

Tarkett K-12 Competitive Analysis

Mohawk

What are they talking about:

- textures/feel/design
 - all about design and the art behind designing intentionally for particular environments
- other:
 - sustainability (environmentally friendly design)

Their main focus:

- Evidence based design that creates optimal environments for students, faculty, and staff (use their variety of product to adapt to the design of each environment)

What resources they have:

- case studies
 - each case study for a different project has a different page on the website or PDF
 - with videos on the case webpage of designers explaining their choices
 - ex: Retro Rouge collection <https://www.mohawkgroup.com/carpet/collections/get-smart>
 - some PDFs of case study of particular projects – photos of finished school and reasoning behind design decisions and why Mohawk was the best choice
 - downloaded in documents
- white papers
 - how flooring materials impact noise
- brochures
 - smart flooring for learning environments
- Videos
 - Lots on website about design decisions and case studies
- website content
 - videos on bottom of home K-12 page about how designers make their decisions about school designs <https://www.mohawkgroup.com/segments/education>

Their photography/imagery:

- Only photography of their finished products in their finished environments
- No infographics, data in charts/graphs/tables, illustrations

Social Media presence:

- Facebook
 - Activity
 - 12 posts per month
 - 127,000 followers
 - type of content
 - all about comfort and design of flooring in the home
 - focus on trends and styles
 - nothing about K-12 flooring

- Instagram
 - Activity
 - 8 posts per month
 - 13,500 followers
 - type of content
 - same as Facebook – all about the home, none about schools
- Twitter
 - Activity
 - 10 posts/month
 - 27,700 followers
 - type of content
 - same as Facebook and Instagram
- Facebook
 - Activity
 - Infrequent posting – 6 in July, one in June, and none since February
 - 32,700 followers
 - type of content
 - promoting a positive work environment, employee success, business growth, sustainability
 - office flooring – design and style
 - nothing about K-12

Mannington

What are they talking about:

- durability
 - carpet w/ antron fiber: last longer with better fade resistance, better soil resistance, and better texture retention
 - LVT and resilient sheet products with Quantum Guard technologies
- textures/feel/design
 - extensive design and engineering skills/experience
 - dynamic perspective for design – big focus on patterns (which includes texture and gradience) and movement in design
- other
 - wide variety of products
 - high performance products
 - high value on customer service
 - meet your needs through logistics, responsive service, Xpress product offerings, warranties and installation services.
 - sustainability

Their main focus:

Focus on variety - Being adaptable by using a variety of products along with design and engineering skills to create the best environment for the people in the school

What resources they have:

- Brochures
 - Only one brochure for education specific segment
 - Downloaded in documents
- other downloads
 - lots of downloads that are not segment/education specific: amtico literature, carpet product, catalogs, hard surface product, installation systems, performance, premium rubber, segment specific, special offers, sustainability, installation, maintenance
- website content
 - photos of completed projects with a list of the products they used as shown in the photo

Their photography/imagery:

- Only photography of their finished products in their finished environments
- No infographics, data in charts/graphs/tables, illustrations

Social Media presence:

- Facebook
 - Activity
 - 20 posts per month
 - 2,200 followers
 - type of content
 - all about artistic design, style, color, pattern, and feel in office space
 - none about K-12

- Instagram
 - Activity
 - 20 posts/month
 - 1,500 followers
 - type of content
 - same exact posts as Facebook
- Twitter
 - Activity
 - 20 posts/month
 - 1,000 followers
 - type of content
 - same posts as Facebook and Instagram
- LinkedIn
 - Activity
 - 20 posts/month
 - 600 followers
 - type of content
 - same posts as all other platforms
 - about us: family company, their products improve people's quality of life and dignity. Values: care, do the right thing, work hard/play hard, control our own destiny. Wide variety of products offered. Leaders in design, styling, innovation, operational excellence and environmental stewardship

Shaw

What are they talking about:

