

# WILSONART® CONTRACT FLOORING



## MARCOM

Wilsonart International was founded as a producer of high-pressure decorative laminate in 1956. Wilsonart began producing laminate flooring for residential usage in 1995 and has established itself as the industry's second largest manufacturer. Marketing Alternatives has enjoyed a working relationship with Wilsonart International for more than 25 years and has served as the agency-of-record for Wilsonart Flooring since its inception.

## SCENARIO:

When Wilsonart Flooring decided to bring its line of commercial laminate flooring under the "Wilsonart Contract" brand umbrella, it faced several challenges. First, the company needed to announce that the former Wilsonart Commercial Flooring would henceforth be known as Wilsonart Contract Flooring. Second, it had to communicate why its identity was changing and what that meant to commercial architects, designers, specifiers and end-users. Finally, the company had to revamp and distribute new product reference and sampling tools to these very important audiences.

## APPROACH:

MAI has been developing reference material and product sampling devices for the commercial architect and design community for decades. We are keenly aware of the how costly, difficult and "un-green" such initiatives can be – since there is no "perfect" sampling device when it comes to flooring products. Every user has a different opinion and preference when it comes to sample size, fixed vs. removable samples and sample replenishment. In addition, changes to a company's product offering can render a sampling tool obsolete or useless – a fact that must always be top-of-mind when developing such tools.

In order to gain first-hand knowledge of what specifiers wanted in a sampling device, MAI and Wilsonart Contract Flooring went on a road trip to visit some of the top commercial architectural and design firms. These informal visits were intended to gauge opinions on various sampling techniques and identify the pros and cons of each from the specifier's perspective.

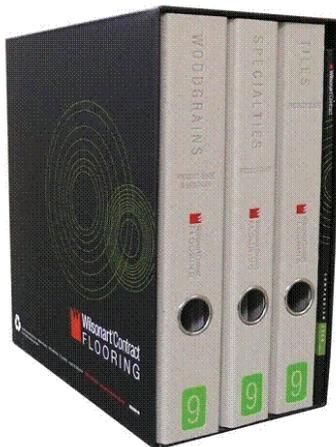
# WILSONART® CONTRACT FLOORING-CONTINUED



MARCOM

## APPROACH: (CONTINUED)

Based on the viewpoints expressed in these discussions, MAI set out to help Wilsonart design a sampling device that was NOT TOO BIG...NOT TOO SMALL...but JUST RIGHT! The result was a binder set that housed each of the three Wilsonart Contract Flooring collections in individual folders:



- Each individual folder contains one removable “live” sample, a sell sheet with both romance and technical data and color references for the entire collection.
- Beyond streamlining the physical footprint of the sample device, MAI also employed some creative “earth-friendly” production techniques and materials:
  - Each binder has a durable board made from 100% post-consumer waste.
  - The binders are FSC Certified (Forest Stewardship Council) which tells the world that Wilsonart supports the highest social and environmental standards in the market where you use your presentation materials
- A sample recycling program is also being implemented to encourage specifiers to return unwanted or unused sample material to Wilsonart

## BENEFITS SUMMARY:

**Cost savings** – MAI’s recommendation to include just one live sample in each binder significantly reduced Wilsonart Commercial Flooring’s sampling costs. Less flooring material was required to product the binder set, plus the shipping weight of the binder was reduced saving on distribution costs.

**A “greener” footprint** – By reducing the amount of flooring material required to sample its products, Wilsonart Commercial Flooring also reduced excess product waste that would have ultimately been sent to a landfill.

**“Just enough” inventory management** – utilizing MAI’s proprietary inventory management application allowed Wilsonart Contract Flooring to manage its sampling device inventory to “Just Enough” levels which allowed them to conserve material usage and make more efficient purchasing decision.