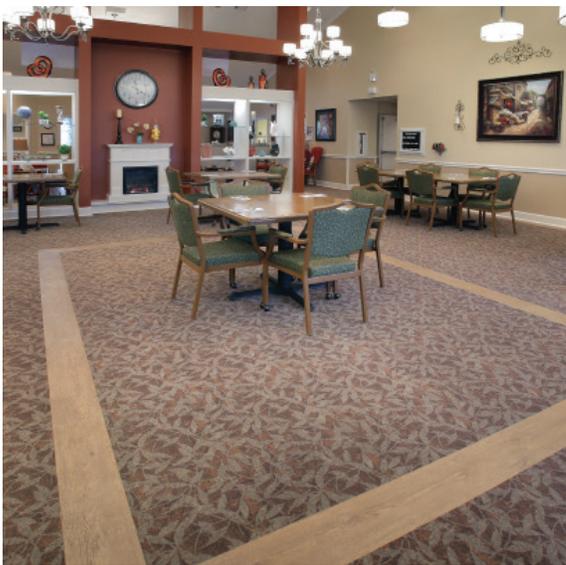
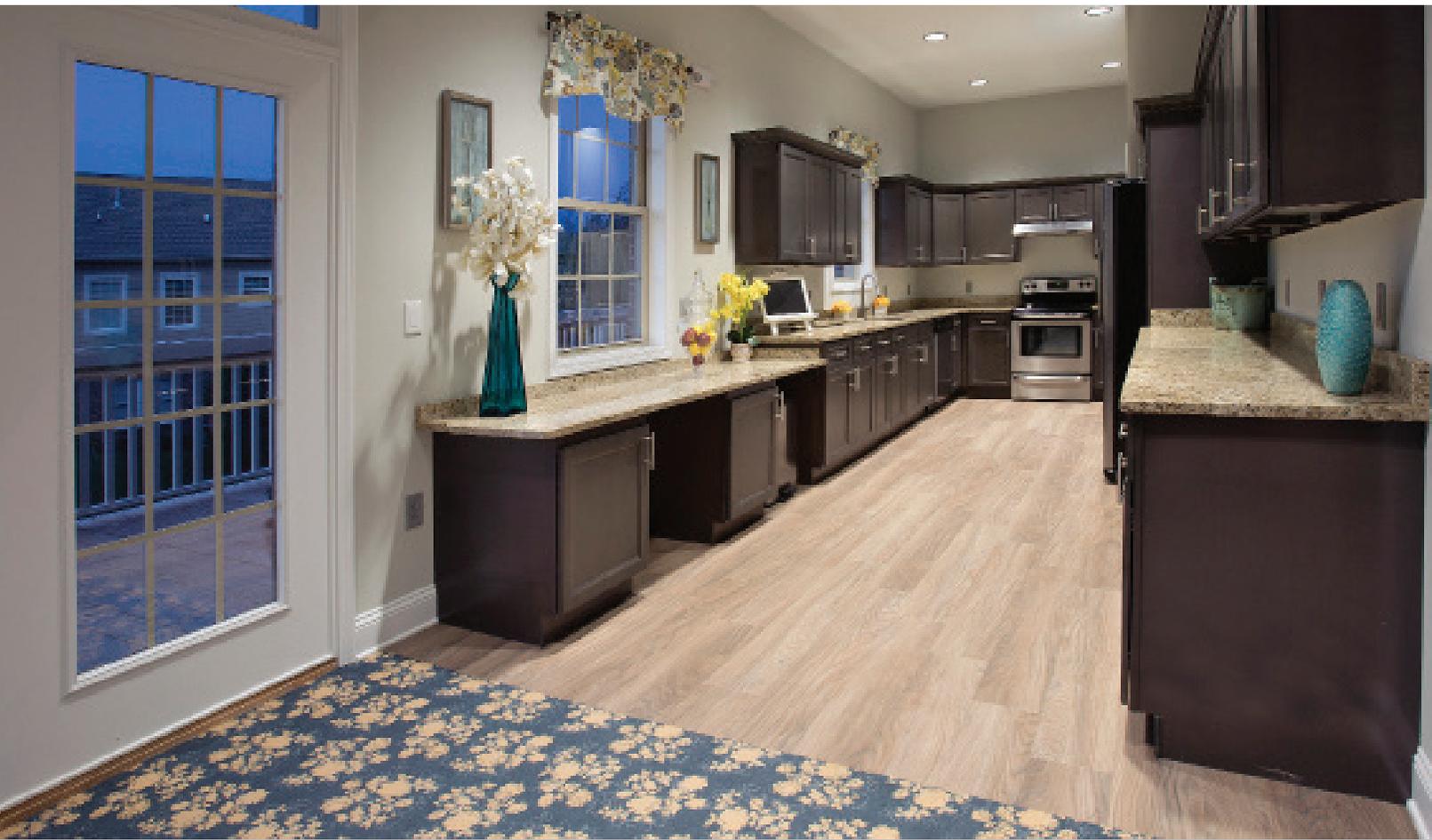


