

## **HIGH-PERFORMANCE ENTRYWAYS:** **A SYSTEMS-BASED GUIDE FOR FACILITY PROFESSIONALS**

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## The Overlooked Power of Entryways

Think about the hardest working spaces in your facility. They bear the brunt of weather, traffic, expectations, and scrutiny—all within seconds of someone stepping inside. Yet, it's rarely the mechanical room or the lighting system-- it's the entryway. In retail, hospitality, healthcare, offices, and entertainment venues, entryways quietly perform the most critical work: protecting people, shaping first impressions, and influencing daily operations the moment someone steps inside.

With the right flooring system, an entryway goes beyond getting people through the door. It actively reduces the risk of slips and falls, preserves interior finishes, lowers cleaning costs, and supports a facility's brand and sustainability goals. Every day, without fanfare, a well-designed entryway contributes to safer environments, smoother operations, and stronger reputations.

Balancing these demands isn't easy. Facility leaders are constantly asked to deliver more—with less—while navigating budget constraints, aging infrastructure, and rising expectations from customers, employees, and regulators.

An entryway system is an underestimated asset providing practical protection against everyday risks. They provide everyday protection: the proactive defense against routine, high-impact risks—like slips, wear, and poor impressions—that facility leaders face daily, safeguarding people, property, operations, and brand without waiting for black swan disasters to strike.

**“80% of dirt, moisture, and contaminants enter through the entryway.”**



DESIGN

SAFETY

DURABILITY

SUSTAINABILITY

## The Four Pillars of High-Performing Entryway Systems

A high-performing entryway system earns its value by delivering more than just one benefit, they deliver every protection. The best systems balance four essential pillars: design, safety and protection, durability, and sustainability. Together, these pillars transform entryways into vital safety, operations, and brand experience assets.





## Pillar 1: Design — Elevate Perception Without Sacrificing Performance

Perhaps most overlooked—but equally important—is the entryways’ role in shaping brand and customer experience. The entryway is often the first tactile and visual interaction a visitor has with a space. For hotels, it influences how welcomed and comfortable a guest feels. For retailers, it contributes to a shopper’s perception of cleanliness and professionalism. For office buildings, it reflects on the organizations that call the space home. It sends a subtle but powerful message about safety, attention to detail, and care.

Effective entryway design seamlessly blends appearance and performance. The best system enhances the architectural and brand character of the facility while performing essential tasks like trapping dirt, controlling moisture, and directing movement. Colors, patterns, and custom elements, such as logo mats, help reinforce identity and make the space feel intentional and welcoming.

Entryway design also plays a role in comfort and wayfinding, especially when transitioning directly into public-facing spaces like lobbies, shopping aisles, or guest check-in areas. A well-designed system sets expectations, improves flow, and elevates the visitors’ experience.

## The Hidden Cost of Slips, Trips, and Falls

- \$70 billion+ annual cost to U.S. businesses.
- 87% of slip incidents occur on moderate or low-traction surfaces.
- Slips & falls are a leading cause of injuries across all facility types.

“ *A clean entryway does more than protect your floors—it protects your brand.* ”

## Pillar 2: Safety & Protection — The Quiet Workhorse

Entryway flooring systems play a frontline role in preventing slips, trips, and falls. Most slip-and-fall events occur on surfaces with inadequate traction, often near entrances where moisture and contaminants accumulate. Effective entryway systems proactively reduce these risks by controlling moisture and trapping debris where it matters most.

Modern solutions integrate slip-resistant surfaces, moisture absorption, and secure installation methods to meet or exceed ANSI/ASSP and NFSI safety standards. The safety benefit extends beyond guests. Employees—particularly those working near entrances—are among the most frequent users of these spaces. Cleaner, drier, and more stable flooring directly improves staff safety and comfort while reducing maintenance risks.

Additionally, controlling the spread of dirt and dust at the door improves indoor air quality, contributing to a healthier environment throughout the facility.

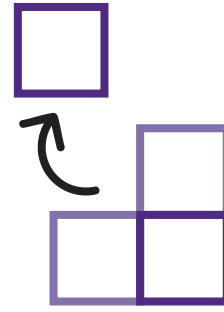
## Pillar 3: Durability — Built Like Nature's Best

Entryways experience some of the highest levels of wear and tear in a facility. Foot traffic, rolling loads, weather conditions, and cleaning equipment all take a toll. Without durable flooring, facility teams face frequent repairs, premature replacements, and rising maintenance costs.

