



RETAIL INDUSTRY NEWS

Santa Ana rubber flooring firm launches online store with eco-friendly products

Rubber-Cal provides online shoppers with sustainable

matting products via its website, Coirmat.com.

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Rubber-Cal Inc., a Santa Ana-based company specializing in rubber flooring and industrial sheet rubber, launched an online store featuring eco-friendly doormats. Coirmat.com promotes sustainable living by providing a selection of natural and recycled doormats and matting products.

The website's namesake, coir mats, are made from natural coconut fibers and manufactured through home-based production. According to reps from Rubber-Cal, coir doormats are already widely used in homes and small businesses.

Beau Pirghibi, Rubber-Cal president and CEO, hopes that the website will assist in consumers' attempts to become more eco-friendly by offering natural options to conventional doormats.

You can learn more about the products at Coirmat.com.

