

PUBLIC SPACE

Classic Wine Company
Homewood, Alabama



No need
to cry
over
spilled wine.

- Wine spills just go with the territory of owning a wine store. On occasion, bottles get broken when stocking shelves or a customer accidentally mishandles a bottle. Even so, customer first impressions are important, and Owner, Tony Meyer does not want the carpet in his boutique wine store to be stained.

CASE STUDY:

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– Tony Meyer, owner Classic Wine Company

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Exactly What I Wanted.

At the first sound of shattering glass, Tony Meyer, owner of Classic Wine Company in Homewood, Alabama, knew there would be a puddle of red wine on the newly installed carpet. Meyer thought, "Oh, no. I'm sure I will have to replace those carpet tiles due to the severity of the stain. It was one of the deepest purple wines in the store."

"To my surprise, after 20 minutes of cleaning with only hot water extraction, the stain was impossible to see. And even after several weeks, the stain did not wick back up," said Meyer. "Since that first spill, we've had three other bottles of red wine break and a coffee spill and all of the stains have all cleaned up beautifully and easily with water. I have not yet had to replace any carpet tiles with my attic stock. Carpet with Antron® carpet fiber takes the stress out of an inevitable problem I face as owner of a wine store and helps keep my store looking good without evidence of wine stains."

Put on Your Walking Shoes.

The carpet in Meyer's store also takes abuse from the daily foot traffic in the store, especially near the store's only entrance. "Initially, I was worried about how the carpet would wear near the entrance of the store compared to the rest of the store," said Meyer.

"More than four years later, the carpet near the entrance of the store does not look any different from the carpet in the back of the store."

Meyer has experienced how durable Antron® carpet fiber actually is in a very unique way. "After installing the new carpet, I've had to begin replacing my shoes annually because I've literally worn the soles off of my shoes working in the store six days a week. To me, that showcases how extremely durable the construction of the carpet actually is that it wears off the soles of my shoes."



Expect the Unexpected.

To keep the retail environment of the wine store fresh, Meyer likes to periodically change the configuration of the store. The first time he moved the custom wooden racks, weighing more than 850 pounds when loaded with the wine, the carpet was matted down. However, within one week, he was relieved to see that the carpet fiber bounced back. "It is a real benefit to me to be able to change the configuration of the store and not worry about the unsightly tracks caused from the weight of the racks," said Meyer. "I'm convinced the carpet will outlive the life of the store. It is exactly what I wanted."

To learn more, contact Antron® Carpet Fiber at (800) 966-6795 or visit antron.net.

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