

A close-up photograph of a carpet with a distinct color gradient. The top of the image shows light yellow and cream-colored tufts, which transition through orange and red to a dark navy blue at the bottom. The tufts are arranged in a regular, repeating pattern.

Mats

Logo Mats

Reinforcing Your Good Name

Milliken™



Why put your logo on a mat?

Your walk off mats are the first and last thing a customer sees. By branding them with your logo, you can make the most of this priceless opportunity. For customers already familiar with your brand, seeing the logo at the entrance reinforces the buying decision. For those newer to your brand, it sets up or reinforces the emotional associations you're trying to create.

A strong brand can create:

Familiarity. When customers know what to expect, they perceive less risk in making a purchase.

Loyalty. Repeated exposure to you and your message builds a kind of relationship in the minds of your target audience, even before they purchase.

Premium Image. Customers will pay more for a product/service to link themselves to value or perceived image of a brand.

Of course, you aren't limited to using just your logo. Milliken Walk Off Mats are a great way to extend your brand personality. Here are a few ideas:

Tagline	New or featured product (including images)
Web address	Seasonal buying suggestions
<p>It only makes sense to make a strong impression from the moment a customer enters your place of business. Milliken Walk Off Mats logo mats help you do that.</p>	

Select from 189 vibrant colors

Our patented digital printing technology offers six times more standard colors than you'll find anywhere else. Finding a color to match your décor and style has never been easier, thanks to our 189 standard hues.

If you don't see a color you need, ask one of our designers to show you our extended color lines. You'll be sure to get just the right color for your logo, background pattern, border, or text.

Made for brilliant performance

Milliken's patented Millitron® dyeing technology is engineered to deliver deep, intense color penetration. Color is locked in for longer, richer life, even as it gives you round-the-clock dust control.

We've been the standard-bearer in this market for more than seven decades, offering the most comprehensive customer support program in the industry. You can count on us to be with you for the long haul.



Rubber Backing Options

Milliken invites you to select the backing that best suits your performance needs.

Standard backing nitrile rubber	Super gripper cleats and smooth backing	Available in 3', 4', 5' and 6' widths
80 mil nitrile rubber	Super gripper cleats and smooth backing	Available in 3' and 4' widths
100 mil nitrile rubber	Smooth backing	Available in 3', 4' and 5' widths
MegaHold backing 100 mil nitrile rubber	Suction cup backing	Available in 3'x10', 4'x6', 4'x8', 5'x6', 5'x8', 5'x10' and 5'x12'

Please refer to the Backings Product Spec Sheet for detailed information.

Technical Specifications

Yarn type	Twisted, Heat Set Nylon 6,6			
Textile dyeing technology	Injection dyed			
Textile weight	21 oz/yd ²			
Total thickness	0.3"			
Total weight by size:	Sizes available in the US	Weight: (+/- 1lbs)	Sizes available outside the US	Weight: (+/- 2 kgs)
	3'x4'	4.7 lbs	85cm x 115cm	2.1kgs
	3'x5'	6.0 lbs	85cm x 150 cm	2.7kgs
	4'x6'	9.3 lbs	115cm x 180cm	4.2kgs
	3'x10'	12.2 lbs	85cm x 300 cm	5.5kgs
Total mat dimensions:	Sizes available in the US	Size: (+/- 2")	Sizes available outside the US	Size: (+/- 5 cm)
	3'x4'	33.75" x 45.8"	85cm x 115 cm	85cm x 115cm
	3'x5'	33.75" x 57.6"	85cm x 150 cm	85cm x 150cm
	4'x6'	44.75" x 68.5"	115cm x 180cm	115cm x 180cm
	3'x10'	33.75" x 118.0"	85cm x 300 cm	85cm x 300cm
Antistatic	Yes			
Energized	Yes			
Fire resistance: DOC FF1-70 and DOC 772-70	Pass			
Standard Rubber Backing	5-Piece, 100% Nitrile, 83mil border thickness, 43 mil body thickness			

Share the personality of your company in full color. Guests and employees alike notice company logos, product names, brands and trademarks with logo mats from Milliken. Mat customization begins with your brand, and ends only with your imagination. Our talented designers will help you create a logo mat as beautiful as it is hard-working.

With our state-of the art print technology, you have six times more color options for achieving the true match for your brand image. Wash after wash, these colors stay vibrant, while the mat works hard absorbing dust and moisture even after greeting thousands of guests. Contact us or your local dealer to enhance your brand message with a Milliken logo mat.

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