- durability
 - high performance
- total cost of ownership
- maintenance costs
 - low maintenance LVT
- cheap/affordable/value
 - their LVT has lower total cost than VCT
- textures/feel/design
 - focus on dynamics/energy, movement, patterns, and style of the overall environment (not just the carpeting – the flooring sets the stage for the entire space)

Their main focus:

Transforming the learning experience through the movement and functionality of the flooring – “the physical environment is the 3rd teacher”

What resources they have:

- case studies
 - each with a page in the website – location, collection, products used, awards received
 - ex: Buckingham County primary and elementary schools
<https://www.shawcontract.com/en-us/design/projects/buckingham-county-primary-and-elementary-schools>
 - ex: Wyndham primary school <https://www.shawcontract.com/en-us/design/projects/wyndham-vale-primary-school>
- website content
 - different collections each with a page on the website with reasoning behind the design and the products they used
 - <https://www.shawcontract.com/en-us/products/collections/diffuse-disperse/1>

Their photography/imagery:

- Only photography of their finished products in their finished environments
- No infographics, data in charts/graphs/tables, illustrations

Social Media presence:

- Facebook
 - Activity
 - 12 posts/month
 - 9,300 followers
 - type of content
 - mostly posts about style: artistic, luxury feel, detailed design, unique patterns, colors, shapes
 - posts about NeoCon design event
 - they had a showroom there

- all about office space, the home, and unique places with flooring – none about education/schools
- Instagram
 - Activity
 - 15 posts/month
 - 6,200 followers
 - type of content
 - not all the same photos as Facebook, but same exact type of content
- Twitter
 - Activity
 - 20 posts per month plus 10 retweets per month
 - Not all of their tweets are original – they reuse content from old tweets in their new tweets
 - 3,100 followers
 - type of content
 - they have one post about schools, but it was a retweet from a different flooring company
 - same type of content as Facebook and Instagram
- LinkedIn
 - Activity
 - 10 posts/month
 - 2,300 followers
 - type of content
 - same posts as Facebook
 - about us: their products are engineered for beauty, durability, and sustainability. They believe that innovated design inspires change. “The way we live, work, think, create and heal - all made better by design.”

Armstrong Flooring

What they are talking about:

- durability/resistance
 - finishes that protect the flooring
 - Minimal effort spent on cleaning, repair, and maintenance
- total cost of ownership
 - No specific numbers, but they call flooring an investment
- textures/feel/design
 - Divided by luxury, linoleum, eco, vinyl, heterogeneous sheet vinyl, and homogeneous sheet vinyl flooring
 - Beauty of flooring
 - Each type of flooring has their own page with color options, information library (PDFs about datasheets, warranty and SDS, sustainability, installation and maintenance, design and CAD files, and technical/test reports), specifications (general, installation, and maintenance), and sustainability info
 - Details about the make-up and functionality of the product
- Other
 - Variety of performance requirements (adaptability/flexibility depending on the needs of the room)
 - Sustainability of each type of flooring

Their main focus:

- Lasting value through durability and functionality within a variety of spaces – thus creating the optimal space for students to achieve

What resources they have:

- other downloads
 - PDFs with extensive detail about product make-up, installation, maintenance, sustainability, warranties, and technical/test reports (for each product)
- White papers
 - Info about commercial flooring and the building products industry
 - Ex: biophilic design in flooring <https://www.armstrongflooring.com/commercial/en-us/resources/biophilic-design.html>
- Case studies
 - Ex: Hefner Middle School cafeteria remodel <https://www.armstrongflooring.com/content/dam/armstrongflooring/commercial/Case%20Studies/hefner-middle-school/Hefner-Middle-School-case-study.pdf>
- Link to a page that categorizes all available downloads:
<https://www.armstrongflooring.com/commercial/en-us/resources.html>

Their photography/imagery:

- Only photography of their finished products in their finished environments
- No infographics, data in charts/graphs/tables, illustrations

