



Westside Family Pet Clinic, Madison, WI

Vet Votes for noraplan® fossil Featuring Fancy Footwork Designs for Dogs and Cats

The Westside Family Pet Clinic has been caring for pets in Madison, WI, for over 20 years. What started as an outpatient facility in 1984 has evolved into a full service clinic certified by the American Animal Hospital Association. Over the years, the clinic has grown from one full-time doctor to five doctors and a team of twenty support staff. Despite many changes through growth and expansion, the clinic's mission has remained the same – to provide exceptional and thorough care to pets in a caring environment.

When the staff at Westside Family Pet Clinic decided to build a new facility in 2006, they took their exceptional care commitment to a new level when they chose noraplan® fossil from nora® for the new building. Dr. Ken Lambrecht, founder and owner of Westside Family Pet Clinic, said his number one priority when choosing the flooring material was low maintenance; however, he also wanted the flooring to have a warm look and feel.

"In our previous clinic, the flooring was made of vinyl composite material, which was hard on the feet of both the staff and patients," explained Lambrecht. "The hard surface also caused the dogs to slide around, and it became very slick when it was wet. That's not the case now that we have rubber flooring."

The noraplan flooring solves all of these problems and does so with an interesting design flair that Lambrecht planned himself. "Different areas of the clinic are designed specifically for dogs or cats and the designation is communicated through patterns in the flooring," described Lambrecht. "For example, the waiting area for cats features cat silhouettes and paw print cutouts right in the flooring. Clients really enjoy the dog and cat cutouts, and the paw prints are very effective at directing people to locations throughout the clinic."

Lambrecht also noted the nora flooring was very affordable, even with all of the dog and cat details he added to the design. Lambrecht liked the versatility of the noraplan fossil family of products and selected four different background colors consisting



of three harmoniously matched shades and distinctive color granules. The colors used for the installation were: Aztec, a mix of medium browns; Atlantis, a dominant blue-green; Pompeii, a darker brown with flecks of blue and crème; and Rome, a warm cream/light brown.

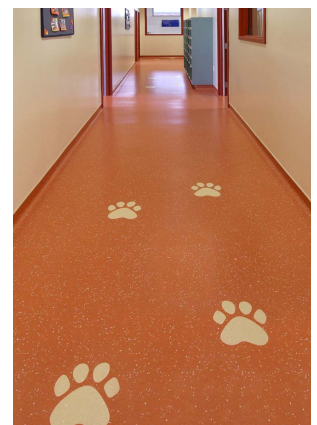
Keith Schaetz of K.R. Schaetz Associates, Inc., the local nora representative, said the nora flooring was the ideal choice for the Westside Family Pet Clinic because it offers low maintenance and durability, while also providing a functional surface for managing dogs and cats. The 3,600 square feet of nora® Rubber Flooring was installed by Midwest Flooring, also of Madison, and can be found in the entrance to the clinic, as well as in multiple waiting areas, corridors, a surgical suite, grooming area, fitness rehabilitation area, and dog holding area. Schaetz applauded the simple but highly effective design feature of using animal cutouts that was the inspiration of the clinic design team.

In addition to the success of the design, another large part of the appeal of the noraplan fossil product was its low maintenance, as it is simply spot cleaned and mopped with a disinfectant. This was quite a change compared to the extensive cleaning, stripping, and waxing Dr. Lambrecht was accustomed to with the vinyl floor in the previous building. The seamless design also provides an advantage in this setting as it reduces the opportunity for infectious substances to remain in the area after cleaning. In addition, nora flooring is stain resistant, so skin, surface, and hand disinfectants, as well as betadine, blood, urine, acids and alkalis clean right off of the floor.

Remarked Lambrecht, "The staff and I love the new surface because it looks fun and inviting for people and their pets, it's functional in directing people around the facility, and it is easy on the feet and reduces noise as pets and equipment are moved about."

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Dr. Ken Lambrecht
Found and Owner
Westside Family Pet Clinic



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