

Beyond the Surface: How Super 1 Food's Flooring Choice Became a Grocery Game-Changer

MatWorks + Super 1 Foods Case Study



MATWORKS
COMPREHENSIVE FLOORING SOLUTIONS

OVERVIEW

In the fierce competition for grocery customers, every detail counts. Savvy grocers are leveraging store design elements - including innovative flooring solutions - to enhance customer experience, foster loyalty, manage costs, prioritize sustainability and drive revenue growth. Brookshire Grocery Company (BGC) is a 96-year-old, Texas-based, family-owned grocery chain known for its commitment to quality products, exceptional customer service, and community involvement, operating over 200 stores across Texas, Louisiana, and Arkansas.

As part of its robust expansion and remodeling plans of their brand Super 1 Foods, BGC wanted to enhance the safety, comfort, and aesthetics of its store flooring while reducing maintenance costs.

“MatWorks went above and beyond to help us achieve our store design vision and was a true partner for us. We continue to receive positive feedback about the new flooring from customers and employees.”

- Dale Grandlic, Vice President, Facility Services for Brookshire Grocery Company, the parent company of Super 1 Foods.

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

BGC initially installed floating click system luxury vinyl tile (LVT) flooring in its Super 1 Foods stores, believing it would provide an upscale look as well as functionality and maintenance benefits. However, the grocer quickly discovered that forklift traffic caused the flooring to buckle and crack, necessitating immediate removal.

Seeking a solution that could withstand heavy traffic, maintain an attractive appearance, and offer easy maintenance, BGC turned to MatWorks, a leading provider of entryway and flooring solutions for major retailers. Known for its solution-driven approach, MatWorks was experienced and prepared for the task at hand. For decades, they have partnered with big box retail customers like Walmart, Target, and Walgreens as well as leading grocery chains, offering low-cost, customizable, attractive, and sustainable flooring solutions.

SOLUTION



GeckoGrip Baroque LVT



REPP-Tile™ Broken Diagonal

MatWorks began with a consultative approach to fully understand Super 1 Foods store requirements. For the sales floor, they recommended their innovative GeckoGrip LVT. This unique product features a patented backing that enables a fast, adhesive-free installation and the ability to easily replace individual tiles. MatWorks also identified REPP-Tile, their fully recyclable carpet tile, as the ideal solution for store entryways.

MatWorks conducted test stores in September 2023 and, upon successful performance, moved forward with installations in Alexandria and Lafayette, Louisiana. When unexpected supply chain delays threatened to impact the schedule, MatWorks demonstrated their responsiveness and flexibility by swiftly reallocating materials between locations.

GeckoGrip's quick installation process, which required no cure time for adhesives, provided significant time and labor cost savings. Beyond material supply and installation, MatWorks provided customized maintenance training to Super 1 Food's staff, ensuring the flooring would retain its appearance and performance for years to come. When an issue with the subfloor preparation by another contractor caused some initial issues, MatWorks stepped up to make it right at no cost to BGC. This is a testament to their commitment to customer success and Mountville's core value to "do the right thing."

RESULTS

The partnership between Super 1 Foods and MatWorks has yielded impressive results including:

- ✓ 35% labor cost savings due to faster, easier installation
- ✓ Lack of store closures minimized revenue disruption
- ✓ Increased flooring resiliency and maintainability
- ✓ Improved store acoustics
- ✓ Enhanced safety by improving slip resistance
- ✓ Better customer and employee experience through more comfortable walking surface

Super 1 Foods has already engaged MatWorks to transform the flooring at additional stores. Together, Super 1 Foods and MatWorks are raising the bar for grocery retail flooring.

Join us in making a practical choice without compromising on quality or style.

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