FAQ
Waterhog Eco Floor Mats

Question: How do you keep the Waterhog Eco floor mats clean?

Answer: In general, regular vacuuming is recommended for getting the daily dirt accumulation out of the mats. Occasional shampooing with a carpet shampooer will remove excessive dirt and keep mats looking at their best. It is important to consider the amount of foot traffic and weather conditions to set the best cleaning schedule.

As for the most effective way to clean Waterhog mats, here is what the industry experts recommend:

1. Clean with enough frequency to prevent soil and water build up, according to the amount of foot traffic and weather conditions outside.
2. Make sure that the equipment being used is in good working order, bags replaced, belts, and brushes are working properly.
3. Make certain that the equipment is being used properly, creating the most effective results. Many cleaners try to vacuum at light speed, reducing the effectiveness and creating longer cleaning times as the job has to be done over again.
4. Consider soil types before cleaning. Is the soil wet or dry, sticky or loose impediments, stains or heavy soil?
   o For wet soils, a self-contained extractor with a brush and vac system is recommended. Several passes may be necessary at a slow speed to attain the best results.
   o For dry soils, a good two motor vacuum with the brush adjusted all the way down will give you the most agitation of the soil and best results. Backpack vacuums offer a higher CFM than some uprights, but more passes over the mat are needed to compensate for the lack of agitation.
5. For dry crusty salt stains, it is recommended that the mat be soaked in hot water with a neutral soap solution for half an hour and extracted as per wet soils above.
6. If your Waterhog mat is stained, you may use various carpet spotting solutions to loosen the soil stuck to the fibers. Waterhog mats are solution dyed, so you need not worry about the color fastness.

Question: Are the Andersen Company mats guaranteed?

Answer: Andersen does everything possible to ship products that are free of any manufacturing defects and guarantee 100% customer satisfaction. Should your customer have any issue with an Andersen mat, they will work to find a fair resolution for the customer. This usually involves either replacing the mat or refunding the customers money.

1. If your customer receives incorrect product (such as wrong size or color) or product that has manufacturing defects, contact United for a return merchandise authorization (RMA). Matters such as these should be reported
within a short time of receiving the product to assure that the situation is corrected as quickly as possible. And, in these cases call tags will be issued to pick up the mats and replacements will then be shipped to your customer at Andersen's expense.

2. If your customer has by chance ordered the wrong model number, color, size, quantity or simply does not like it, a RMA must be requested through United and the mats will then need to be returned to Andersen at the customer’s expense before credit will be issued.

3. In any case, when submitting a request for a RMA you should provide Customer support with the following information:
   - The original order number and date of order
   - Location of the mat that is to be returned
   - Indicate the reason for return
   - Indicate whether the mat is to be replaced or refunded
   - Provide a contact name and number at the mat’s location

Question: Some Andersen literature references “100% customer satisfaction for the life of the product.” How do they define the product’s lifetime?

Answer: Customers can expect that Waterhog mats will have a minimum performance life of 3 – 5 years, depending on traffic. And with steady use, it is reasonable to think that the customer would find it fair to buy a replacement mat at that time. If by some chance there is an issue due to a manufacturing defect that will usually be evidenced by the customer well before that time frame. That being said, Andersen does not like to put a timeframe on customer satisfaction. For any problem that arises, they will seek to quickly come up with a fair resolution for the customer.

Question: Is there a mat selling season?

Answer: The answer is yes. It runs from January 1 through December 31 each year! Mats are needed all year round to protect the building (floors and carpeting) form wear and tear, but perhaps more importantly to help prevent accidents for slipping and falling.

Here are a few interesting facts that have been brought to our attention:

- The estimated cost of finding and removing a pound of dirt from a building is $600 according to a study by the ISSA.
- One square yard of carpet can accumulate one pound of dirt in a week; twice that much in inclement weather.
- 70 to 80% of dust, grime, and dirt in a building are tracked in from the outside on people’s feet permanently damaging floors and carpets. (Institute of Industrial Launderers).
- Without effective entrance matting, as few as 1,500 people can remove 42% of the finish from a floor. (3M)
- Without effective matting your slip and fall exposure is increased
- The average cost of a slip related injury exceeds $12,000. (Wausau Insurance Co.)
- Over 30% of worker injuries are slip related. (Wausau Ins. Co.)

