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Cleanliness



Who of us doesn't take at least some notice about the quality of the surface area? Whether it is to watch our step or to judge where we are walking, how can you not notice such a thing? Right? As most of us approach a building, a dwelling, an office, a store, a vessel or any type of indoor space, the surface is likely one of the first things we notice and it's for a good reason.



The pandemic is now magnifying the priority. More people are paying a pronounced amount of attention to surface areas.

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As a result, more commercial pedestrians are now being instructed where to walk with signage not much unlike motorists.



Your paying customers aren't expecting a dirty surface. They're expecting a clean one. That is a reality in the business world.

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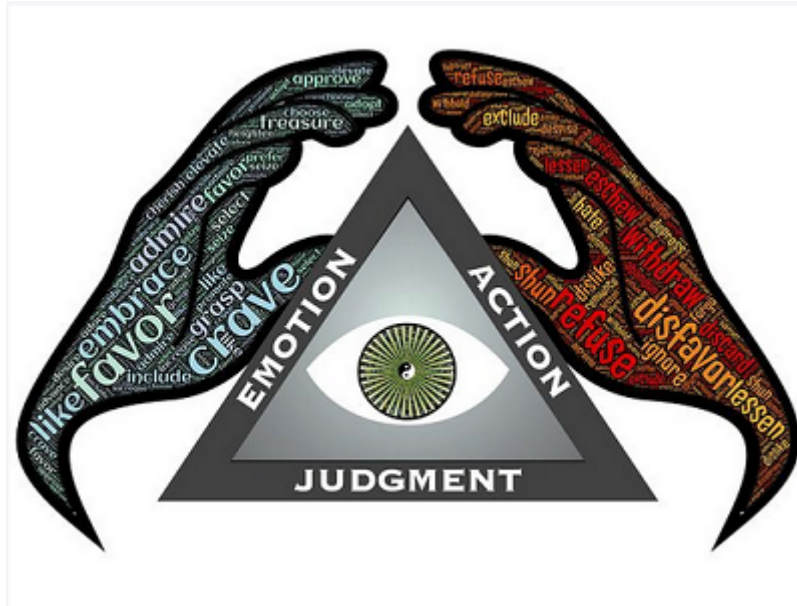
Accepting this reality necessitates implementing a surface maintenance program that ensures health and safety standards.



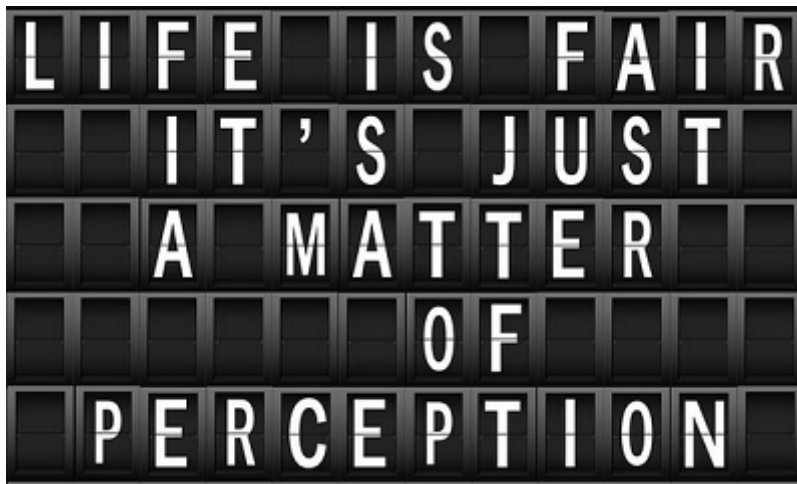
Few will notice the disinfecting and sanitizing processes an organization has in place. Given this inconvenient complication, what is the strategy for maintaining a clean surface and what are the tactics for creating the appearance of a clean surface?

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Appearance is one of the few visible ways for customers to gauge the cleanliness of your facility. Keeping up appearances is a key component in establishing a favorable impression.



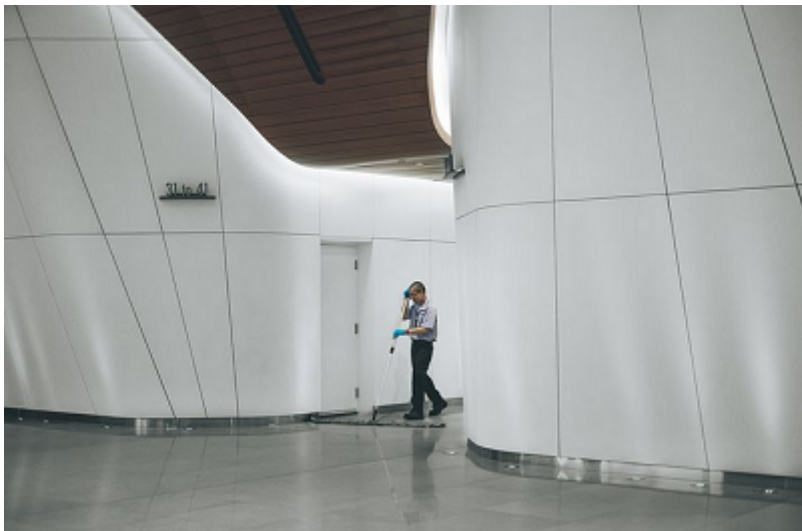
Some may contend: if the surfaces are already clean, why simultaneously create a perception of cleanliness? Why the [ploy](#)?

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The perception of cleanliness carries weight, at least to the average person, almost as much as the reality of cleanliness. Accomplishing both is achievable after an evaluation of the surfaces. Who are the judges and juries of your establishment? Internal and external customers, right? Certainly! After all, they are the ones evaluating your establishment at every turn.



One way to prepare for this inspection is with a tidy entranceway. Mats, matting and runners may make a favorable impression. What better way to stop the unwelcome dirt and in its tracks than at the entrance? The reasoning isn't unsound. Mats are efficient in preventing the dirt from getting into the building? Wouldn't this make cleaning and maintenance easier? While mats and matting may make maintenance easier, remember that they are not in anyway to be a substitute for cleaning.

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It would seem that somewhere there's an analogy lurking; the one about an ounce of prevention being worth a pound of cure! Power washing the face of the exterior is also worthy of consideration. All of the above maintenance measures may provide you with the comforting assurance that your surfaces are cleaner and perceived as cleaner; inside and outside of the facility.



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