

Auto Dealership Case Study: Entrance Mat Construction & Dirt Collection Choices

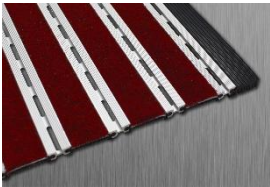
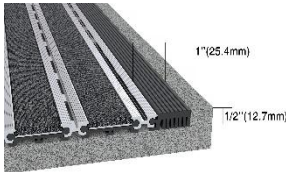


Introduction/Overview

Ronick Matting Systems provides aluminum entrance mats for an array of industries, including auto dealerships. Aluminum entrance mats are constructed to keep your facility clean and safe by reducing the amount of dirt, debris and rubble from entering your building.

Project

Installing a brand-new entrance matting system, at a luxury car dealership located in a suburb of St. Paul, MN.

Auto Dealership Product Specifics for this Case Study			
Product Type	Finish Type	Insert Type	Frame Type
 Pedimat M1	 Clear Anodized Finish	 Exterior Brush Carpet: Wrought Iron	 No Frame

Auto Dealership Entrance Mat Details

- **Product:** Pedimat M1
- **Size:** 6 feet wide by 7.5 feet in length per entrance (main entrance)
**Note for this case study, we installed 3 separate entrance matting systems: 1 mat for the main entrance, and 2 additional mats for the smaller service entrances. We are going to only focus on the main entrance for this study.*
- **Carpet Insert:** Exterior Brush Carpet - We recommend either Heavy Duty Carpet or Exterior Brush inserts due to its 3D wiping features.
- **Finish Type:** Clear Anodize Finish
- **Frame:** No Frame- Customer used Schluter



Aluminum entrance mat at an auto dealership with a black-grey blend to camouflage dirt and debris.

This auto dealership has over 37,000 square feet of floor space and can accommodate a combination of about 100 new and pre-owned vehicles in their inventory at a given time. The space includes a vehicle showroom, repair services, car wash, offices, and storage.

The Pedimat M1 was chosen for this new construction project in 2023, due to its lightweight aluminum engineering, convenient roll-up design, easy maintenance, quiet performance and renowned dirt trapping capabilities. The Pedimat M1 can accommodate 350 pounds per wheel load, making it an ideal solution for the lobby entrance of a car dealership.

**Note: Auto dealerships often feature different vehicles in their showroom, if vehicles are needed indoors, they should enter via the service garage doors. Or the entrance mats should be removed, and wooden planks should be placed over the recess to prevent the entrance mats from getting damaged. Driving a car over the aluminum entrance mats will render the mat ineffective and could create a tripping hazard for the employees and customers.*



Measuring the recess and preparing the site for the entrance mats.

This Auto Dealership chain prides itself on making a difference in the community and reducing its carbon footprint by recycling over 25,000 gallons of used oil, 100,000 oil filters, large amounts of antifreeze, batteries, tires, sheet and sheet metal. Their environmental focus also continues with the entrance mats that they have chosen for their facility.

The Pedimat M1 can eliminate footprints in your facility while also reducing footprints on the world. Aluminum entrance mats last on average 10-15+ years and are environmentally friendly while also maximizing dirt retention. For more information on LEED requirements click here. <https://www.ronick.com/blogs/what-are-leed-requirements>

