



## Boosting appearance and enhancing hygiene

### > CASESTUDY

LOCATION Birmingham	INDUSTRY Automotive	PRODUCT Floorcare
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**pHS** worked with Lookers Car Hub to boost the appearance and enhance hygiene at their CarHUB Star City showroom in Birmingham.

#### THE BACKGROUND

Lookers is one of the top motor vehicle traders in the UK. They represent multiple vehicle manufacturers and sell a huge variety of car types. They operate over one hundred used car trade centres and service centres around the UK.

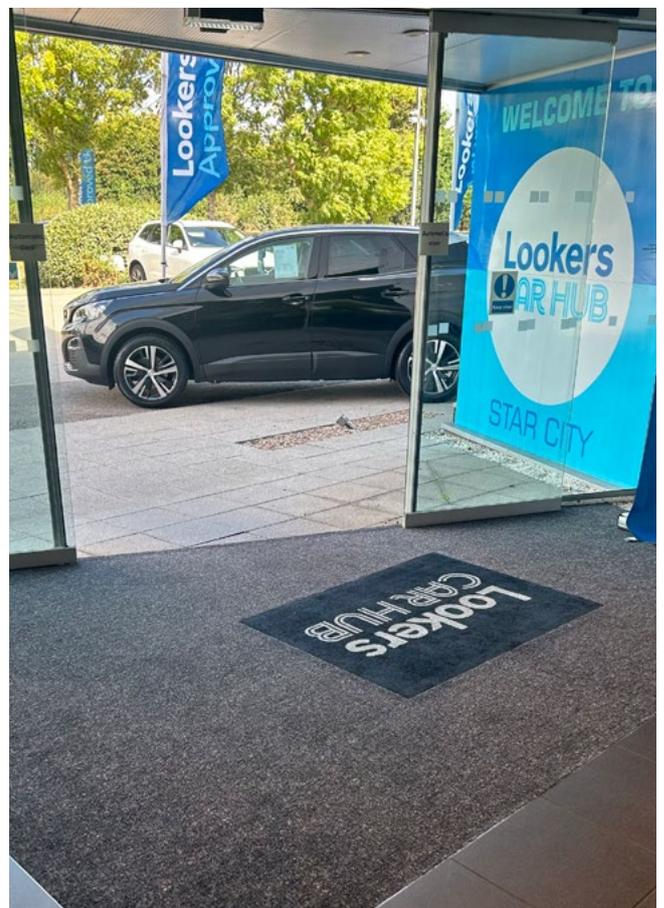
#### THE CHALLENGE

Lookers were looking to improve the appearance of their showroom at CarHUB Star City in Birmingham. After working with **pHS** to improve their site in Chester, they got in touch to discuss what floorcare improvements could be made at their site in Birmingham.

#### THE SOLUTION

**pHS** worked with Lookers to further understand the needs of their showroom in Birmingham. This resulted in a comprehensive range of matting services that will allow them to improve hygiene and boost their presentation.

All mats from **pHS** are provided on a fully serviced basis. This means we will install the mats, before returning to regularly clean and service them, ensuring they always look their best.





> **phs Foris Mat with Logo**

Foris Matting is a sustainable solution as the unique textile inserts are made from ECONYL fibres which are 100% regenerated polyamide sourced from post-industrial and post-consumer waste. They are ideal for capturing dirt and moisture at building entrances.



> **Loose-Lay Logo Mat**

Loose-lay logo mats offer an easy way to incorporate brand identity into a building while boosting health and safety. From receptions to board rooms, logo mats present powerful and professional statements in key locations across businesses.



> **Megahold Ultra Plus Mat**

Ultra Plus is a blend of ultra-fine fibres and standard high twist solution dyed nylon fibres. This unique textile construction captures and retains significantly more moisture and dirt than a standard nylon or cotton mat. Manufactured using 100% regenerated Econyl yarn, Ultra Plus mats are environmentally friendly.

“ The matting at CarHUB Star City was very worn and in need of replacement, the previous matting was poorly maintained and visibly showed dirt, having worked with **phs** previously at our Chester site and knowing they do branded matting which enhances our overall presentation and exposure I didn't hesitate to contact them.

As always, they were attentive, responsive, and professional. We had two new fitted entrance mats installed which invigorated our showroom entrance and image as well as numerous branded nonstick mats which also enhances the overall presentation of the site. To date they are wearing extremely well and as they are maintained in line with the contract always look fresh”.

*Gareth Archer, Branch Manager, Lookers CarHub Birmingham*



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