



CASE STUDY

LOCATION: ELLICOTT CITY, MD

PRODUCT: ENVIROQUIET 6.0

SKU: 636-425 RB-6-C



BENEFITS OF ENVIROQUIET

- ✓ COMFORT UNDERFOOT
- ✓ STAIN-RESISTANT
- ✓ DURABILITY

Define Hair Salon stands by one goal – to create a unique and personalized experience for their guests that offers the industry’s best salon and spa treatments. Located near a busy traffic area for shopping and dining, this 4600 sq. ft. location is the perfect addition to Ellicott City, MD. There were many factors that went into the building plans for the salon, that’s why Greg Ohrn of O’ Squared Flooring created a rapport with Rachel Gribbon, one of the owners of Define Hair Salon, so they could build an ideal business model and meet the flooring needs of their space.

While some projects use EnviroQuiet LVT to tackle sound absorption issues, Define Hair Salon had different requirements for the type of floor they wanted. “Since this was a new build, they wanted a product that would be more comfortable for their stylists who are on their feet for the majority of the day,” said Greg. With 10 years of experience in the flooring business, Greg knew EnviroQuiet could be the solution to help with comfort underfoot for both the staff and customers.

“Using a 3mm vinyl plank with an attached 3mm commercial dense rubber underlayment was the perfect choice for this salon because of the relief it provides from being on your feet for an extensive amount of time,” explained Greg. In addition to this, Greg knew EnviroQuiet would also be “cost-effective and cut the installation time in half” since the acoustical underlayment is attached to each plank.

Aside from aesthetics and the warmth of a real wood design, a key factor that lead Greg and Rachel to agree on EnviroQuiet was the resilience of the product. “EnviroQuiet was ultimately chosen for the best resistance to stain and benefits of easy maintenance. One of their biggest concerns was the product they installed needed to be stain resistant to the products they use on their customers’ hair. EnviroQuiet was the only one that did not stain,” said Greg.



The owners and staff at Define Hair Salon have been enjoying the beauty of the FloorFolio floor, but even more so the beneficial attributes EnviroQuiet has been able to deliver. “My client is extremely happy with their decision to go with EnviroQuiet. They like the fact that it has held up well in their high traffic commercial space and the employees enjoy the commercial grade rubber backing that helps eliminate the hard pressure off their feet and knees. They have yet to experience a stain on the material which confirms their decision of EnviroQuiet was the right choice,” concluded Greg.



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