



**SUPERIOR  
MANUFACTURING  
GROUP**

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## **Superior Manufacturing Group, Inc., Launches Program For Floor Matting In Green Cleaning Applications**

### **“GreenTrax™ Program Outlines Characteristics of a Highly Efficient Matting System”**

Chicago, Illinois – December 2006 – Superior Manufacturing Group (SMG), makers of the NoTrax® family of floor matting products introduces GreenTrax™, a program that outlines the optimum characteristics for floor matting systems to be used in Green Cleaning applications.

“Currently, floor matting products are not covered by any of the green certification programs”, states Ron Gustafson, Marketing Manager for Superior Manufacturing Group. “However, if you listen to any of the Green Cleaning experts, they will tell you that a highly efficient entrance matting system plays a vital role in Green Cleaning environments.” Properly placed matting provides a first line of defense for moisture and debris that is carried into a facility on the shoes of those entering, improving indoor air quality (IAQ), and reducing the amount of potentially hazardous floor care chemicals needed. In addition, the LEED Green Building Rating System™ sponsored by the U.S. Green Building Council, recommends the use of entryway systems as a way to improve indoor air quality.

All mats are not created equal – Entrance mats vary in materials, weight, and design, all of which affect the functionality of the mat in a given application. The GreenTrax™ program details the recommended characteristics of a highly efficient entrance matting system for Green Cleaning environments, and even recommends products within the NoTrax® family that meet or exceed the requirements of a Green Cleaning application.

Ron adds, “Superior has been a leading manufacturer of floor matting for over 50 years, and the expertise and knowledge gained during that time allows us to develop programs like GreenTrax™, programs that are engineered specifically to meet the diverse requirements of our customers.”

Superior Manufacturing Group is a proud member of the U.S. Green Building Council, the nation’s foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable, and healthy places to live and work. For more information on the GreenTrax™ program, call 1-800-621-2802, or visit us on the web at [www.notrax.com](http://www.notrax.com).



News Release