

Transforming a Hotel Entryway into a Sustainability and Brand Success Story

Case Study



OVERVIEW

It has been said that guests form their initial impression of a brand within 7-10 seconds of entering. What many brands underestimate is the significant role flooring plays in this judgment. For several years, a worldwide hotel brand has been focusing on enhancing the guest experience, particularly at the entryway, and they are looking at their flooring as more than just a surface but as a powerful tool to enhance the guest experience, operations, and their brand values.

This leading hotel brand has also been actively pursuing sustainability initiatives to reduce its environmental impact and promote eco-friendly practices. Beyond being energy efficient and reducing water and waste, the hotel chain wants to collaborate with organizations focused on environmental sustainability to implement best practices and stay informed about new initiatives.



We are thrilled with the MatWorks entryway system installed at our facility. The overall look is both modern and welcoming, enhancing our entrance significantly. We've noticed a remarkable improvement in maintaining the cleanliness of our floors; the additional matting is effectively capturing dirt and moisture, which has greatly reduced wear and tear. This not only keeps our space looking polished but also helps lower our maintenance costs. Overall, the system has proven to be a valuable investment in both aesthetics and functionality.



Hotel General Manager

ABOUT US

For more than 60 years, MatWorks, a division of Mountville, has provided solution-based floor-covering and matting products designed to help retail, grocery, and hospitality partners minimize risk, reduce maintenance costs, and enhance the aesthetics of their spaces. Products include entrance system carpet tiles, walk-off and anti-fatigue matting, and interior flooring such as LVT and ceramics. With a 100% satisfaction guarantee, MatWorks also provides customers an eco-friendly flooring solution with full-life cycle support, making the adoption of sustainable flooring a seamless process.

CHALLENGE

For years, hotels have used promotional matting at their entryways to create a consistent brand experience and build guest loyalty. But with rising competition in the hospitality industry, the entryway now plays an even greater role in setting a positive tone for guests.

One of the busiest hotels in downtown Atlanta wanted to enhance both form and function at its entrance. While they already used promotional mats for guests and anti-fatigue mats for staff behind the front desk, they were looking for a more visually integrated and effective entryway system.

The lobby's tile flooring, while attractive, became slippery and dirty during peak traffic, leading to safety concerns and longer cleaning times. The downtown manager aimed to reduce slip-and-fall risks, improve cleaning efficiency, and create a better first impression for guests.

MatWorks, the leading matting provider for this global hotel brand, delivered a comprehensive solution tailored to the hotel's needs.

SOLUTION

The MatWorks team listened to the needs of the hotel manager and provided an innovative approach to their entryway design. Knowing the hotel brand prides itself on its sustainability commitments, MatWorks recommended the hotel install their high-performance, fully recyclable entryway carpet tile, REPP-Tile™. Some of its key features include:

- 01 Eco-Friendly Materials:** REPP-Tile uses recycled polyethylene terephthalate PET, reducing environmental impact and contributing to resource conservation.
- 02 Durability and Longevity:** REPP-Tile is stain-resistant and built for heavy foot traffic, lasting up to five years—far longer than standard entryway carpet tiles.
- 03 Recyclability:** At the end of its life, REPP-Tile can be fully recycled and find new life in another REPP-Tile product, supporting a circular economy and eliminating waste.
- 04 Customizable Design:** REPP-Tile offers a range of designs, patterns, and colors, allowing the hotel to maintain their aesthetics while embracing sustainability.
- 05 Branding and Safety:** Diamond Inlay logo mats at check-in boosted brand recognition, while anti-fatigue mats at key stations supported staff comfort and well-being.

The new REPP-Tile carpet tiles added to the visual appeal as you walked into the hotel and provided safe footing for guests. It also provided the capacity to capture up to 80% of dirt and moisture from foot traffic, ensuring the rest of the lobby remained cleaner than ever.

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