

Communicative floor mats

Eder Werbematten GmbH

In demanding markets, companies have to select a clear strategy if they are to enjoy sustained success. All activities must be subordinate to this strategy – even the use of technology. An Austrian specialist for logo floor mats and hire mats backs customer satisfaction without compromise, and uses radio frequency identification (RFID) to achieve this aim.

Floor mats can be an innovative and fashionable product – at least when they come from Eder Werbematten GmbH located in Luftenberg near Linz, Austria. The company specializes in mat solutions with a replacement and cleaning service, and is Austria's market leader in this area. The company pursues a consistent quality philosophy, backs its location in Austria, and is a ground-breaker with individualized consulting and support, design-oriented products and innovative high-tech solutions. There is scarcely a customer desire that the floor mat specialists at Eder don't make real: from specific logos, texts or pictures, through design variants, up to special shapes.

Always the right mat

But as well as stylish products, it's Eder's high service quality that makes it the market leader. Not only do customers buy or hire the floor mats, they also commission Eder with the regular maintenance of the mats, including collection/delivery, cleaning, inspecting and laying on-site.

There are always two mats per location in use here: If a mat is collected by customer service, the employee always has a second, exactly matching mat for replacement. This guarantees that customers always have "their" mats available. To guarantee optimal maintenance and fault-free delivery logistics for its customers, Eder has decided in favor of RFID as the base technology in its highly-modern cleaning and logistics center in Luftenberg near Linz. The RFID transponders are integrated into every floor mat at Eder to enable the manufacture of customized individual pieces from what appears to be a mass-produced item, even with regard to information processing. A number is stored in the transponders, enabling unique identification of every mat. During cleaning, the specific properties of every article can be called up via the installed database system to guarantee ideal maintenance for the high-function special fibers and to optimize the use of resources (water, detergent, energy).

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