

# Floor Marking Tape Case Study

## Heavy Duty Floor Marking Tape Pays For Itself In Three Months, Proves That Using A More Durable Floor Marking Material Saves Labor Costs For Manufacturing Companies

Stop-painting.com helps create more cost effective industrial floor marking systems with its patent pending Superior Mark™ floor tape.

When companies are pressured to cut costs to a bare minimum, and run as lean of an operation as possible to survive, every process is scrutinized to ensure it is being done as cost effectively as possible.

Industrial Engineer at A. Raymond Tinnerman Manufacturing Inc., was in exactly this position, trying to understand the most cost effective way to maintain consistently well marked floors.

“We have struggled with a few different types of tape and keep having to reapply due to deterioration and dragging pallets.” Like many manufacturing companies in recent years, they were marking floors as part of a Lean 5S initiative to improve overall efficiency.

They had tried using a standard 3-5 mils thick vinyl floor tape, which could be compared to duct tape in terms of its thickness and quality. Superior Mark tape is 32 mils thick and has a patent pending beveled edge, which protects the recessed adhesive.

The difference between standard vinyl tape and Superior Mark is shown in the diagram below.

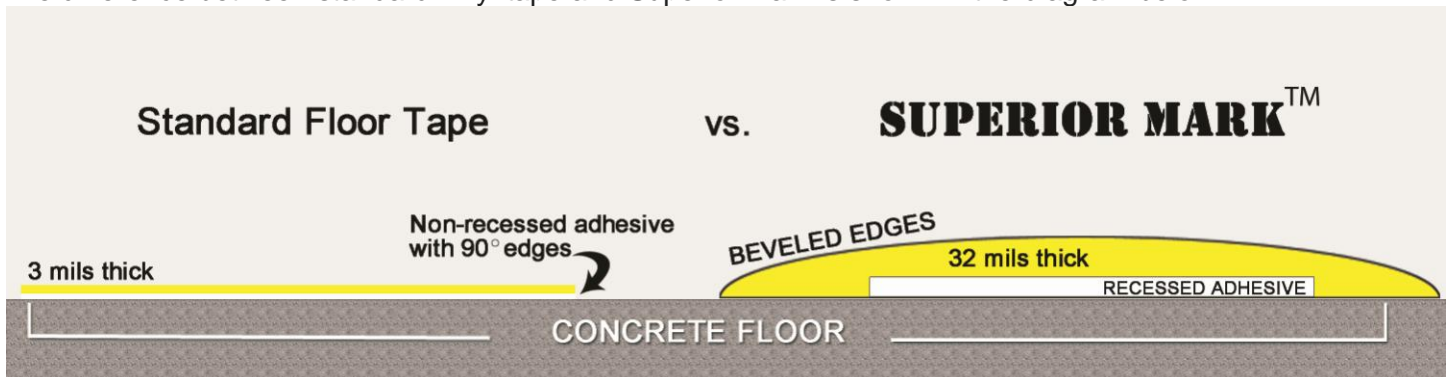


Figure 1: This diagram compares a cross section of standard vinyl floor tape to a cross section of Superior Mark™



Figure 2: Standard floor tape showing wear one month after installation.

The industrial engineer found that when subjected to the everyday wear and tear that included pallet dragging and forklift traffic, standard vinyl tape would last about one month before it needed complete replacement.

“Our current tape must be reapplied more than once a month due to deterioration...the tape deteriorates too fast and we are continually applying new tape.”

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After having tested a sample of Superior Mark™, They volunteered to be part of a case study to document the durability (and ultimately the cost effectiveness) of using Superior Mark™ tape compared to the competitor's tape.

The company needed to mark box shaped cells that totaled 380 linear feet of tape, which was only a small test area in their large manufacturing facility. Over a seven month period, they tracked how many hours of labor were needed both for the initial installation and any replacement tape needed to maintain a bright, clean floor marking.

Their experience was that due to the abusive environment of heavy forklift traffic, the standard floor tape needed to be entirely replaced monthly.



Figure 3: Superior Mark™ is 32 mils thick, creating a more durable floor marking.

Of the total 385 feet of Superior Mark™, less than 20 linear feet needed to be replaced over the same seven month period.

When companies compare the cost of various floor markings, the cost of the labor is often not accurately considered. According to the United States Department of Labor's Bureau of Labor Statistics, the average employer cost of employee compensation for the maintenance occupational group of the manufacturing sector was \$33.54 per hour worked in March 2013.<sup>1</sup>