High-durability systems deliver value through:



Nature-inspired design using patterns, like alligator scales and tortoise shells, create durable, stress-resistant entryway flooring



Modular designs that allow easy spot replacement of tiles instead of costly full-floor replacements



Resistance to abrasion, stains, and moisture which reduces cleaning intensity and extends lifespan

Durability directly impacts total lifecycle cost. Short-lived or underperforming systems may save money upfront but often lead to recurring costs, disruptions, and increased risk exposure. In contrast, systems designed for endurance improve reliability and lower the total cost of ownership.

**“More durable systems don’t just look better—they lower lifecycle costs.”**

## The Role of Entryway Flooring in ESG Goals

An advanced entryway flooring system contributes to ESG objectives by:

- Reducing energy and water usage (less cleaning required).
- Improving indoor air quality.
- Supporting safety for employees, customers, and guests.
- Enabling longer-lasting materials and reduced landfill waste.

## Pillar 4: Sustainability — Proven Performance

More recently, sustainability has risen as a fourth key driver. Increasingly, organizations are judged not only on safety and service, but also on managing their environmental footprint. Sustainability is now a baseline expectation for many facilities—not just an aspirational goal. Entryway systems can make a measurable contribution to a facility's environmental, social, and governance (ESG) objectives.

Sustainable systems also signal organizational values. Clean, well-maintained, and eco-conscious entryways demonstrate care for people and the environment—qualities that resonate with customers, employees, and regulators alike.





## Anatomy of a Best-in-Class Entryway System

For an entryway system to deliver on its promise of everyday protection, it needs more than a single mat placed near the door. Leading facility teams take a flooring systems approach, viewing the entryway not as a spot, but as a process. This sequence progressively addresses safety, cleanliness, and durability as people enter the building.

What is the most effective framework?

*The proven Three-Zone System.*

Located directly outside or immediately inside the building entrance, Zone 1 is designed to tackle the heaviest threats: dirt, snow, ice, salt, and moisture. This zone often features robust solutions such as open-grid systems like the MatShield® grid system or other heavy-duty scraper mats that aggressively remove debris from foot traffic and rolling loads. When properly designed, this zone stops the biggest culprits before they even cross the threshold.

