



CASE STUDY

The Dealer's Choice

Entrance Matting Systems for Car Dealerships

The showroom environment must be a physical manifestation of the manufacturer's brand and support a brilliant customer experience. Birrus have been involved in many car dealership projects around Australia, working with architects and construction companies to deliver automotive retail environments that support vehicle brands. These case studies show some of the projects that we have been involved in to create matting systems that delight our clients.

DESIGN ENVIRONMENT

Car dealerships are prestige environments designed for a quality customer experience and they are considered one of the highest-end retail segments in the industry. This is not surprising when you consider that buying a new car is both a relatively long-term and high-cost decision. The showroom entry is where the all-important first impression on visitors is created and the matting system is an integral part of that location.

DESIGN CONSIDERATIONS

Interior design is extremely important for dealership showrooms. The quality and appearance of fixtures and fittings reflect on the vehicle manufacturer's brand. Matting systems must be specified to compliment internal colour schemes and form a visually cohesive element to the entry. As such, the matting system specified must have a full range of colour and finishing options to allow the architect to make suitable selections.

PERFORMANCE CONSIDERATIONS

The matting system has an important role in the life of the building. Trapping grit and moisture from passing foot traffic both protects internal flooring from scratching and reduces slip-hazards. The matting system being specified needs to be slip and fire safety certified to Australian standards. Furthermore, the matting inserts must perform to a high standard in retaining dirt and absorbing moisture from passing shoes.

BIRRUS MATTING SYSTEMS



THE BIRRUS ULTRAMAT SYSTEM

For these projects Birrus ULTRAMAT system was specified by the architect after discussions with our customer support team to select the best system and design options to meet the location requirements.

ULTRAMAT FEATURES:

- A choice of 13 standard insert colours, to compliment the colour palette of your interior. Other colours are also available through special order. Loop-pile inserts are Ecospecifier Global Green Tag Certified to GreenRate Level C.
- An optional 15-micron anodised finish can be applied to the aluminium extrusions in Clear, Precious Gold, Midnight Black or Antique Bronze. This creates a different look and provides additional protection against wear.
- A high-quality durable construction featuring structural grade aluminium to give a hard-wearing and corrosion-resistant finish.
- A high-performance matting system designed to trap moisture and dirt at the entranceway to protect internal floors.
- All ULTRAMAT systems are custom-made in Australia to your design specification. This ensures the correct fit for your matting recess.
- Suitable for any internal or covered external entry area, where visual appeal is part of the design. For example, hotels and high-end leisure facilities, up-market retail centres or prestige office buildings.

Birrus ULTRAMAT is proudly manufactured in Australia using high quality materials and modern manufacturing processes.



“The matting system looks great and does the important job of keeping dirt and moisture out of our showroom”

– Sean Evans, General Manager,
Mercedes Benz, Waverley.

In the featured projects, ULTRAMAT systems were tailor-made in our Australian manufacturing facility to the exact specifications of the architect. To support this, our team attended the site prior to manufacture to gather measurements and advise on site preparation. For all of these projects, our professional services team completed the site installation in line with our best-practice principles. This ensured a precise fitting with no gaps or movement under use.

Both the architects and building operators were very happy with the visual outcome and ongoing performance of the entranceway matting system. The durability and ease of maintenance have ensured that the system will continue to look good even after extended use in a busy location.



BIRRUS TACTILE STUD SYSTEMS



BIRRUS PRODUCTS & SERVICES

We can supply a range of products including: Recessed Entrance Matting, Surface Mounted Matting, Branded Matting and Flooring Safety Systems. Our products are backed by professional services including on-site measurement & quoting services and on-site installation services.

If you'd like to know more, you can contact our team to discuss your next project or request information and product samples. Alternatively, you can visit our website where you can:

- View other Birrus case studies for recent projects.
- Review detailed product information, certifications and specifications.
- Request product samples to consider for your next project.
- Enquire about on-site service availability for your project location.

ABOUT BIRRUS

For over 70 years, Birrus has been trusted by architects and builders in Australia for products that are both beautiful and durable. We have maintained our market leadership by moving with the times, using the latest materials and design innovations to remain your first choice for matting systems and flooring safety products. As a company, Birrus has also implemented a number of measures to minimise our carbon footprint, initiated recycling procedures and gained environmental accreditation.

REQUEST A SAMPLE

To request a free sample for consideration on your next project, call 1300 369 858 or visit www.birrusmatting.com.au

