



The Commercial FLOORING REPORT

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For the Commercial Floor Covering Industry

May 2008

MAINTENANCE ISSUES

Including special articles from Jeff Bishop with Clean Care Seminars and Jim McKenney with LGM and Associates for Hospitality Services.



Cleaning and maintaining commercial flooring, especially carpet, is as important as selecting the right carpet construction, color and installation procedures. It is the one thing that will make the difference between a long healthy life for the flooring material or a short ugly one. For this issue we've asked Jeff Bishop, head of Clean Care Seminars whom I consider the Guru of the cleaning industry, to share information with you regarding commercial carpet cleaning. This is the first of two parts.

Commercial carpet, properly specified, should perform up to the expectations of the end user. The biggest reason for it not doing so is simply that the wrong carpet was selected for an application it could not deliver the expected performance. The second biggest reason is because it was not properly or adequately maintained and cleaned. Like anything, the better it is maintained the longer it will last and deliver good service during the time it is in use. Carpet certainly is no different. Take the information being shared with you to heart and protect your carpet investment. In today's economy you'll want to get the most of what's been budgeted for flooring. Having to replace the product prematurely is an expense and inconvenience no one wants to experience.

One of our new LGM Associates for Hospitality Services, Jim McKenney, has written an article on Design Planning for Proper Results. Jim has spent his entire career, spanning 59 years, in the hospitality business most recently with his own hospitality

interior design and contract furnishings business. He has been a college instructor in the field of Hotel and Restaurant Management and brings a wealth of knowledge and experience to an area we are expanding services to. I hope you enjoy these new additions to the Commercial Flooring Report. If you have any questions, need help or want to suggest an area which you think needs to be addressed, please contact us. We will continue to bring you pertinent information you won't find anywhere else.

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Commercial Carpet Cleaning Conundrum (Part 1)

by Jeff Bishop, Administrator
Clean Care Seminars, Inc.

The Carpet and Rug Institute (CRI) completed a survey of residential and commercial consumer attitudes toward carpet. Know what they found? . .

Given a choice and money being no object, 41% of residential consumers would opt for wood flooring in their homes. Pretty alarming. However, there is hope for manufacturers and cleaners alike, since most of those wood floors get covered by an area rug in short order. In fact, area rug production has risen to a staggering 17% of the total produced by carpet manufacturers today. And that spells opportunity for cleaners as well.

In the commercial market, however, there is no such "deselection" trend. Commercial end-users continue to choose carpet as the floor covering of choice for

several reasons:

- insulation – the R-value of carpet is estimated to be 15-25% greater than hard surface flooring
- noise suppression – carpet is 6-10 times quieter than hard surface flooring
- on-going maintenance – carpet is estimated to be some 31% less than hard VCT to install and maintain over a comparable use life
- safety – some 500,000 fall injuries occur on hard flooring annually with some 600 deaths, costing the economy an estimated \$100 billion annually

The Remaining Problem with Carpet?

Since increased safety, reduced liability and lower cost – not to mention aesthetics - are major factors driving the selection of carpet for commercial buildings; about the only thing left for commercial end-users to express concern about is maintenance and cleaning. Specifically, they are telling carpet manufacturers that maintenance and cleaning of commercial carpet is *not*:

- **effective** – “We can’t maintain the levels of appearance we desire.”
- **efficient** – “Carpet maintenance and cleaning can’t be accomplished productively.”
- **economical** – “Carpet maintenance and cleaning costs too much.”

Carpet manufacturers and professional cleaners can argue the fallacy of this reasoning until we’re blue in the face, but sometimes perception is reality and concrete proof is the only thing that will convince end-users otherwise. So what’s causing these perceptions to prevail? Indeed, are there any real solutions to the commercial carpet cleaning crisis?

The Real Problem

Let’s begin solving this “conundrum” at the literal beginning with carpet specification. Interior designers, architects, building contractors all must become better educated on the practical realities of carpet selection, maintenance and cleaning. All need more education on fibers, dyeing, construction, and styles, and on proper installation, maintenance and cleaning of carpet so that fewer problems and failures aren’t encountered from the outset.