# Zone 1:

## The First Line of Defense

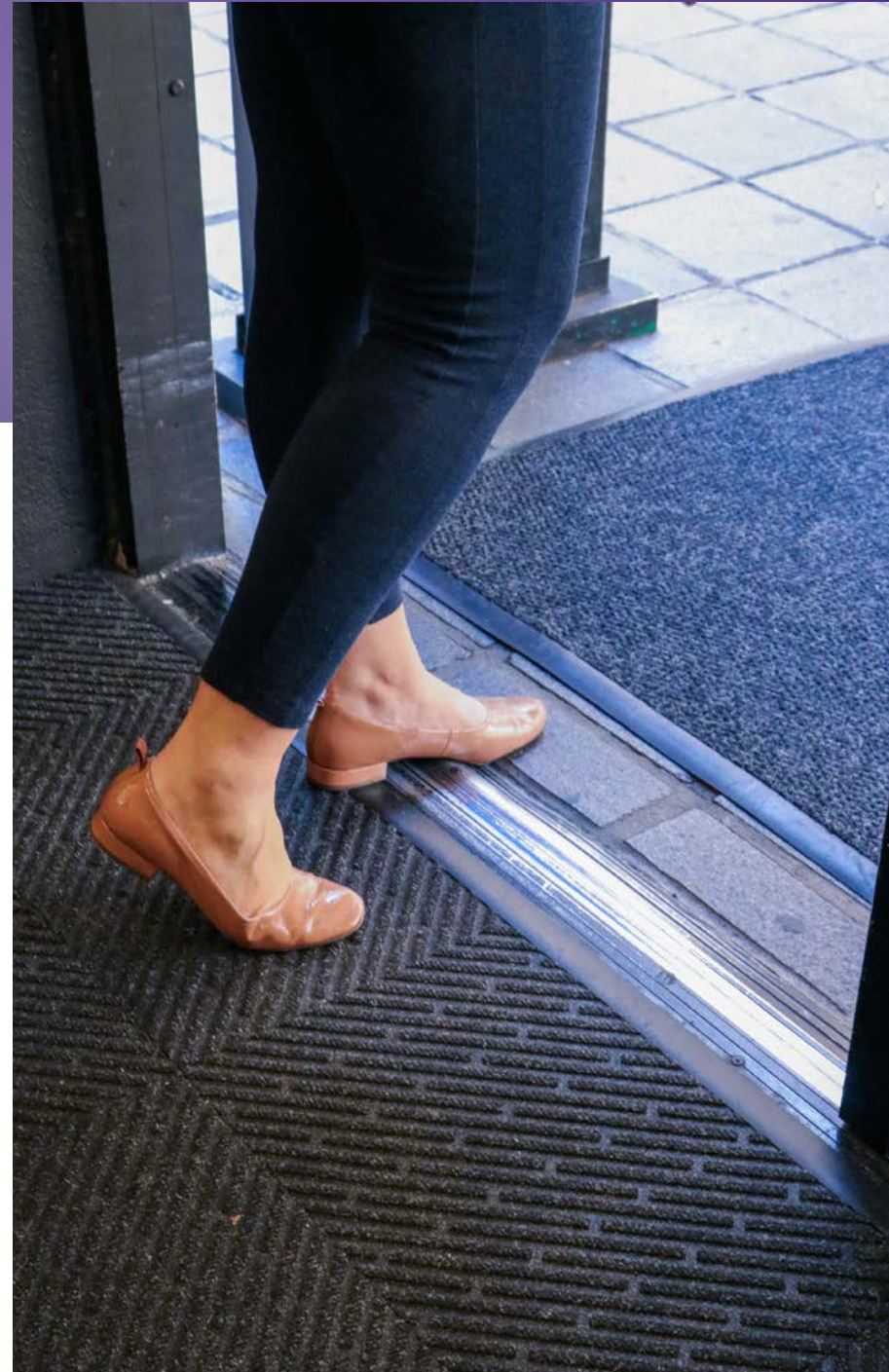




# Zone 2:

## Refining the Transition

Positioned within vestibules or just inside the doors, Zone 2 serves a dual-purpose design that removes remaining debris while starting to dry and clean footwear. Products like REPP-Tile™ carpet tiles, which combine moisture absorption with dirt-trapping capability, excel in this role. This zone is crucial for reducing moisture that could migrate deeper into the facility, creating safety and maintenance challenges.

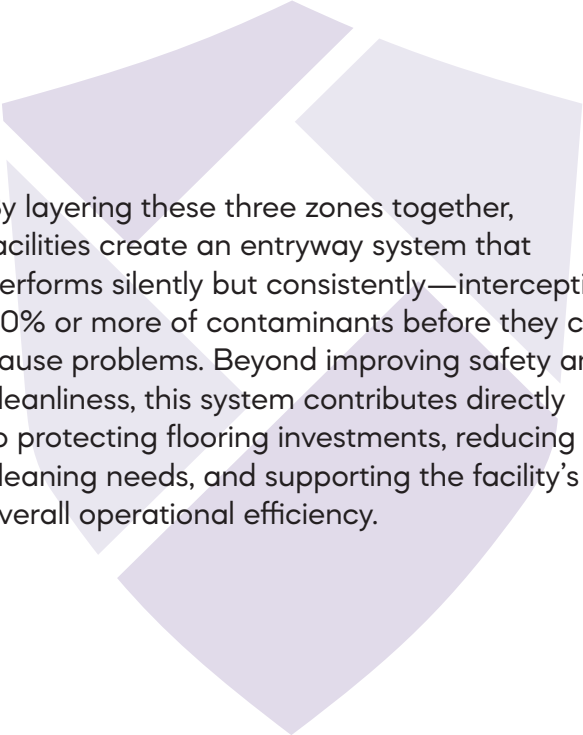


Located further inside, Zone 3 offers the finishing touch. Often integrated directly into the interior design, this area features softer, more aesthetically pleasing materials like logo mats or branded carpeting. Its job is to absorb the last traces of moisture, enhance visitor impressions, and protect interior flooring from wear and tear.

