



Lees®
Engineered to inspire.

gaston memorial hospital the birthplace

With 52 labor, delivery, recovery and post-partum (LDRP) birthing suites, The Birthplace at Gaston Memorial Hospital is currently the largest single-room care facility of its kind in the country. This world-class labor and delivery center provides a soothing environment for welcoming newborns into the world, while comfortably hosting new mothers and fathers, and large numbers of visiting friends and family members.

“We knew only Lees® could provide the custom, high-quality product we would need for The Birthplace.”

Bobby Baird, Director of Facilities, Gaston Memorial Hospital

Taking a page from Mother Nature, the overall design of The Birthplace features very few straight lines within the structural and design elements. In keeping with the overall theme, rooms are named after varieties of trees. Reflecting pools and flowing water create a restful setting, as spacious hallways and skylights bring the outside in.

Charged with leading the development of The Birthplace, Bobby Baird, director of facilities, turned to Lees carpets to provide the high-end, high performance product and the level of customer service he required. With babies born around the clock, the facility would be in use virtually every minute of every hour of every day. Carpeting used in such a facility would need to be durable, easy to clean, and noise-absorbing. Importantly, the carpet needed to mesh perfectly with and help reinforce the relaxing environment required for the often emotionally charged events taking place at The Birthplace.

Lees carpets are featured prominently throughout the waiting areas, corridors and classrooms of The Birthplace at Gaston Memorial Hospital, one of the largest and most advanced birthing centers in the world.



the birthplace

Objective: Provide durable carpeting with high-end appeal to match the custom look of the newly constructed, state-of-the-art labor and delivery center.

Location: Gastonia, North Carolina

Architect: KMD Architects,
Seattle, Washington

Interior Designer: Healthcare Interiors,
Charlotte, North Carolina

Installer: Bonitz Contracting,
Columbia, South Carolina

Products: Thought Patterns®
custom designs

Yards Installed: Approximately 13,000

“We understand the value of putting down a high-quality product on our floors.”

Bobby Baird, Director of Facilities, Gaston Memorial Hospital

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key challenges & solutions

Challenge: Support a relaxing atmosphere for expecting and new parents, visitors and staff, while complementing the earth-tones within the overall design.

Solution: In addition to its noise-dampening properties, the custom design of the Lees carpet complemented and reinforced the natural look and feel of the facility's overall design. Lees worked directly with Healthcare Interiors of Charlotte to ensure the custom aesthetic meshed perfectly with the nature-derived floor finishes that had also been selected, which included wood and tile.

Challenge: Ensure an installation that worked within the construction timeline and the unique architectural elements of the facility.

Solution: To meet tight deadlines, Lees innovative Thought Patterns® product enables quick, flexible custom design. Additionally, a Lees field representative was on hand during critical junctures of the installation to guide the contractor through the process and ensure a seamless integration of the carpet with the overall design elements of The Birthplace.



Challenge: Improve the client's lifecycle costs and assure a strong return on investment.

Solution: With durability a key factor to many clients, Lees carpets are constructed in a way that easily ensures 10 or more years of ongoing use, with superior appearance retention.

Challenge: Provide large area coverage using multiple design scales and backing formats.

Solution: To cover large areas and maintain the overall relaxing design elements, Lees developed both a 12-foot wide broadloom and coordinating modular carpets featuring designs that would not be overwhelming to the eye.

Challenge: Allow for easy maintenance and clean up.

Solution: Lees Duracolor® stain resistant dye technology integrated into the carpet fiber provides permanent stain and fade resistance, and enables 99 percent of common stains to be cleaned with water and mild detergent. Additionally, Lees carpets feature Antron® Legacy fiber, a square, four-hole hollow filament that provides superior resistance to soiling, matting and crushing.

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