No matter what the season is, there is always dirt and some form of moisture that provides a potential for slipping. Indeed, mat season is all year long.
Question: Can I order a floor mat as a sample for my customer (or one for my home use) and what would be the charge?

Answer: Ordering mats as a sample for your customer shouldn’t be necessary in light of the 100% customer satisfaction guarantee. If for some reason, your customer doesn’t like the mat they can return it according to the policy. However, if you feel you must provide your customer with a mat sample, the order will be handled as follows:

1. Your sample price for the mat will be 81% of the customers’ published sell price.
2. You will not receive commission on the sale.
3. You as the sales representative will be responsible for paying the shipping.

Any purchases for your personal use will also be handled in this fashion.

Question: Will high heel shoes catch in the depressions in Waterhog Eco mats?

Answer: The Waterhog mat has been in use since 1986 and walking on the surface of this mat with high heel shoes has not proven to be a problem. We believe that this is due in part to the design of the Waterhog mat with its rubber reinforced face pattern and the narrow gaps between these raised surfaces. Combine this design feature with the beveled border and you have a safe walking surface that effectively removes and traps dirt and moisture away from the traffic level. Containing the dirt and moisture on the mat greatly improves the safety of the surrounding floor surfaces.

Question: How is the mat top affixed to the rubber backing? Is it glued?

Answer: The “face” of the mat is not glued to the rubber backing. Instead it is heat molded into the rubber. This provides a more durable construction that will not break apart or separate with normal use.

Question: My customer rents their mats, why would they want to buy?

Answer: Most facilities that rent mats do so for the convenience. They feel if they do not have to worry about cleaning the mats, it is more convenient for them. The decision is not based on how well the mat performs its function of preventing dirt and contaminants from being brought into the building.

What most customers do not recognize is that their support staff are still doing the daily cleaning or vacuuming of the mats. Also, if the mats don’t perform well their staff is also spending more time cleaning the dirt that gets tracked beyond the mat.

For the investment to purchase their own mats, they will have mats that last for years, less cleaning burden (time and money) beyond the mat areas due to the high-performance of the Waterhog mats.

Question: How does selling the Waterhog Eco mats work with United’s Earth Smart® philosophy?

Answer: United’s Earth Smart® philosophy extends beyond our Earth Smart® chemical product line. It encompasses all that we can do to make our working
environment have less of an impact on the global environment. At the Home Office that includes recycling, reducing energy consumption and continually looking for ways to eliminate waste. Reduce, reuse and recycle.

The Waterhog Eco floor mats truly embody this philosophy. The rubber backing of the mat is made of 15% post consumer rubber reclaimed from car tires. The “carpet” face of the mat is made from 100% recycled P.E.T. Polyester Fiber reclaimed from plastic bottles. Every square foot of Waterhog Eco product eliminates 4 half-liter drink bottles from our landfills. In one 3’ x 5’ mat, approximately 60 bottles are recycled.

The facility that manufactures these mats also believes in reducing their environmental imprint as much as possible. They fire up their boilers with “yellow grease” (recycled cooking grease from restaurants) which burns cleaner than other fuels. They have also taken great measures in adding more and more recycled content to all of their products and have reduced their own waste going to landfills by 80%. So, they are a perfect match for United’s Earth Smart® philosophy.

**Question:** How can Waterhog mats benefit those customers seeking to meet Green Building standards?

**Answer:** The U.S. Green Building Council has developed a rating system for new and existing buildings to encourage building owners to earn credit for meeting certain housekeeping criteria. Strategies include the creation and maintenance of entrance systems and mats that prevent particles from entering the building. Recommendations include a minimum of 10-12 feet of quality matting products at entrances. At the heart of an entrance system is preventing contaminants from entering a building and this makes entrance mats an integral component of a Green Building.

Studies indicate that 85% of all soil enters a building on the feet of people entering the building. Of this, at least 80% is dry soil and the rest is oily. The dry soil can range from large particles to powder-like dust. Over the years, many products have been developed and sold to help keep soil at the door and out of the building. The key to the success of a mat’s performance is whether it will do what an entrance mat should do.