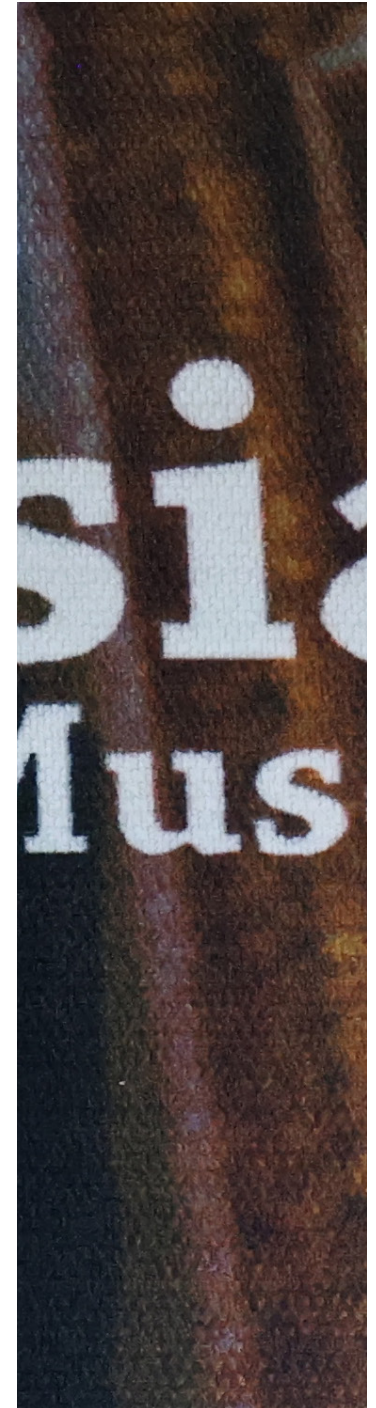
## Zone 3: Final Protection and Presentation







By layering these three zones together, facilities create an entryway system that performs silently but consistently—intercepting 80% or more of contaminants before they can cause problems. Beyond improving safety and cleanliness, this system contributes directly to protecting flooring investments, reducing cleaning needs, and supporting the facility's overall operational efficiency.









# Real-World Example

The actual value of a well-designed entryway system is best seen in action. Across industries—from retail to hospitality to healthcare—facility leaders who rethink their entryways often unlock measurable improvements in safety, operations, and customer experience.

## Financial Institution Entryway Refresh

A large credit union serving the South-Central region of the U.S. needed a better solution for managing dirt, moisture, and slip risks at its branch entryways. The credit union's existing entryway flooring program was costly and ineffective, leading to ongoing cleaning challenges and inconsistent appearance across more than 30 locations.

The credit union installed REPP-Tile™, a modular, high-performance entryway flooring system designed to improve safety, reduce maintenance, and enhance the customer experience. The system's modular design allowed the credit union's in-house team to install the tiles efficiently and simplified future spot repairs.

The results have been quite clear:



Eliminated the need for outsourced floor care services



Reduced maintenance and cleaning costs across all branches



Improved slip resistance, reducing safety concerns for members and employees



Delivered a consistent, professional look aligned with their brand



Adopted REPP-Tile™ as the new standard for all future branch remodels

A year and a half since the first installation of a REPP-Tile entryway flooring system, the executive in charge of the project said,

“The REPP-Tile still looks brand new.”



## How to Select the Right Solution and Partner

Selecting an entryway flooring solution isn't just about picking a product—it's about investing in your facility's long-term safety, efficiency, and reputation. Facility leaders know the pressure of balancing performance with budget but selecting an entryway system is one area where thinking beyond the initial purchase price pays significant dividends.

Here's how to approach the process thoughtfully.





## 1. Look Beyond Initial Costs

Many facilities fall into the trap of choosing based on price alone. Considering the lifecycle cost of entryway solutions, rather than just the upfront cost, tells a much more complete story. A lower-cost mat or flooring product may seem attractive initially but often requires more frequent replacement, more intensive cleaning, and more repairs—adding unexpected costs over time.

High-performance, advanced entryway flooring systems:



Last longer,  
reducing  
replacement  
frequency



Lower maintenance  
labor and cleaning  
costs



Minimize  
operational  
disruptions



Often qualify for  
sustainability credits  
or ESG reporting  
advantages

Modular systems like REPP-Tile™ also allow for partial replacements—fixing only the areas that need attention rather than redoing entire sections, resulting in even more significant savings.



