



CASE STUDY

Patcraft Customer Story: Because Flooring Matters

Richardson Design

Cleveland Browns, FirstEnergy Stadium Kardiak Club
Cleveland, Ohio

Cheering on their football team through frigid Ohio winters, Cleveland Browns fans are famous for their hearty devotion. When the 1980 Cleveland Browns won a number of their games by nail-bitingly close margins of victory, the team was dubbed the “Kardiak Kids.”

Thirty-five years later, Cleveland Browns fans have the option of enjoying a more luxurious game-viewing experience in the team’s private **Kardiak Club**, located in the east end zone of state-of-the-art **FirstEnergy Stadium**. This exclusive facility, which opened in 2015, features excellent views of the field and city skyline, high-tech amenities and gourmet food.

BOLD PATTERNS & PALETTE

Patcraft's bold, modern **Mixed Materials** collection is an important element in the Kardia Club's sleek, exciting décor created by Cleveland's **Richardson Design** firm. Mixed Materials features bold patterns and palette: Wood Planx and Metallix Facet resilient in multiple colors, and Geometrix carpet tile in Pinstripe.

The Kardia Club is used for private party events year round, not just on game days, so Patcraft's durable, easy-to-clean flooring is ideal for the space, says **Garrett Thompson**, the project's designer.

"The ambiance of the club revolves around an impressive view of the lakefront and part of the city skyline, combined with our overall design concept, which was a blending of modern and heritage components," says Thompson. "FirstEnergy Stadium has recently undergone a vast amount of new amenities for the fan experience, and the Browns recently updated their identity to include a new, bolder color palette, juxtaposed with some elements of the team's heritage."

The Cleveland Browns are one of the National Football League's oldest franchises, but the Kardia Club reflects both tradition and the city's new image as a business and tourist destination. Walls are tiled in dark, chocolatey woods reclaimed from nearby Ohio mines. Fans sink into deep, cozy leather chairs and enjoy craft beer and freshly prepared cuisine on sleek, geometric cocktail tables.

When he looked for flooring options, Thompson wanted products that reflected the high energy of the facility's design — after all, the Kardia Club is a place where fans expect to have heart-pounding excitement and fun.

"The Patcraft products were a perfect blend of new and old, both in color ways and patterns," he says. "They helped to transform a rather dull space into a vibrant, entertaining environment that expresses the Browns, and increased the overall functionality of ways the space can be used."

The Kardia Club throbs with excitement on game days and is an upscale, trendy event space used for corporate parties, weddings, bar mitzvahs, and other events when the Browns are not on the field. The club features chef cooking stations, a full bar, and a lounge area where visitors enjoy cocktails and snacks.

Richardson Design had to develop a high-level concept for the Kardia Club in a short amount of time, says Thompson. They worked with the Cleveland Browns team leadership, as well as food and beverage provider Aramark.

"We developed a concept that could be quickly implemented, enhance the customer experience, and be cost-effective, all while embodying the Browns' brand," he says.



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PERFECT PRACTICALITY & STYLE

The concept was contemporary and inviting, as well as accommodating the upscale food and beverage service that takes place in the high-energy sports environment. Patcraft's products fit perfectly because they are stylish and practical.

"The Patcraft carpet tile and LVT plank series was selected one, for the color palette, and two, for the seamless transition between carpet and tile," Thompson says. "The colors were ideal as the oranges in the product contained both the new and old Cleveland Browns colors. We knew that since the club had a bar area, we would need resilient flooring as well to accommodate for easy clean-up and maintenance."

Richardson Design worked with their local Patcraft account executive to select the products from the Mixed Materials line, help fit them into the design concept, and provide guidance during installation.

The Cleveland Browns' organization executives are thrilled with the finished result: Flooring that completes the exciting appeal of this luxurious club environment.

"The carpet tile and resilient installation works incredibly well and has received nothing but the utmost praise. It was an easy transition for our team to brainstorm the concept and integrate the Patcraft products into the overall aesthetic," says Thompson. "Everyone is very pleased with the floor treatment, and it has exceeded expectations!"

The Patcraft products have really been a hit that delivers a 'Wow!' as guests arrive. And we were able to hit a great price point for our client."



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GARRETT THOMPSON
DESIGNER
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