



## CASE STUDY

# Silver Bluff Village

Canton, NC

### Products Installed

- Forest Rx — 8,500 SF in *European Oak*

### Project Needs

- Acoustic
- Durable
- Easy to Clean

### Product Benefits

- Sustainable
- Ergonomic
- Slip Resistant

# Senior Living Community Solves Acoustic Challenges with Forest Rx

## Background

When Silver Bluff Village, a family-owned and operated senior living community offering short term rehab, long term care, and independent living, sought to refresh the design of its main skilled nursing building, a long term care facility serving more than 120 patients, it was faced with some challenges. Namely, replacing the carpet without creating a louder environment, and specifying a surface that was easier for the staff to clean and maintain.

## Challenge

Our main building was built in 1984, and it originally featured luxury vinyl tiles (LVT) throughout,” said Lisa Leatherwood, MSN, RN, administrator and a third-generation family owner of Silver Bluff. “Nurses, staff, patients and families all use the halls, and noise was a major issue.”

In the first renovation, Leatherwood chose to replace the LVT with carpeting. “It didn’t take long for the carpeting to get dirty,” said Leatherwood. “It ended up looking terrible and was difficult to clean.”

*“We are extremely satisfied with the floors. They are beautiful, they really are as quiet as carpet, and everyone is enjoying them so much.”*

For the next major remodeling in 2009, Leatherwood considered re-installing a hard surface in the halls, but was met with opposition. According to Leatherwood, acoustics is a major issue in senior living communities. “We have staff rolling patients, linen carts, food carts and refuse barrels up and down the halls continuously 24 hours a day, and that can create a lot of noise,” said Leatherwood.

In response to the feedback, Leatherwood decided to forgo installing a hard surface and instead opted for a high-end carpeting product that was 40 percent more expensive than regular carpeting. “We were told the higher-end carpet would clean up fine, that we wouldn’t have any issues and that it would last for a long time,” said Leatherwood. “That turned out to be completely wrong.”

As a result, Leatherwood began searching for an alternative to carpet. She learned about ECOsurfaces after attending a skilled nursing convention.



## Solution

“I was immediately interested in ECOsurfaces’ rubber-backed resilient flooring products, specifically the Rx line,” she said. Leatherwood made the decision to install Forest Rx in European Oak in the hallways of all four resident wings, a business office area and in a short wing that leads to the assisted living building attached to the long term care building.

Forest Rx features 5 millimeters of composition rubber fusion-bonded to the back of a heterogeneous vinyl layer. This combination creates a surface that may possibly reduce the risk of injury associated with falls while offering sound control and comfort underfoot.

It didn’t take long for Silver Bluff residents and staff to realize the positive results of the flooring installation.

## Results

“No one noticed a difference in noise between the carpet and the new flooring, and we didn’t receive a single complaint,” said Leatherwood.

According to Leatherwood, staff also noted that it was easier to roll their carts and move residents around, as well as clean the surface. The flooring installation was completed in late 2017. “We are extremely satisfied with the ECOsurfaces floors,” added Leatherwood. “They are beautiful, they really are as quiet as carpet, and everyone is enjoying them so much. We could not be happier.”