## 2. What to Look for in an Entryway System

Consider these key criteria during your selection process:



**Performance:** Does the system meet recognized safety standards (e.g., ANSI/ASSP A1264.2, NFSA)? Can it stand up to your facility's unique traffic patterns and environmental conditions?



**Integration:** Can it be seamlessly incorporated into the design of your facility, supporting brand identity and wayfinding?



**Sustainability:** Are the materials recyclable or made from recycled content? Does the system support ESG goals and reduce environmental impact over time?



**Maintenance Requirements:** Will the system reduce labor and cleaning intensity? Is it easy to maintain for the long haul?



**Partner Support:** Does the provider offer not just products but also guidance, installation expertise, and ongoing support?

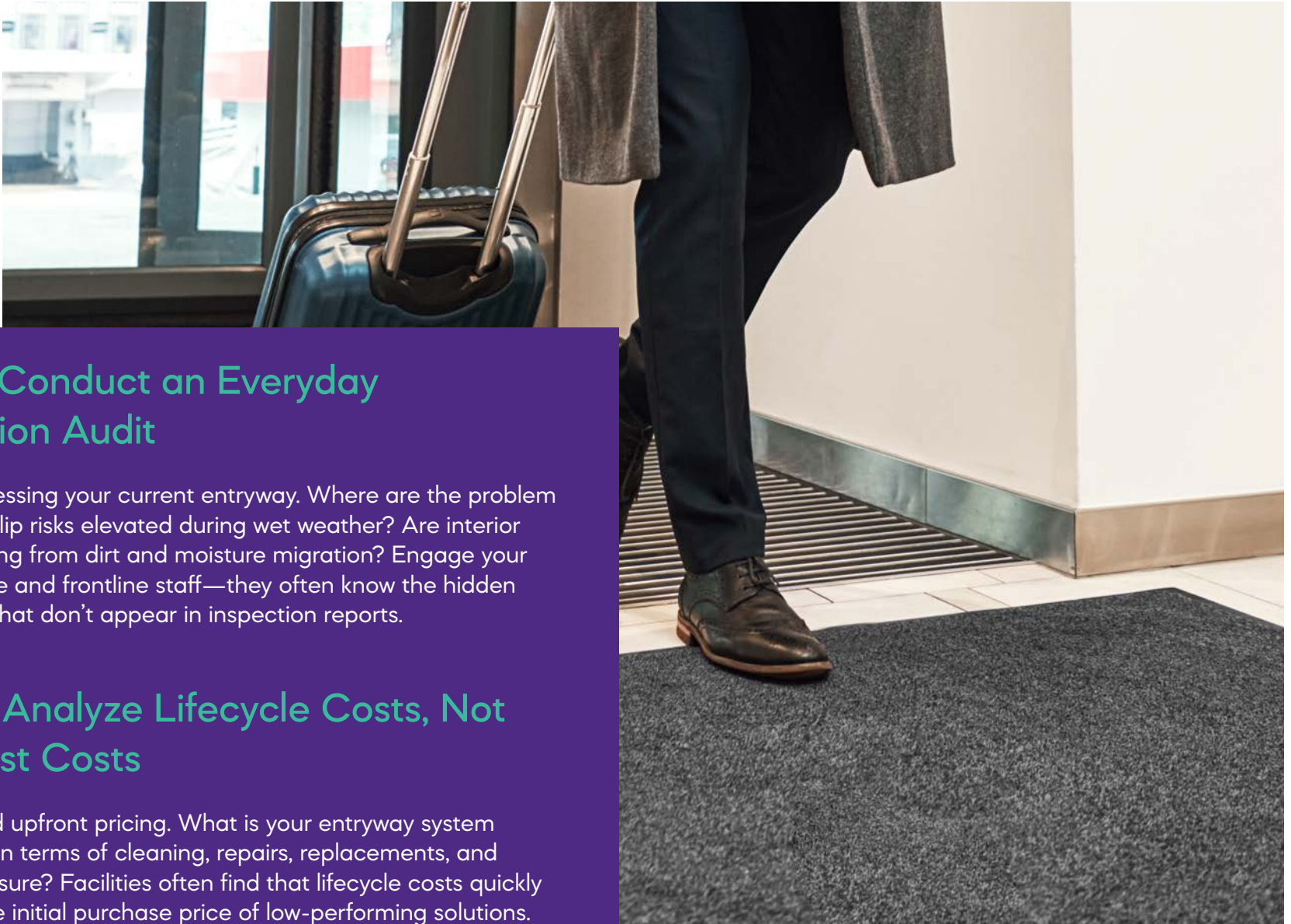
When facility leaders focus on lifecycle value, not just upfront cost, they're more likely to deliver safer, more sustainable, and more cost-effective spaces—all while improving the everyday experience of visitors and staff.