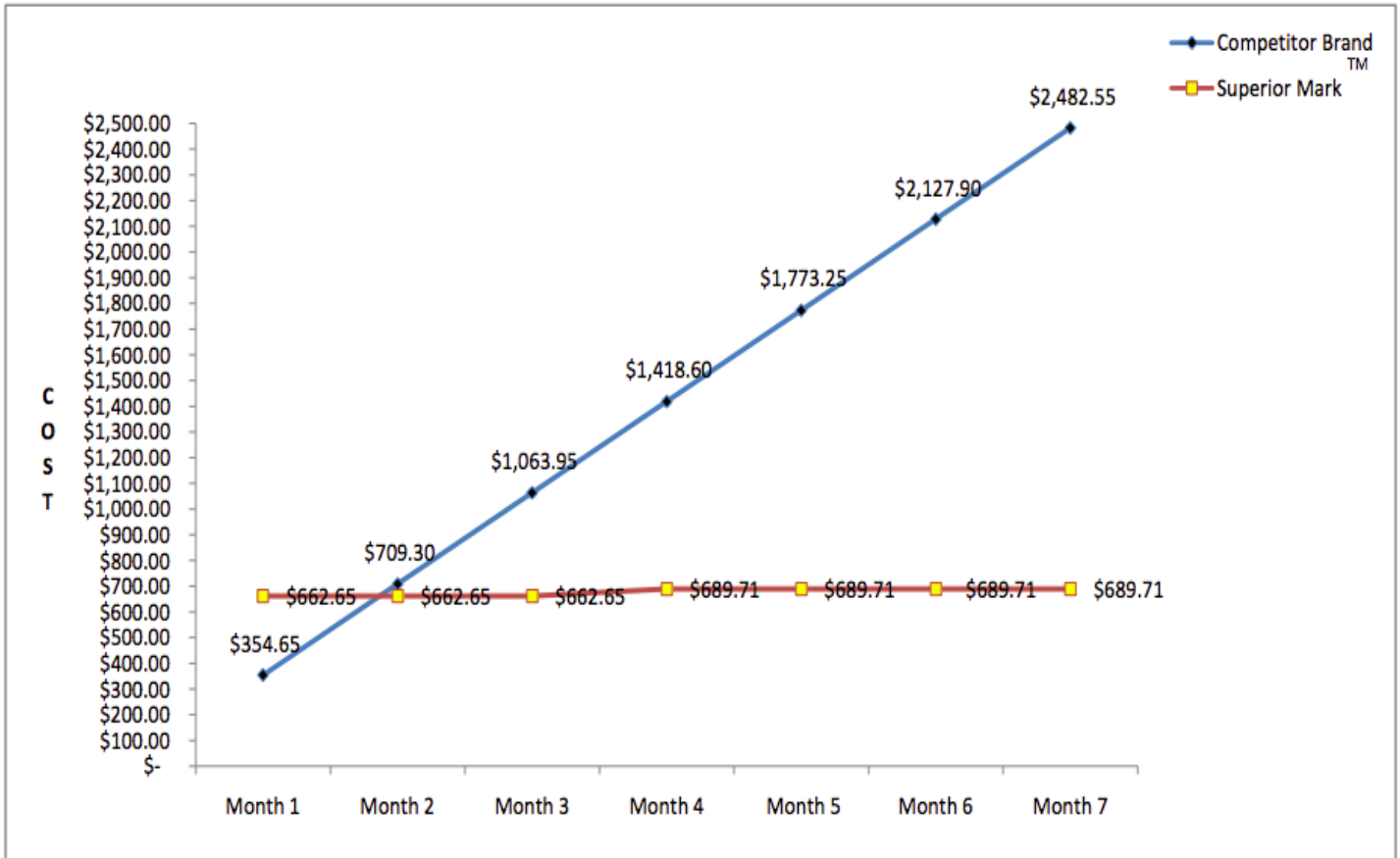
We used this average cost of compensation to determine the true cost of applying and maintaining the floor marking. The table below displays the data we collected and used for the case study.

Comparison table:

Floor Tape Brand	Total number of linear feet marked Initially	Number of linear feet of replacement tape needed	Total Cost of Tape <i>(Installation + Replacement)</i>	Total Labor Cost <i>(Installation + Replacement)</i>	Total cost to maintain 385 linear feet of floor marking over 7 month period <i>(Tape Cost + Labor Cost)</i>
Superior Mark	385	20	405 ft total x \$0.85/ft. = \$344.25	10.3 hrs. x \$33.54/hr = \$345.46	\$689.71
Competitor	385	2310	2695 ft. total x \$0.05/ft. = \$134.75	70 hours x \$33.54/hr = \$2347.80	\$2,482.55

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Based on the average labor rate, over the seven month case study, it would cost \$1,792.84 more to keep the floor marked with standard floor tape compared to Superior Mark™. Although the cost of the tape itself was higher for Superior Mark™ (\$344.25 compared to \$134.75 for the standard tape), because the standard tape had to be replaced monthly, the cost of the labor made standard tape overall much more costly to use. After just two months, using Superior Mark™ proved to be more cost effective. After only three months, the labor savings would be enough to pay for the Superior Mark™.



“All of the tape is still in good shape. We are really impressed with the quality of this product,” said by an Industrial Engineer at A.Raymond Tinnerman Manufacturing, Inc, 7 months after the case study began. We will continue to monitor the condition of the Superior Mark™ over time, and expect the material will continue to provide additional cost savings for the company.

### Sources:

1 <http://www.bls.gov/news.release/ecec.toc.htm> United States Department of Labor, Bureau of Statistics, Economic News Release “Employer Costs For Employee Compensation”, Table 9 “Private industry, goods-producing and service-producing industries, by occupational group.”

# Floor Marking Tape Case Study

SUPERIOR MARK™ floor tape **outlasts** competition

**QUALITY > quantity**



A well-established US manufacturing company tested **385 ft** of two types of industrial floor tape over a **seven month time period**.

## REPLACEMENT TAPE NEEDED

**20 FT SUPERIOR MARK™**



**2310 FT COMPETITOR'S TAPE**

## REPLACEMENT TIME NEEDED

**20 MINS SUPERIOR MARK™**

**60 HOURS COMPETITOR'S TAPE**



## TOTAL COST

**SUPERIOR MARK™** ■  
**COMPETITOR'S TAPE** ■



## SEVEN MONTH TOTALS

**COMPETITOR'S TAPE \$2482.55**  
**SUPERIOR MARK™ \$689.71** → **SAVES \$1793**

All the tape is still in good shape [after 7 months]. We are really impressed with the quality of this product

To learn more about this case study, please call **919-569-6765** or visit **www.stop-painting.com**

Industrial Engineer  
US Manufacturing Company