



Acme Construction Supply Co., Inc., Portland, OR

## nora® Products Give New Life to Acme Showroom

Ten years after it was constructed, the Portland, OR, branch of Acme Construction Supply Co., Inc., distributor of construction materials to the commercial construction industry, was beginning to show its age. The original carpeting that ran throughout the first floor branch offices and retail showroom was, in the words of Floor Solutions, LLC Managing Member Robb Siegenthaler, “just terrible looking. It just wasn’t performing. These contractors were coming in from the jobsite dirty, so it was hard to keep the carpet clean and maintain a pristine look in the showroom.”

Acme Facilitator Terry Huserik agreed. “The carpet was 10 years old and very worn,” she said. “In reality, carpeting was probably not the best choice for this particular application, because this part of the building sees a steady stream of contractor traffic that brings dirt from construction sites into the building on a daily basis.”

As a result, Huserik and other members of the Acme team made the decision to replace the carpet with a hard surface material that would ensure greater durability and be easier to clean than the existing carpet. Working closely with

Siegenthaler, the team explored a number of options available to them and eventually selected norament® lagoon from nora systems, Inc. to replace the worn carpeting and breathe new life into the Acme showroom.

It was especially important that the retail space look nice, because the Portland branch is located in a two-story building that also serves as headquarters for the construction supply company that services contractors in the states of Oregon and Washington. norament® lagoon fit the bill, offering an elegant textured surface with a large speckled, non-directional chip pattern that attractively hides dirt until the floor can be cleaned.

According to Huserik, “The floor we were looking for had to be easily cleaned, and it definitely had to be a no-wax floor. We didn’t want to maintain a wax floor because of the cost to do so, the environmental issues associated with the waxing process and the size of our building.

“The nora® product is perfect, because it never looks dirty, thanks to the specks of color in the



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floor. And, to maintain the floor, we just dust and mop it once a week."

But even more important to Huserik than the product's good looks is its ability to stand up to heavy foot traffic. "Durability was the first criteria we looked for in a new floor," she said. "Simply stated, the floor had to be durable enough to withstand constant customer and employee traffic in and out of the showroom."

According to Siegenthaler, selling the durability of nora products to the people at Acme was not difficult. "They were very open to suggestions of how to enhance the look of their showroom and at the same time, make it structurally durable," he said. "Rubber floor coverings will take a beating where other products will not take the abuse, because rubber is more forgiving. The nora products offer a stronger surface, yet a surface that you can clean very easily without wax or other topical treatments."

Constructed to withstand heavy traffic and hide stains, scuffs and indentations, norament® ligo is capable of withstanding forklift/heavy wheeled traffic, up to an 850 PSI rolling load. Stain resistant properties are an added bonus in a showroom that

offers paint and other building materials for sale, and showroom employees enjoy the comfort underfoot that characterizes nora products. The slip resistant floor is available in 16 standard colors, including the gray, black and white combination that Acme selected.

Huserik is pleased with the choice her company made. "We know we got the durability we were looking for, because a year and a half after the floor was installed, it still looks as good as the day we put it down."

Siegenthaler, too, is pleased. "Our client is certainly happy," he said. "We have not had any complaints about the product whatsoever since we installed it. Typically, with any job, you're going to have somebody that has an issue with something, but in this case, we've had none. What else can I say? It's been a heavy duty floor that met everyone's expectations."