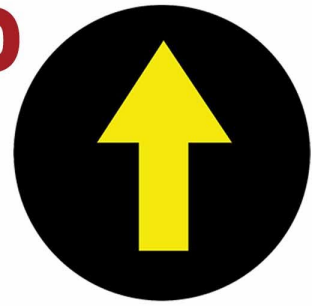


DOWN IS THE NEW UP

Cell phones have lowered consumers line of sight.

Is your client's brand being seen?



Heads up! Consumers are looking down.

The average American spends 5.4 hours a day looking at their phones.¹ But they're not just looking at their phones, they are looking at their phones while doing everything else: eating, commuting, driving, exercising, walking, and SHOPPING. So just advertise digitally, right? While digital will always be part of the marketing mix, it's a crowded (and expensive!) medium. It can be hard to break through the noise. So, how does a smart marketer **STAND OUT** from the crowd? Custom promotional mats!

Why Promotional Mats?

While consumers are becoming masters of multitasking while looking at their phones there is one thing they are no longer doing as often: Looking Up.

Everyone knows entrance mats are great for keeping floors and counters clean, but they can offer much more than that. This multifunctional product can increase brand awareness from the front door to the back door, increase sales through point of purchase advertising, create immersive experiences at tradeshow, boost employee morale and compliance, improve workplace safety and more!

Top 5 Uses of Custom Mats

1. **Welcome customers at the door:** You've heard it said, "You never get a second chance to make a first impression." When customers arrive, the entrance mat is one of the first things they see – especially if they are walking and texting! Custom promotional mats welcome your customers with style while reinforcing your brand AND improving the safety and cleanliness of your floors.
2. **Point of Purchase:** No matter age or gender, most people tend to watch where they're going. Statistics continue to show that over 70% of purchasing decisions are made at or near the point of sale. Floor mats take advantage of this directional sense to optimize every second of consumer time.
3. **Increase safety:** One of the top functions of floor matting is preventing slip and fall accidents, which is the leading cause of lost days from work and workers' compensation claims, according to the National Floor Safety Institute². Besides their great physical benefits, custom safety messages can provide important directions and instructions to ensure compliance with safety standards.

MATS BY THE NUMBERS

- 280% more shoppers stop in area with floor graphics.³
- 64% of shoppers engage when floor graphics were placed in front of displays.³
- 17% increase in sales of retail products promoted with floor graphics.³
- \$750 is the average cost to remove 1 pound of dirt from a retail building.
- \$1,240 average annual savings from purchasing 10 floor mats instead of renting them.

4. **Increase brand awareness at tradeshows & other business events:** Our non-skid mats are easily placed and removed, making them perfect signages for temporary events like conventions, conferences, and trade shows. These areas typically see high foot traffic from people unfamiliar with the venue; effective floor mats can not only grab attention but guide potential clients to the booth.
5. **Improve employee productivity and morale:** Our anti-fatigue mats provides superior foot and back relief so employees who stand for long periods can stay productive. Combining this with encouraging or instructional messages can have a significant positive impact on workplace culture.

Ready to get started? Partner with the experts!

Since 1992, PromoMatting by Amerigo has been committed to providing quality, value and service to thousands of promotional product distributors, ad agencies, and marketing consultants.

When you partner with PromoMatting, you get more than just quality promotional mats - you join a team of promotional matting experts who are committed to your long-term success.

- Our sales and management staff have more than hundred years combined experience in the promotional products and matting industry.
- We employ more than 250 dedicated professionals in a combined 350,000 square feet of manufacturing space.
- We are **MADE IN THE USA:** With two plants located outside of Atlanta, Georgia, our sales and customer service work alongside our production associates to ensure the quality of every order.

Our pledge: We strive to develop strong, personal relationships with our clients and exceed expectations in quality, value, and service.

Ready to help your customers STAND OUT from the crowd? Check out our Mat Selector Guide or simply explore the wide selection of custom floor mats at PromoMatting.com. Have a specific project in mind?

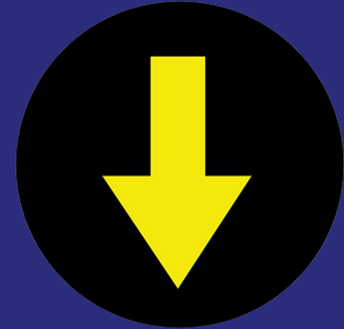
Contact us for a free consultation today!



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Promomattng.com

1. How Much Time Does the Average Person Spend on Their Phone? <https://kommandotech.com/statistics/how-much-time-does-the-average-person-spend-on-their-phone/>
2. Slip & Fall Quick Facts - <https://nfsi.org/nfsi-research/quick-facts/>
3. The effectiveness of floor graphics <https://www.wideformatonline.com/news/wide-format-news/8770-the-effectiveness-of-floor-graphics.html>

**POINT YOUR CUSTOMERS IN
THE RIGHT DIRECTION**



With the advent of COVID-19 and the ensuing Social Distancing campaign, demand for instructional and directional floor signage has greatly increased. This has also created additional opportunities for branding.



Nitrile vinyl mats provide a great durable solution to answer this demand. Whether using a stock design or custom, these reusable and repositionable mats provide the ultimate lasting and simple solution for today's safety needs.