# Achieving Entryway Excellence

Improving an entryway system doesn't have to be a complex or disruptive project. A few focused steps can create lasting improvements in safety, appearance, and facility performance. Here's a practical path forward:



## Step 1: Conduct an Everyday Protection Audit

Start by assessing your current entryway. Where are the problem areas? Are slip risks elevated during wet weather? Are interior floors suffering from dirt and moisture migration? Engage your maintenance and frontline staff—they often know the hidden pain points that don't appear in inspection reports.

## Step 2: Analyze Lifecycle Costs, Not Just First Costs

Look beyond upfront pricing. What is your entryway system costing you in terms of cleaning, repairs, replacements, and liability exposure? Facilities often find that lifecycle costs quickly outweigh the initial purchase price of low-performing solutions.



## Step 3: Prioritize Improvements Based on Business Goals

Clarify whether your highest priorities are safety, brand perception, operational efficiency, ESG alignment—or all the above. Prioritizing facility entryway goals helps narrow the field when selecting the right entryway flooring solution.

## Step 4: Implement and Maintain for Everyday Protection

Choose a system designed for durability, modularity, and sustainability. Partner with a provider who can help with selection, installation, and long-term support. As importantly, make entryway inspection and maintenance part of your ongoing facility strategy—not just a one-time project.

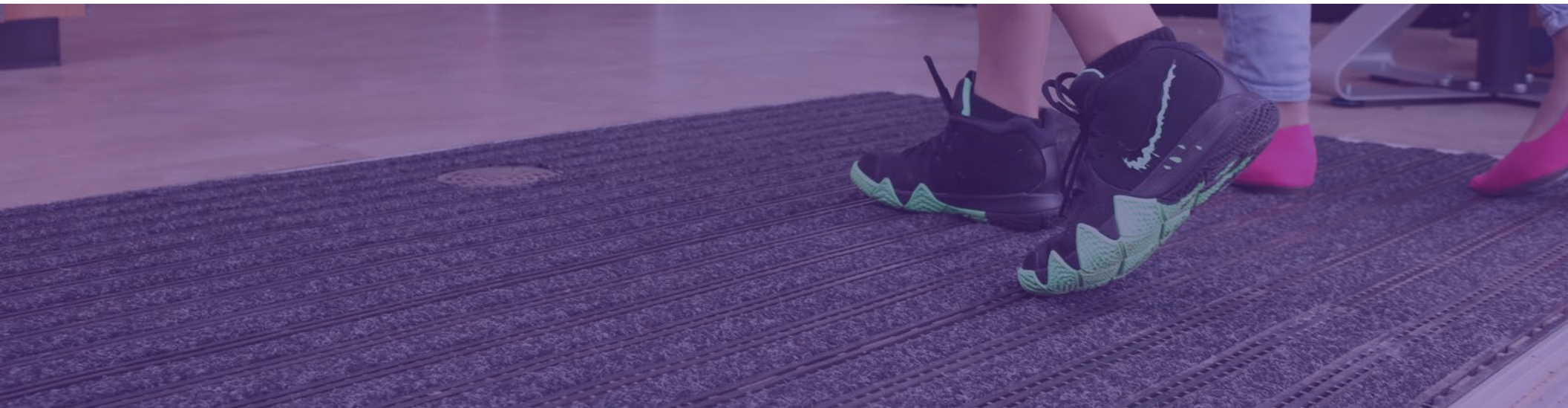


## The Entryway Advantage

Entryways are where safety, brand, operations, and sustainability come together, often unnoticed but always working. Facilities that invest in thoughtful entryway design and performance gain far more than clean floors; they make environments safer, lower maintenance costs, and improve customer and employee experience, and align with sustainability goals.

These benefits don't require large-scale renovations or significant capital projects. Many facilities improve significantly by making smart, system-level choices and prioritizing long-term value.

Well-designed entryways with advanced entryway flooring are more than a necessity. They are an everyday advantage.







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