

2018

PROPERTY CLAIM STRATEGIES SUPPLEMENT

Advertorial

The Answer to Reducing Slip and Fall Claims Is Right Under Your Feet

By Heidi Shetler

Every year, slips, trips, and falls send 5 million people to the emergency room with sprains, strains, bruises, and breaks. According to the 2017 Liberty Mutual Workplace Safety Index, American businesses pay \$11 billion in direct costs every year for such accidents, and that doesn't even include lost productivity or liability costs.

Walking surface imperfections that contribute to slips and falls—like loose floorboards and torn carpeting—are easy to find. They are also easy to correct. The larger issue is making sure that these problems are recorded regularly so inadequate products and procedures can be identified and fixed before they result in an accident claim.

SHOCKING STATISTICS ABOUT SLIPS AND FALLS

In 2017 New Pig Corporation, a provider of products that keep floors dry and safe, surveyed professionals in various industries to understand how they handle slips, trips, and falls. Compiled in New Pig's "Walk Zone Safety Report," the findings were eye-opening:

- Over half of the professionals who responded don't consider fall prevention a top priority, even though 42 percent confirmed that at least one fall occurred in the past year (a significant number had more than five falls annually).
- Fewer than a quarter of survey respondents said that they were in complete control of slips, trips, and falls, while 71 percent said that they have partial control or no control at all.
- Nearly a quarter of survey respondents reportedly experienced at least one fall that resulted in legal action.

Nearly all of the professionals New Pig surveyed said that they use carpeted

floor mats inside their entrances, with over half saying it was a primary fall location. But putting mats in an entrance doesn't come close to guaranteeing fewer falls. In fact, nearly 15 percent of surveyed professionals report that wrinkled, bunched-up, or shifting mats led to falls in their facilities.

ENTER NEW FLOOR MAT TECHNOLOGY

For a long time, rubber-backed rental mats have been the most common approach to floor safety, but they are based on outdated technology and often exacerbate fall hazards. That's why New Pig Corporation set out to create a new solution.

Specifically designed to eradicate same-level slips, trips, and falls, the PIG® Grippy Floor Mat is the world's first adhesive-backed mat solution on the market. Grippy Floor Mat lays flat, sticks tight, and never bunches, ripples, or shifts like rubber-backed mats. It's also extremely durable and built to last up to three months before change outs. NFSI-certified as a high-traction surface, Grippy Floor Mat helps reduce slip and fall claims by up to 90 percent when used as part of a floor safety program.

MARKET BASKET FOODS CASE STUDY

In 2013, Mike Rohrbaugh, Market Basket Supermarket vice president and division manager, spotted Grippy Floor Mats in a New Pig catalog and decided to give it a try in his stores. Replacing his rental mats with PIG Grippy Floor Mats provided immediate and dramatic results. Slip and trip hazards were virtually eliminated overnight. Team members didn't need to spend valuable time putting mats back where they belonged. Shopping carts easily rolled over the mat with no creeping or bunching up under

the wheels. Even loaded pallet jacks could roll across without affecting the surface or lifting the adhesive.

During the initial test, Rohrbaugh expected 10 weeks of use, but they stayed on the job a full 16 weeks before needing to be changed. That translates into \$120,000 in annual cost savings from product and claims reduction. Moreover, Market Basket's slip and fall litigation expenses dropped to zero in the first year of use.

REDUCING SLIP AND FALL RISK

According to the U.S. Department of Labor, slips, trips, and falls account for 25 percent of reported injury claims each fiscal year. That's millions of dollars wasted on unnecessary accidents. Organizations relying on dated floor safety products and strategies are continuing to put themselves and their customers at risk.

In addition to reviewing housekeeping procedures, simple fixes like replacing floor coverings can drastically improve a company's safety record. In fact, customers who have replaced their rubber-backed mats with Grippy Floor Mats have reported between a 42 to 85 percent reduction in claims within one year of use—and even more the longer they use it.

For years, payouts from slip and fall claims have been viewed as an inevitable cost of doing business. But the truth is, with the right products and procedures, slips, trips and falls are 100 percent preventable. The key is knowing where to start.

Heidi Shetler is the director of new market development at New Pig Corporation. She can be reached heidis@newpig.com. For more information, go to newpig.com/grippy or visit our booth at RIMS, #954.

MAKE THE SWITCH



TO THE MAT THAT STICKS

Look for
New Pig at
RIMS 2018!
Booth #954



RENTAL RUGS
Crappy. Dangerous.

PIG GRIPPY® FLOOR MAT
Safe. Attractive.

She breezes into your facility without a care in the world. To her, they're a comfy pair of flip-flops. But to you, they're dangerous slip-and-trip-flops just waiting to catch on your wrinkled rental rugs.

Stop holding your breath. We've got a **PROVEN** solution for even the flimsiest footwear.

One that *stays put no matter what*®, costs up to 50% less than rentals, and reduces liability claims as soon as you put it down. It's not magic. It's super-safe **Grippy Mat** — the world's **FIRST adhesive-backed mat**.

Only from New Pig and our fine distribution partners.

PIG GRIPPY FLOOR MAT
NO SLIP. NO TRIP. ALL GRIP.



Switch today with a special offer at **grippymat.com** or call **1-855-474-7791**

