

GEORGIA SOUTHERN UNIVERSITY STORE



ASPECTA® FIVE: A NEW DIMENSION IN FLOORING
Everything that bears the Aspecta® Five name has been meticulously designed using the very latest innovations in flooring, ensuring that it not only looks the part - it's built to last, too.

GEORGIA SOUTHERN UNIVERSITY STORE

PROJECT: Georgia Southern University Store, Statesboro, GA

CONTRACTOR:
Statesboro Floor Covering Service, Statesboro, GA

INSTALLER:
Statesboro Floor Covering Service, Statesboro, GA

DISTRIBUTOR: William M. Bird & Co., Charleston, SC

ASPECTA FIVE FLOORING USED:
13,500 sq.ft. Melbourne Elm Autumn

PHOTO CREDIT: Craig Bromley Photography, Atlanta, GA



The Aspecta® Advantage

Style:

Melbourne Elm offers graining and color that can add clean lines and interest to all interiors. The design can be used to expand existing oak selections or work as a standalone floor. Either way, Melbourne Elm is an attractive foundation on which to build design inspirations.

Care & Maintenance:

The no-wax floor is easy to clean throughout the day, and planks and tiles can be easily replaced, if need be.

Durability & Performance:

100 percent virgin vinyl; 28 mil wear layer; 3.2 mm gauge; ceramic bead finish. 25-year non-prorated commercial and 10-year pro-rated labor warranties.

Reliability:

Delivery within 2 weeks throughout the continental US.

Sustainability:

Phthalate-free. First resilient flooring to receive NSF/ANSI 332 Platinum certification. The Aspecta REVISE program takes back jobsite scraps for recycling into other vinyl products. FloorScore® certified for good indoor air quality.

The Snapshot: The Georgia Southern University Store

20,673 students on Campus
147,000 transactions per year
92,000 books sold last year
60 part-time student assistants
13 full time staff members

Georgia Southern University's store is a major hub of campus activity, serving over 20,000 students who purchase everything from textbooks and school supplies to novelty gift items and accessories. During football season, the store is jam-packed with shoppers buying GSU Eagles-branded team "spirit wear". To replace the flooring during school break, the facility and maintenance managers sought a wood-look flooring that could stand up to high foot traffic and spills and provide easy maintenance along with durability and longevity. Aspecta Five provided the high-performing, great-looking solution.

"Our school colors are blue and white, so most of what we carry is either navy or with navy accents, so we wanted a flooring that would make the merchandise pop. The original carpet tiles created an uneven look when worn, faded and stained ones were replaced. We needed something that would wear well, be quiet, comfortable and easily cleaned - no more 'dust bunnies'. The Aspecta 25-year commercial warranty was impressive. It's performing very well and looks fantastic. Even our students, who usually don't notice these things, walked in after school break and said, 'Wow - they really were blown away by this completely new look.'"

- Carlita Slatky, Director, Georgia Southern University Store

"The Metroflor team was very helpful in the selling process, joining Tyler from Statesboro Floorcovering and me to introduce the product. After discussing the features and benefits, it was clear to the GSU staff that Aspecta Five was the best solution for an area that could see traffic from 20,000 students, rolling clothing racks, etc. We sent in full size planks for the final color selection process. The Aspecta sampling program is really second to none in terms of availability and shipping - very helpful to the decision-making process."

"The Aspecta team and I scheduled a post-installation maintenance training session even though the floor looked amazing - we wanted to ensure the janitorial staff knew how to take care of their new floor so it stays great-looking for many years to come. We made it clear that there was an entire team dedicated to standing behind the Aspecta product line for service and support."

- Chris Gaddy, Territory Sales Manager, William M. Bird & Co.

"Rarely do retail stores get to work with a whole team - from the Aspecta distributor and local sales people to technical support. I even picked up some new tips. It was a great experience all around, very easy - the job went off with a bang."

- Tyler Thompson, Statesboro Floor Covering Service