# Full-service flooring solutions designed with senior care in mind.

## CASE STUDY



Located in the rolling hills of Tennessee, Asbury Place is an organization whose mission is to celebrate life every day, in every way with the staff and residents of its Continuing Care Retirement Communities. Asbury Place offers independent living, assisted living, skilled care, rehabilitation, and memory support services to more than 600 seniors in their Kingsport and Maryville communities.

Asbury's commitment to the health and well-being of their staff and residents is reflected in their beautiful, well-maintained campuses. Careful consideration is given to the products selected for their communities, including key factors such as long-term durability, ease of maintenance, resistance to spills, and aesthetics. However, the carpeting and floor tiles in several of their buildings were no longer appealing and were very difficult to maintain. An easier to clean, more attractive solution was needed to update the look and performance of their communities.



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*“It’s so easy to clean, and we’ve saved money on our cleaning supplies”*

*Tammy McKinney  
LPN, ACLF  
Administrator*

### **Affordable style and function**

Major renovations can be costly and challenging for a highly active senior community. It was important for Asbury Place to choose the right high-performing products and services offered through their Group Purchasing Organization Contract to maximize cost-savings for the organization. They also needed a Construction Management team who was able to coordinate the removal of old flooring and install the new flooring while residents and staff continued with their daily lives and responsibilities.

Designer Tina Collins, with Creative Staging in Knoxville, selected a mix of Forbo products, including Flotex textile flooring for the renovation. Available in a broad range of colors and patterns, Flotex is an ideal solution for senior living communities. A key benefit is its superior resistance to stains and spills, an advantage the staff at Asbury Place desperately needed. Spills present significant problems for senior care facilities and can range from food and beverages to blood and bodily fluids. Traditional level looped, broadloom, or tile carpeting commonly found in commercial facilities can make cleaning spills more difficult,



trapping bacteria in the pile and fibrous backing, creating sour odors, slippery conditions, and potentially damaging the underlying structures.

Flotex floor coverings were developed to solve many of the problems traditional carpet presents. It is 100% waterproof, allowing most spills to quickly and easily be removed, while remaining slip resistant and safe to walk on whether wet or dry. The internal structure of Flotex prevents moisture from penetrating and festering between the primary and secondary backings, as can be the

case with traditional carpet. Plus, Flotex does not require transition strips, reducing trip and fall incidents, a feature that is important to Sandra Brown, Executive Director of Asbury Place Kingsport. “Forbo’s Flotex flooring is a beautiful product that is easily cleaned and maintained,” noted Brown. “Seamless transitions from one type of flooring to the other reduces the risks of falls.”

### **Before:**

One of the biggest challenges Asbury faced was the need for flooring that was resistance to stains and spills. The carpeting and tile in their buildings were difficult to maintain and needed an updated look. There was a strong need for easy to clean appealing flooring that contributed to healthy living, without being too costly.



**Before**



***“The Forbo installers were knowledgeable and very sensitive to our high traffic building. They were patient and kind to our residents...”***

*Sandra Brown  
Executive Director*

Flotex transitions seamlessly to the high quality Allura Flex luxury vinyl planks which were selected for gathering areas, craft rooms, and party spaces. The beautiful, photo-realistic wood planks provide a dimensionally stable, highly durable, and easy care solution for these high-traffic areas. Allura Flex features a cushioned backing, providing comfort underfoot for both residents and caregivers, as well as improved sound absorption, a surprising added benefit for the staff as Asbury Place.