Social media presence:

- Facebook

- Activity
 - About 10 posts per month
- 13,800 Followers
- Type of content
 - For classrooms/schools: emphasize durability and functionality of flooring for each specific environment/school/room
 - Rare posts about school
 - Most posts are about flooring in the home
- Instagram
 - Activity
 - About 8 posts per month
 - 3,000 Followers
 - Type of content
 - Exactly the same as Facebook (a few different posts, but same content)
 - Homes and office flooring – no classroom/education flooring
- Twitter
 - Activity
 - Inconsistent activity/rate of posting (4 in May and 11 in June)
 - 9,700 Followers
 - Type of content
 - Same exact posts as Facebook
 - Rare posting about classroom, mostly office/home
- LinkedIn
 - Activity
 - About 15 posts per month
 - 3,000 Followers
 - Type of content
 - About Us: “Designing innovative flooring solutions with the power to positively impact the spaces where people live, work, learn, heal and play.”
 - Post about new hires or rewarded employees – focus on community and hard work behind the flooring
 - Nothing about classroom/education flooring

Interface

What are they talking about:

- Durability
 - interface carpets will last longer with less maintenance
- maintenance costs
 - minimal bc you can replace carpet squares on your own and the carpet cleans easier
- cheap/affordable/value
 - high ROI
 - cheap to maintain
- health benefits
 - sustainability in the way that the products are made (long term health benefits)
 - kids breathe easier in class
- acoustics
- cleanliness
 - they stay clean longer with less maintenance
- textures/feel/design
 - fun designs can help kids stay engaged in class
- other
 - shop online with QuickShip for easy access to products and purchases
 - ready-made floors

Their main focus:

- maximize student learning/productivity with positive design elements/trends
- “Beautiful design should come with big impact. That’s why we create products that improve people’s lives, their spaces and the world we all share”
- Sustainability/eco-friendly

What resources they have:

- Brochures
 - Sign up for their email list (anyone can sign up if they say they’re an architect, designer, distributor, wholesaler, end user, flooring contractor, general contractor, internal, interface employee, property manager, or student) to download a PDF flooring guide with product offerings and design inspirations
 - Downloaded in Interface file
 -
- Videos
 - About design, functionality, ROI, sustainability, and well-being of students
 - Narrated by kids talking about how Interface makes their school better with the factors above – simple/easy to understand and fits with the kid/school theme
 - Video from website on YouTube: <https://youtu.be/R-nMwtL0A3M>
 - All videos found on bottom of home page http://www.interface.com/US/en-US/campaign/k12/K12-Modular-Flooring-en_US

Their photography/imagery:

- Photography of their finished products/work in all rooms of schools

- Design ideas
 - And reasoning behind every design inspiration
- No infographics, data in charts/graphs/tables, illustrations

Social media presence:

- Facebook
 - Activity
 - 8-10 posts per month
 - 48,500 followers
 - type of content
 - all about design, trends, beauty, innovation in the workplace or home
 - rare posts about K-12 classrooms/schools
 - posts link you to the PDF flooring guide from above or website for more info about the topic of the post
 - about sustainability or eco-friendly design of flooring
- Instagram
 - Activity
 - About 15 posts per month
 - 19,000 followers
 - type of content
 - all about design/trend elements like texture, pattern, color, and aesthetic
 - majority is office/home posts
 - some about the classroom – all of which are the same as facebook
- Twitter
 - Activity
 - About 40 posts per month
 - 15,200 followers
 - type of content
 - different posts than Facebook and Instagram, but same type of content
 - no posts about schools
- LinkedIn
 - Activity
 - About 8 posts per month
 - 19,500 followers
 - type of content
 - About Us: “Our modular system helps customers create interior spaces while positively impacting the people who use them and our planet.”
 - Focus on sustainability, creating jobs, and functionality of design in the office
 - Nothing about schools