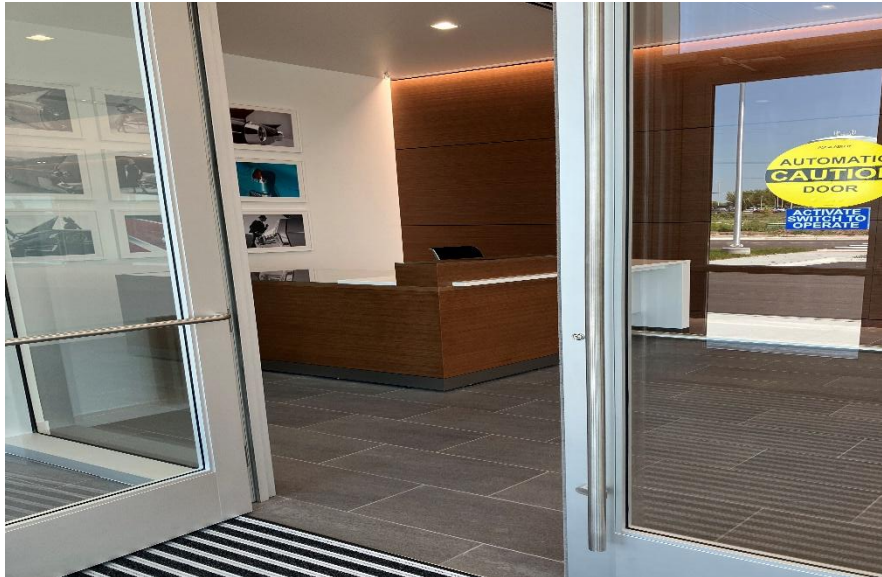


Confirming the Recess well dimensions before the installing the new Pedimat M1 at each of the auto dealership entrances.

Installation Process

Estimated Installation Time: 4 hours with 2 people. It is recommended to install after hours when minimal visitors will be

impacted. With this being a new construction project, our team was able to complete the installation during the day ahead of the final site inspection - in preparation of the car dealership grand opening.



The entrance mats have been installed and the Auto Dealership is almost ready for the grand opening.

Materials Needed:



The installation process begins by cleaning each of the existing recess wells and removing dirt and debris from the concrete surface. This is done by scraping the hardened debris and sweeping the fragments with a broom to create a level surface.

Once the recess is cleaned, the new mat can be rolled out flat fitting securely into place. Note: Vinyl Filler may need to be trimmed in the field to compensate for any site irregularities.

With new construction projects, the poured concrete can end up drying slightly differently than the initial projected measurements, creating minor site discrepancies and the need to create mat modifications at the time of the installation. In this case our team removed one of the rails in the field and utilized vinyl filler to create a perfect fit and a consistent look across all areas of the entrance.



Removing an entrance mat rail in the field to accommodate for site irregularities.

To remove a rail onsite:

Detach the screws from the excess rail with a drill. Next use a wooden block and a mallet to slide the rail out of the slot. The vinyl filler should then be slid back into the new end rail.

Once the onsite modifications were complete, the team rolled the mat securely into place ensuring that it lay flat beneath the automatic doors.

The Outcome

Aluminum entrance mats proficiently capture dirt, debris, and moisture at the door. By abating these particles from being tracked throughout the dealership, they help uphold the appearance of the floors while also adding to the increased safety of the customers.

The exterior brush carpet inserts are more aggressive at scraping larger debris, such as snow and dirt, from the soles of shoes than heavy-duty carpet inserts. The robust brushing action prevents debris from entering the facility. Additionally, these carpet fibers are engineered to absorb moisture swiftly, preventing water from being trailed inside.

For this car dealership entrance, the carpet inserts were specifically chosen to maximize both dirt control and slip resistance. The selected color blend—90% black and 10% gray—was explicitly designed to effectively hide dirt, debris, and salt residue that was tracked in from the outside, keeping the entrance looking clean and orderly even in moderate to high-traffic settings.

Our team returned 1 year after the initial installation to do a deep clean of the entrance matting system and removed 12 pounds of dirt and debris from the recess well.



Rolling the new mat into place at the main auto dealership entrance.

Product Recommendations for this Industry

According to the Carpet and Rug Institute (CRI) Having an entrance mat minimizes the amount of dirt and debris tracked into a facility by 65% - 90% for a mat 10-25 ft in length. The International Sanitary Supply Association (ISSA) approximates savings of about \$600 in maintenance costs for every pound of dirt prevented from entering a facility.

Auto Dealership Case Study Overview						
Location	Building Size	Mat Type	Mat Dimensions	Dirt Collected	Time to Install	Cost Savings
Mid-Sized Auto Dealership	37,375 Sq Ft	Pedimat M1	6' wide x 7.5' long or 45 sq ft	12 pounds annually	Team of 2, about 4 hours	\$600 per pound of dirt trapped or \$7,200 per year

Summary of Findings

1 entrance matting system + 37,375 sq ft of space = 12 pounds of dirt retained each year.

In car dealerships, safety and cleanliness are vital, especially when it comes to the entrance areas. One solution that meets these needs is the Pedimat M1, a durable, environmentally friendly, slip-resistant matting system specifically designed for moderate-high-traffic areas.



*Installed
aluminum
entrance mat at
an ADA
compliant car
dealership.
Mat Installed:
Pedimat M1*