

TRAILER TIPS

W.E.R.M.



brought to you by **Twister Trailer**
interview by **Robyn Volkening**

This month, Trailering Tips will cover something you may not think about that much: the flooring in your trailer. Trailer floors typically are wood or aluminum, and then covered in mats or shavings. But new technology has been out for a few years, allowing for an upgrade to your trailer flooring. This month, we interview Kristofer Parmer, President and CEO of W.E.R.M. Flooring in Oklahoma about his company's innovative flooring solution. Next month we will talk to W.E.R.M. competitor, Polyplast Flooring, for a comparison of the two products.

TWISTER TRAILER: Kris, what does W.E.R.M. stand for? It sounds funny!

KRISTOFER PARMER: W.E.R.M. stands for We Eliminate Rubber Mats. We have been around for more than 13 years now.

TWISTER: Tell us about your product and how it works.

KRIS: Our product is a partially recycled, flexible, pliable urethane. It is troweled on by hand and leveled. It takes 45 minutes to an hour to put in a typical 3 horse trailer, depending on how much prep work and cleaning we have to do. Then it takes 6-8 hours to cure, depending on the weather, although we don't suggest putting a horse in it for 2-3 days. We use a thick, 1/2" to 5/8" thick coating, and we error on the side of thicker. What it does is provide a cushion for the horses, texture so they don't slip, and protects your trailer floor from urine corrosion. It also cuts back on fumes or dust coming in from the ground, and cuts back on sound, which provides a more comfortable ride for the horse. It really

left: W.E.R.M. flooring is also used in buildings
- Image courtesy of wormflooring.com

adds value to your trailer and protects your investment. Plus you don't have to try to move heavy rubber mats around!

TWISTER: Is there anything unique about your prep work?

KRIS: We use a military grade acid etching primer to really bond it with the floor. If someone has a wood floor, we put in a plywood subfloor to even out the voids.

TWISTER: How is your product unique?

KRIS: Our product uses more binder than our competitors, which makes it stronger especially with hooves and pawing. Also, a big deal is that our product is NON-POROUS. This is important, because if urine gets in the porous floors, it gets trapped between your trailer floor and the product, which is worse than a mat. With mats, you can drag them out and hose off the floor. With a porous floor, you can't clean in between there. W.E.R.M. seals your floor and protects it from urine. But you do need to use shavings or bedding on top to soak up the urine and manure. Then you can just clean out your trailer and hose it out. It is very easy to clean and keep sanitary.

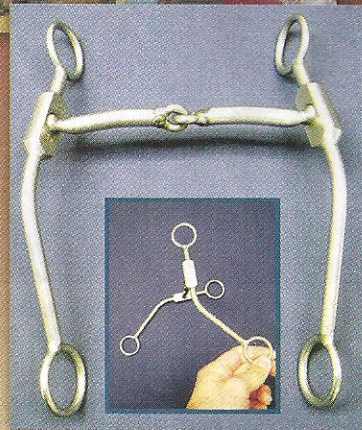
TWISTER: What if you get a hole?

KRIS: We rarely see any damage to our floors, but if something does occur, we can send out patch kits. I don't think we've had 25 requests for patch kits in 13 years. It is very durable.

TWISTER: Can you give us an idea of the cost of a W.E.R.M. floor for say a 3 horse trailer?

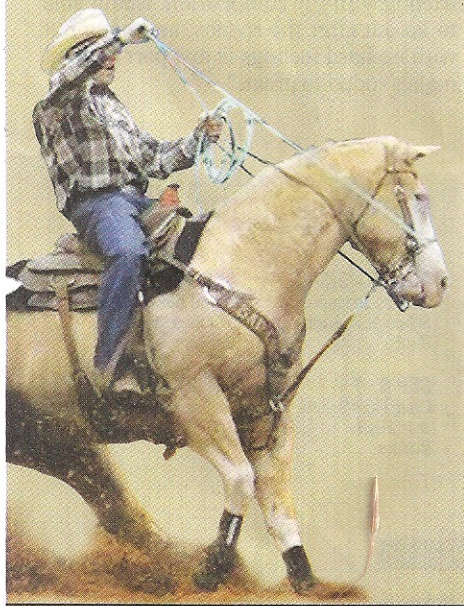
KRIS: The price of course depends on the dealer putting it in, but we are very picky about our W.E.R.M. certified installers. We make sure that they are a quality business, that they have been around awhile and won't disappear, and that they have had training. We want their service quality to reflect well on our company. We like to keep our costs down by handling things in-house and not doing much paid marketing. This allows us to be around \$13-\$15 per square foot, depending on the cleanliness of the trailer and how much prep work needs done. Of course a new trailer is easiest and quickest for us to work on. We do a lot of trailers from the big trailer dealers as an upgrade option.

TWISTER: Kris, thank you for telling us more about W.E.R.M. Rodeo News readers can go to www.wormflooring.com to get more information or to find a dealer. 🐾



Patented Ball-joint
connection

The Perfect Bit
Discover Your Horses Potential



918-244-2222 or
www.theprecfectbit.com

Like us on Facebook! 