

## **Dottie Greaney on Trends in Healthcare Flooring 2021**

April 2021

What is your company's superpower? Lonseal is very lucky to have an amazing sales team who we believe has unique and specialized skills and finds the right solutions for our customers' healthcare projects. Western Regional Sales Manager, [Dottie Greaney](#), is one of Lonseal's "secret sauce" in making our products one of the highest-rated sheet vinyl floorings in the industry, especially in healthcare.

Dottie has been in the flooring industry for over 24 years. She is well-versed on the subject of resilient flooring and is often asked for her input when it comes to trends in healthcare flooring.

Below are some questions Dottie is most often asked about in healthcare settings.

**Question:** *What are some of the key challenges to specifying flooring for healthcare facilities?*

**Dottie:** Healthcare-approved flooring must be durable, easy to maintain, meet many ASTM requirements and health codes. Healthcare flooring must provide proper COF (Coefficient of Friction), resistance to chemical staining, antimicrobial properties, ability to handle heavy rolling loads and surface moisture, comfort underfoot, and lastly the ability to be heat weldable and flash covered for a monolithic floor. Consideration of embossing on the surface is also very important. A smoother embossing is best so that dust and grit do not become trapped in surface embossing. Lonseal's healthcare flooring has minimal embossing to address this priority. Of course, it is also extremely important that the flooring is beautiful. [Lonseal's healthcare flooring](#) has minimal embossing to address this priority. Of course, it is also extremely important that the flooring is beautiful.

**Question:** *What are some recent overall trends in hard flooring in hospitals? Are safety, comfort, acoustics, mobility, maintenance, and infection control, and aesthetics key factors?*

**Dottie:** Yes to every one of these characteristics. Trends in healthcare are natural visuals and Biophilia. There was a time when healthcare flooring was primarily VCT, very shiny, a single light color with an occasional colorful tile for design. That has definitely changed. The trends are wood visuals like Lonseal's [Lonwood® Natural](#) that has a gentle pattern and soft colors, [Lonwood® Madera](#) with a wide plank, and natural visuals like Lonseal's [Lonstrand®](#). It has been proven that patient recovery is accelerated by the benefits from Biophilia - the use of natural visuals in healthcare design. Maintenance costs and ease of maintenance are always some of the most important considerations for specifying healthcare flooring. Having flooring with a factory-applied finish is standard in



*Dottie Greaney  
Western Regional Sales Manager*



*Lonmoire® Topseal*

the industry now. Lonseal's [Topseal](#) is a 30-micron urethane finish added to the wear layer-one of the thickest and toughest on the market. UV cured, easy to maintain, withstands medical-grade hand sanitizer, and scratch-resistant.

**Question:** *What new flooring products have you introduced to the health care market? What are the products' key features?*

**Dottie:** To meet the demand for lower budgets, Lonseal introduced [Lonspeck®](#) in 2018. This product is non-directional with flecking and comes in near \$2 per SF. Lonstrand® was introduced that same year and has a very earthy and natural tree bark visual.

**Question:** *Are you getting more installations in small, offsite facilities such as specialty clinics? Are there differences in product requirements between these small, offsite installations and large hospital installations (i.e., product life, cleanability, and aesthetics)?*

**Dottie:** We have seen an increase in clinics that provide services to smaller or remote communities that do not have budgets for major hospitals. Their remote locations require durable products providing a long life-cycle, cost-efficient to maintain, at a reasonable budget since refurbishment budgets may not be available.

**Question:** *What advances do you see in the near future for healthcare flooring products?*

**Dottie:** Sustainability and durability are in great demand by specifiers and most manufacturers are improving in this area. A low VOC (Volatile Organic Compounds) flooring in a healthcare environment is essential. I have seen all manufacturers improve in this area over the past several years. For example, Lonseal offers our GreenAir® formulation which considered as one of the lowest, if not the lowest, VOC emissions to provide healthy indoor air quality, especially in children's hospitals. Further, I recall that being FloorScore® Certified was once a selling point, now specifiers assume that all flooring will meet these standards.

About Lonseal:

Celebrating over 49 years of durability and performance in a variety of commercial industries, Lonseal® is known as the "Little Giant" in the resilient sheet vinyl flooring industry. Lonseal offers a unique selection of resilient exterior and interior sheet vinyl flooring in embossed and smooth surfaces. They provide designs that best fit commercial spaces ranging from industrial to healthcare. Lonseal services a range of commercial applications including healthcare, educational, fitness, corporate, exhibits, entertainment stage studios, as well as transportation industries such as EMS, aviation and marine. Lonseal's products are specified through architects and designers nationwide. For more information, visit [LONSEAL.COM](http://LONSEAL.COM) or call 310.830.7111.