J + J Flooring Group

What are they talking about:

- Durability
 - High value, quality, and sustainability
- maintenance costs
 - easy installation and maintenance
- textures/feel/design
 - trends and styles to fit the environment of the room/building
 - “J+J’s practiced approach to evidence-based design, our flooring portfolio reflects the latest thinking about design for 21st century learning spaces.”
- other
 - adaptability to each room – everything is detailed and intentional

Their main focus:

- Provide a solid foundation for enhancing learning environments
- No central focus – trying to cover all the stops: “J+J Flooring Group offers the highest levels of style, value, quality, sustainability, durability, and ease of installation and maintenance”

What resources they have:

- white papers
 - moisture in concrete floors, flooring and indoor air quality, and how flooring affects acoustic performance
 - black and white, paragraphs, a few charts
 - downloaded in documents
- Brochures
 - Education book, education look book, kinetex for education environments, student union, skelly elementary, installation solutions, kinetex school safety first, solve concrete moisture problems
 - All downloadable PDFs
 - contain many colorful/dynamic charts/graphs/tables and infographics
 - downloaded in documents
- website content
 - featured projects including links to the products they used and photos of the finished work

Their photography/imagery:

- No infographics, data in charts/graphs/tables, illustrations on website
- Only photographs of their finished projects and products

Social media presence:

- Facebook
 - Activity
 - About 15-20 posts per month
 - 1,600 followers
 - type of content
 - all about design and style in the details of their carpets for workplace

- nothing about classrooms
- Instagram
 - Activity
 - About 20 posts per month
 - 1,400 followers
 - type of content
 - same exact posts as Facebook
- Twitter
 - Activity
 - Minimal posting
 - No posts since February 2018
 - 1,300 followers
 - type of content
 - about the functionality of design and productivity in the workplace
 - nothing about classrooms
- Facebook
 - Activity
 - About 6-8 posts per month
 - 5,000 followers
 - type of content
 - About Us: “we engineer all of our flooring solutions with a steadfast commitment to design, quality, service, integrity and sustainability.”
 - Details of the design of the carpet
 - Nothing about classrooms

Patcraft

What are they talking about:

- total cost of ownership
 - “Get More From the Floor: Consider the Total Costs of Flooring Ownership”: white paper that details how educational environments can save money over time with luxury vinyl tile (LVT) flooring instead of vinyl composition tile (VCT).
 - “estimated long-term costs based on average school environments, labor hours needed for standard floor maintenance, and how flooring maintenance costs can build over time.”
- maintenance costs
 - they make maintenance cheap and easy for you when they provide you with maintenance and cleaning programs to make the products last longer
- textures/feel/design
 - retaining visual energy and appearance through color, pattern, and style support the variety of needs and activities in schools
- other
 - the right flooring provides the right dynamic layout for a good learning environment

Their main focus:

- “we see performance as more than a product attribute”
 - They focus on the overall functionality of the space – each design element is chosen based on the individual needs of each school/classroom
- Product attributes they focus on: visual energy, flexible design, flooring solutions (the right product for that environment), maintenance, saving money

What resources they have:

- case studies
 - about schools they renovated with a full collection of photos of the finished project
 - downloaded in documents
- white paper
 - comparing how to save money with LVT vs VCT flooring
 - downloaded in documents
- brochures
 - K-12 brochure that includes infographics and photos of kids interacting with the finished projects
 - Downloaded in documents
- website content
 - links to pages about sustainability, easy ordering, and personalized products
 - sustainability <http://www.patcraft.com/Html/Sustainabilitylanding>
 - easy ordering <http://www.patcraft.com/html/pdq/>
 - personalized products <https://chroma.patcraft.com/Search/?type=designs>
 - PDF of product catalog <http://catalog.patcraft.com/#2017-catalog/2017Cover>

Their photography/imagery:

- only photos about their finished projects – products are in their product catalog

