

Buy vs. Rent

AUGUST 2021

The Matting Dilemma

Background

The matting dilemma that many building managers are faced with is whether to buy or rent their mats. Out of convenience many building managers decide to rent their floor mats from rental distribution companies. This puts our customers at risk of losing business opportunities.

Crown Matting Technologies developed a training program for dealers and distributors to aid in educating the customer of the benefits of purchasing matting solutions over the rental process.

"The buy vs. rent program can have important implications for your finances, building cleanliness and building safety. There are many perks to buying your matting; choose from various styles and patterns, customizing to the appropriate sizes needed to fit the application, provide correct safety for the building and not to mention the cost savings," said Lynda Chudzinski, Territory Sales Manager, Crown Matting Technologies.

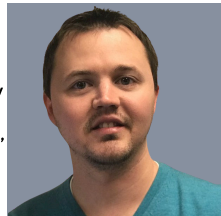
This case study illustrates the impact the program had with one of our current customers.

Overview

Crown presented Dutch Hollow Supplies, out of Belleville, IL, with the Buy vs. Rent program to educate them on the value that purchasing matting over renting matting brought to customers.

Eric Cadell, from Dutch Hollow Supplies shared this information with two separate municipalities who were both renting their matting from large scale rental companies.

"Crown assisted us in presenting the Buy vs. Rent program to two municipalities, allowing us to move them away from rental mats, and providing them with a very nice reduction in overall cost," Eric Cadell, VP of Operations-Dutch Hollow Supply.



After both municipalities switched from rental mats to purchasing their mats, Dutch Hollow Supplies had a great

opportunity to continue service, by implementing a replacement program. This generated a reoccurring revenue stream, while limiting the exponential cost of replacing all the mats at the same time. Which is a great expense for building managers.

"The Buy vs. Rent program assisted in generating some really great mat sales as well as helped save customers pretty substantially."

Eric Cadell

"With this they have smaller incremental purchases of the mats to always keep the mats fresh without having the large expense," Eric added.

DutchHollowSupplies



Results

The results from Dutch Hollow Supplies participating in the Buy vs. Rent program were substantial to them as well as their customer.

"Both municipalities saw reductions over their three-year contracts from their previous rental contracts - reductions in cost between 30% to 40% of what their cost was," indicated Eric.

30%
COST
REDUCTION
LTV

IMPROVED
IMAGE

DECREASE
MAINTENANCE
COST

CLEANER
FACILITY

Most rental mats look the same—purchasing matting allows the building managers to color match the mats to their décor improving the building image.

"Premium mats that look very high-end in municipality buildings increase the overall look of what the building is," said Eric.

Additionally, the higher-grade mats kept out more of the dirt and grime—which keeps the buildings cleaner and overall reducing the maintenance costs.

FOR MORE INFORMATION ABOUT OUR
BUY VS. RENT PROGRAM,
VISIT OUR WEBSITE.

CROWN

MATTING TECHNOLOGIES

CASE STUDY

Process

- 1 Conduct an in-person audit of the facility and current matting program.
- 2 Provide a demonstration of the Buy vs. Rent program to illustrate the lifetime value of purchasing mats.
- 3 Set up a service plan to distribute cost to eliminate the need for one-time sizeable purchases.

The Purpose

"Crown created the Buy vs. Rent program to assist our distributors in gaining market share from their customers who traditionally rent consumable items. Many of our distributors start the conversation with Buy vs. Rent showing savings on matting from Crown, which opens the conversation for additional savings on their complete JanSan line," said Lindsay Smith, Marketing Manager at Crown Matting Technologies.

DUTCH HOLLOW SUPPLIES

Founded: 1984

Headquarters: Belleville, Illinois

Markets: Servicing Metro St.
Louis, Southern Illinois and
Southeast Missouri.

WWW.CROWNMATS.COM