**Question:** What should an entrance mat do for a Green Building (or for any building)?

**Answer:** In a Green Building an entrance mat is the first line of defense against contaminants and particles entering the building. As such, there are four things an entrance mat should do:

1. **Stop soil and water.** 85% of all soil enters a building on the feet of the building’s occupants. High performance mats are more effective at stopping soil from entering buildings.

2. **Store soil and water for removal at a convenient time.** Storing means that a high performance mat contains soil in a place where it can be removed effectively and safely with minimum impact on the building. A building with minimized contaminants reduces the amount of cleaning chemicals required. This reduces airborne contaminants and volatile organic compounds (VOCs) from cleaning chemicals, thereby improving a building’s Indoor Air Quality (IAQ).
3. **Minimize tracking of stored soil and water into the building.** A mat with a permanent bi-level construction, like the Waterhog, will store soil and water below shoe level to prevent it from being transferred into the building. This is perhaps the most important thing an entrance mat should do. Mats with a non-re-enforced surface will crush flat and once soil is deposited on these mats, it can reattach to the shoe of another person and be tracked further into the building.

4. **Provide a safe surface for traffic.** Entrance mats should contain contaminants within the structure of the mat and not allow them to seep onto the floor causing a potential for slip/fall accidents. Mats without a rubber reinforced permanent bi-level construction (like that found with the Waterhog) become saturated with water that can cause a loss of traction on the mat or the floor adjacent to it.

**Question:** How can Waterhog mats help Green Buildings reduce waste that would otherwise go into landfills?

**Answer:** The key here with floor mats is the mat's performance life. The high performance Waterhog mats are made with a permanent bi-level construction that provides improved performance for many years. Mats without this type of construction tend to have a 90 – 180 day performance life. To meet the Green initiatives of containing the contaminants as they come in the door, the low-performance mats will need to be replaced more frequently causing disposal issues. With years of performance from Waterhog, disposal concerns are reduced considerably.

**Question:** Where do Waterhog mats fit in the Green Cleaning market?

**Answer:** 85% of contaminants that enter a building come through entryways. A quality matting system stops these contaminants at the door. Stopping these contaminants not only reduces cleaning labor costs and reduces wear on floor surfaces but it also substantially reduces the need for cleaning chemicals that might be harmful to the building occupants and the environment. Quality matting systems like the Waterhog construction pioneered by Andersen provides the maximum performance for preventing soil and water from entering a building and therefore helping to keep a building “Green”. The bi-level construction that provides an upper surface for walking and a lower area where soil and water are stored until removed by cleaning accomplishes this task where other mats fail.

Waterhog mats utilize this permanent rubber reinforced bi-level construction to trap large quantities of moisture and dirt, minimizing the effects of soil and water being tracked further into the facility. Low-performance mats such as those with unsupported ribbed or square patterned face yarn will not hold up under foot pressure. As the material is pushed down by those walking on the mat, the fibers then allow the stored water and dirt to reattach to other shoes and be tracked into the facility. This of course leads to more contaminants entering the building once again.

The permanent bi-level construction of Waterhog mats also extends the performance life of the mats, reducing the need to replace them as frequently as one would need to with a lower quality floor mat. Lower quality mats must be replaced at least 4 to 5 times more often than Waterhog mats, so they in turn contribute significantly more waste to our landfills.
Question: How can Waterhog mats help Green Buildings earn LEED-EB points?

Answer: LEED (Leadership in Energy and Environmental Design) has developed a rating system that is now nationally recognized at showing how “Green” a building is in regards to all segments of the building. This voluntary standard has a rating scale based on points that indicate the level of achievement the building has reached toward their Green goals. A building must have 32 points to be Certified, 40 points for Silver Level, 48 points for Gold Level and 64 or more for Platinum Level.

Buildings seek to become LEED certified for numerous reasons. These certified facilities are found to be healthier for their occupants, reducing illness and absenteeism. They are more environmentally responsible, which is also a marketable advantage. The higher the level of certification is, the more marketable the building.

A building can earn up to 22 points for Indoor Environmental Quality. According to the LEED programs, entryway systems should be in place to capture dirt, dust, pollen and other particles. Providing high-performance floor mats to contain the dirt and contaminants at the entryways will allow a building to earn 1 point to help your customer’s building reach that next level of certification.