- illustrations
 - show you the layout of a school and where they put different types of flooring (a hallway has a different type of flooring than the staff room)
 - adding visual elements to their menu where you can link to installation, maintenance, warranties, or connect to Patcraft
- No infographics or data in charts/graphs/tables on website

Social media presence:

- Facebook
 - Activity
 - Inconsistent rate of posting - 35 in June, 3 in May
 - When They post frequently, but they repeat posts – not much new content
 - 800 followers
 - type of content
 - posts about schools are photos about particular schools and their finished work (each post is about a different school)
 - very basic and unprofessional photos
 - rare posts about schools – most about offices
- Instagram
 - Activity
 - Inconsistent rate of posting – 10 in May and 30 in June
 - 2,200 followers
 - type of content
 - same posts as Facebook
 - rare photos of schools – when they do post it's about a particular school project
 - focus on design and aesthetics of flooring in offices
- Twitter
 - Activity
 - Inconsistent rate of posting - 22 in June, 1 in May, 4 in April
 - 1,900 followers
 - type of content
 - exact same as Facebook and Instagram
- Facebook
 - Activity
 - Inconsistent rate of posting – no posts in June or May, but 20 in July
 - 1,700 followers
 - type of content
 - About Us: “At Patcraft, we believe that flooring is the foundation of the built environment. That's why we define performance by more than how our products withstand the physical demands of an environment, but also how they support human performance, including productivity, health and wellness.
 - Exact same as all other platforms

Dur-A-Flex

What are they talking about:

- Durability
 - Wear resistant
- maintenance costs
 - simple to clean and maintain
- cleanliness
- textures/feel/design
 - custom color matching and logos
- other:
 - flexibility/adaptability to projects and fitting needs for every school

Their Main Focus:

Durable for the many needs of schools

What Resources they have:

- case studies
 - about finished projects at schools
 - small article (why they chose Dur-A-Flex and how they fit the school's needs) and photos of their completed renovations
 - <http://www.dur-a-flex.com/who-we-are/case-studies/redesign-at-illinois-institute-of-technology>

Their photography/imagery:

- No data in charts/graphs/tables, infographics, illustrations on website
- Only photos of their finished projects

Social Media Presence:

- Facebook
 - Activity
 - About 15 posts per month
 - 3,000 followers
 - type of content
 - lots of posts about the importance of safety (infographics about safety)
 - rare posts about renovations at particular schools (cheap-looking photos)
- Instagram
 - Activity
 - About 15 posts per month
 - 1,000 Followers
 - Type of content
 - Same exact posts as Facebook
- Twitter
 - Exact same as instagram and facebook
 - 680 followers
- LinkedIn

- Exact same as other platforms
- 1,900 followers

Kiefer USA

What are they talking about:

- durability
- maintenance costs
 - floor covering affects the continual cost of your facility
- cheap/affordable/value
- health benefits
 - no need for wax coatings, so the air and water stay clean
- cleanliness
- acoustics
- textures/feel
- other:
 - the type of flooring impacts the school's environment which ultimately impacts the experience of the students

Their Main Focus:

cleanliness and functionality of the flooring so that it is long-lasting

What Resources they have:

- nothing

Their photography/imagery:

- There is barely anything on their page about school flooring in general, and only one photo of their finished projects.
- No data in charts/graphs/tables, infographics, illustrations on website

Social Media Presence:

- Facebook
 - Activity
 - About 25 posts per month
 - 200 followers
 - type of content
 - most other types of flooring like football fields and track stadiums
 - some posts about inside the schools about particular projects
 - still not about hallways and classrooms
 - low quality, unprofessional photos
- Instagram
 - Activity
 - About 5 posts per month
 - 100 Followers
 - Type of content
 - Same as Facebook – more about schools but only athletic sections of the schools (weight room, locker room, basketball court)
- LinkedIn
 - No posts – only about us section that highlights their variety of product and versatility

○ 245 Followers