#### **Relationships that work**

Renovating an occupied senior housing community presents unique challenges for both the administration and the construction teams. Asbury partnered with Forbo's Construction Management Services to coordinate the project from start to finish, taking into consideration the special requirements of each facility. In March of 2015, work began to replace the flooring in two of Asbury Place Kingsport's campuses. The Steadman Hill Assistant Living

community houses 34 assisted living apartments and 14 memory care apartments, and the Baymont Independent Living Retirement Community is a very active campus that includes 86 apartments. Work then moved to the 75 unit Assisted Living campus in Maryville, which included 69 occupied apartments.

Armed with a thorough understanding of the products, an experience Forbo Certified Installer and his team ensured proper installation in a timely manner, with minimal disruption to the residents and staff. The installers remained flexible to handle unexpected events and were able to complete the projects ahead of schedule. According to Sandra Brown, "The Forbo installers were knowledgeable and very sensitive to our high traffic building. They were patient and kind to our residents, and understanding when plans changed due to activities or incidents that came up unexpectedly." The result is a high quality installation, with controlled installation costs.



**After**

#### **After:**

The solution Forbo and Asbury Place decided on were beautiful, cost-effective, and easy to maintain Flotex and Allura floors. The waterproof floors are easy to clean and have saved Asbury Place money on cleaning supplies. The new floors regularly receive compliments from guests and potential residents.

## Beautiful results

Selecting easy to care for products was an important goal for Asbury's renovation project. Forbo worked with Asbury to develop a simple, cost-effective cleaning and maintenance regime to keep their Flotex and Allura Flex floors looking beautiful for years to come. Spills and stains are easily removed from Flotex's waterproof and quick-drying surface with a simple solution of floor cleaner and water. No harsh chemicals are needed.

Tammy McKinney, LPN, ACLF Administrator at Asbury Place Steadman Hill appreciates the new routine. "It's so easy to clean, and we've saved money on our cleaning supplies," McKinney states. "We check for soils daily and clean using a mild cleanser, water, a scraper, and a towel." Maintenance using a carpet extractor is conducted as needed, about once a month. Carla Rafferty, ACLF Administrator for Asbury Place Maryville, agrees, saying the

housekeeping staff reports easier cleanup with the new flooring. "The floors look beautiful and receive regular compliments from guests and potential residents," Rafferty notes. This new flooring, along with other renovations made to the campus, have helped maintain a competitive advantage including continued strong occupancy," claims McKinney.

The combined efforts of Asbury Place and Forbo Flooring Systems have resulted in successful, cost-efficient, high-quality installations that were completed on schedule. "Forbo Flooring Systems is a superior company that provides beautiful, quality products that are easily cleaned and maintained," summarized Sandra Brown. "Their installers were very professional and timely, and the work was completed with exceptional quality. We will definitely be using Forbo for our future renovations."



Fred Gerlich Photography

## Top ten reasons to choose Flotex flooring for your facility:

1. **Durable** - resists crushing and matting due to 70 million upright nylon 6,6 fibers per M2.
2. **Easy to clean** - dense, upright fibers allow dirt to be easily removed by vacuuming, with no loops or twists to trap dirt.
3. **Soil and stain resistant** - most stains and spills can easily be removed, including permanent marker.
4. **Slip resistant wet and dry** - provides safety and minimizes liability from slips and falls.
5. **Hygienic** - Flotex is a supplement to, and not a substitute for, standard infection control practices, and has been shown to reduce microbial contamination based on Independent Laboratory Testing.
6. **Closed cell cushion backing** - comfortable and quiet underfoot. 100% waterproof.
7. **Acoustics** - Sound Absorption (20dB) and Impact Sound Transmission (flooring/ceiling) of IIC 59 for tile and IIC 57 for sheet.
8. **Eliminate odors** - Does not allow moisture to penetrate and fester between the primary and secondary backings as can be the case with traditional carpet.
9. **Improved indoor air quality** - dirt and allergens are easily removed by vacuuming. Flotex is the only textile flooring material awarded the British Allergy Foundation's Seal of Approval. Does not contain harmful VOC's.
10. **Design** - warm, stylish aesthetics available in sheet and tile. Flexibility to create custom designs.

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