MATS 101: 10 QUESTIONS AND ANSWERS ABOUT MATS

Logo mats, which are made in the USA, not only provide a cleaner and safer working environment, but also offer the opportunity to brand a unique surface: the floor. Here are the 10 most frequently asked questions about custom-branded floor mats from Logo Mats LLC – and how they’ll work in any business.
WHY WOULD MY CUSTOMERS WANT A LOGO MAT?

Floor mats work very well to prevent slip-and-fall accidents, but that’s not the whole story. You can sell them on one other prospect: branding the floor. Once a customer sees a mat turned into a solid branding opportunity, it sells itself, guaranteed.

WHO’S BUYING LOGO MATS?

You might expect us to go into a detailed list of specific industries, but logo mats are well suited for your current customers. They most likely already have floor mats, so why not buy them from your company? The simple answer is that most businesses are buying floor mats.

“When you brand a floor mat, you turn the mat from a need into a want.”
Miles Wadsworth, President, Logo Mats, LLC
WHAT'S THE BEST INDOOR OPTION?
The most popular indoor option we have is the DigiPrint™ HD, it’s a carpeted mat with a rubber backing. This mat is usually placed just inside the door. The DigiPrint™ HD is the go-to product for commercial-grade, high-quality branding.

WHERE ARE THESE MATS PLACED?
We have both indoor and outdoor mats as well as hybrid mats that can be used in both areas. The basic indoor mat would go right inside the door, and the basic outdoor mat would go right outside the door. Tip: The recommended mat size for a single door entryway is 3’ x 5’, and a 4’ x 6’ mat is perfect for a double-door entryway. We also offer runners that can stretch down hallways or through a doorway.

“The DigiPrint™ HD is sure to provide value and brand integrity to your customer’s facilities.”
Miles Wadsworth, President, Logo Mats, LLC
WHAT’S THE BEST OUTDOOR OPTION?
Our most popular outdoor option is the SuperScrape™ Impressions, an all-rubber mat that’s normally placed just outside the door. This mat serves as a first line of defense while maintaining a quality branding image.

WHAT’S THE BEST INDOOR/OUTDOOR OPTION?
Our most popular hybrid mat is the Waterhog™ Impressions HD. This mat can be placed indoors or outdoors, and absorbs 1.5 gallons of water per square yard. The Waterhog™ Impressions HD is a great product for areas with lots of moisture.
DO YOU HAVE POINT-OF-PURCHASE OR DISPLAY FLOOR MATS?

Absolutely. The most popular product we offer for this application is called Floor Impressions™, which can produce a high-quality, photo-like image that’s great for a marketing-oriented approach.

WHAT’S THE MINIMUM QUANTITY ORDER?

You and your customer will appreciate our one-mat minimum.
WHAT WILL THE TURNAROUND TIME BE ON MY ORDER?
Our customers appreciate one of the fastest lead times in the industry at three to five days. We pride ourselves on being able to deliver product to your clients quickly.

3- TO 5-DAY TURNAROUND

HOW LONG WILL A LOGO MAT LAST?
On average, most of our mats last two to five years, but it does vary depending on what product your client has purchased. Because we produce everything in-house, we control and offer a high-quality product.

For more information, visit www.logomatsllc.com or call (888) 628-7462.