

SUCCESS STORY

OPPORTUNITY

- **Business Unit:** NoTrax
- **Industry:** Automotive parts manufacturing
- **Customer type:** Large manufacturer of rear view mirrors

Facilities working with electronics, EV batteries, aerospace, or healthcare equipment are strong candidates for De-Flex and Cushion Ease ESD solutions. Competitive matting is often tolerated rather than preferred, creating an opportunity for displacement.

Steve Harris



SITUATION

- Facility required ESD matting due to work with sensitive electrical components
- Existing competitive matting had multiple deficiencies:
 - Not engineered for comfort, causing fatigue for workers
 - 18 inch tiles were soft in middle but rigid on the edges, creating uncomfortable standing positions for workers
 - Tiles wore out frequently
 - Replacement tiles often did not fit properly
- Workers often complained of discomfort due to the uneven surfaces created by the mats and trip hazards due to tiles not fitting together properly

SOLUTION

- Presented Justrite De-Flex ESD mat as an alternative
- Highlighted key product advantages:
 - ESD protection to prevent static shocks and protect equipment
 - Heavy duty anti-fatigue design that creates a consistent surface through each tile and at connection points for reliable comfort
 - Modular rubber tiles with strong, seamless connections for fast installation

WHY WE WON

- Superior comfort compared to competitive matting
- Reliable modular system that eliminated fit and replacement issues
- Strong ESD performance aligned with safety requirements
- Workers love the comfort of the tiles, how they connect easily when installing and how easy they are to re-connect after cleaning or if users cause separation at connection points

RESULT

- Won a \$78K, ongoing, annual sales volume replacing the competitive matting
- Identified additional opportunities valued at up to \$200K across similar manufacturers targeting competitive products and solution selling with the benefits of De-Flex