Second, all parties of the “carpet value chain” – fiber producers, manufacturers, distributors, retailers, installers, building service contractors, specialized cleaners - must begin preaching “programmed maintenance and cleaning” rather than thinking of these important functions as an after thought. The prevailing attitude seems to be, “Oh yeah, cleaning’s gotta be done, but it can wait ’til later.” Nonsense!

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Solving the Crisis

In the last 10 years or so, the *Carpet and Rug Institute* (CRI) has been asking a lot of questions about consumer perceptions regarding carpet. They've done all of us – end-users, consumers, and cleaners alike – some big favors that have gone almost totally unnoticed. Those favors came in the form of **CRI Seal of Approval** (SOA) programs.

The first CRI Green Label SOA program involved vacuum cleaner testing. Here's the deal.

Upon testing a few vacuum cleaners in a closed, stainless steel chamber with carpet on the floor and a measured amount of soil being introduced, the CRI found that most vacuum cleaners didn't harm the carpet, but neither did they trap and retain soil very efficiently. Bottom line, many of those vacuums were removing soil from the carpet, where it was doing no harm in terms of human health, and flinging it into the air where it became part of the airborne soil burden.

The CRI contacted vacuum equipment manufacturers and told them what they found. The vacuum manufacturers – well most of them – did the right thing by voluntarily re-engineering their equipment to make it more efficient. Today, the CRI has a listing of Green Label SOA vacuums on their web site, www.carpet-rug.org. Huge benefit to professionals and consumers alike!

The second CRI SOA program involved testing carpet cleaning chemicals. Seems that some of the most popular chemicals on the market didn't clean as well as plain water! Some contained high pH that adversely affected carpet dyes, some contained optical brighteners that yellowed over time, and many left residues that caused rapid resoiling.

No wonder carpet consumers have the impression that, "You can't clean carpet effectively."

Like vacuum manufacturers, chemical formulators have been contacted and products have been voluntarily reformulated to be less damaging, more effective, and to leave less residue to attract soil. Again, a list of approved chemicals can be found on the CRI web site, www.carpet-rug.org.

The third phase of the CRI SOA program involves carpet cleaning equipment. As early as 1995, the **Institute of Inspection, Cleaning and Restoration**, working with **Professional Testing Laboratories** in Dalton, Georgia, developed a cleaning methods testing protocol. Carpet was soiled uniformly, the method was applied, results were evaluated with a spectrophotometer using Δ -E values. The whole process is described in the **IICRC Standard and Reference Guide for Professional Carpet Cleaning** (IICRC S100).

As of 2005, the IICRC Carpet Cleaning Methods Testing Protocol has been refined to incorporate designer soils and X-ray fluorescent technology developed by NASA. Much more accurate and efficient.

In the next article in this series, we'll discuss the steps used in formulating a comprehensive maintenance and cleaning plan.

(Jeff Bishop is a '67 graduate of the University of Georgia, an Army Ranger and assault helicopter pilot who served in Vietnam. He is a 35-year cleaner/restorer and international speaker and instructor. He has produced 13 books and 6 videos on cleaning and restoration topics. www.CleanCareSeminars.com)

*Upcoming LGM Seminars
Carpet – June 18, 19, 20th
Concrete, Moisture, and
Flooring Failures
August 13-14
See Pages 5 and 6 for
details.*

The Commercial FLOORING REPORT

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DESIGN PLANNING FOR PROPER RESULTS



Interior design has become not only fashionable but critical in the hospitality world of today's marketplace. Upscale and boutique hotels, theme restaurants, night clubs and grand casinos are all part of the travel world that needs that finished designer look to make a property stand out; giving the customer an experience that keeps them returning. Even the Mom and Pop bed and breakfasts and the roadside motor inns need these services to keep up with the fierce competition of today.

In dealing with interior designers and decorators there are many areas of concern. Things like budget, availability, delivery schedules, brand requirements and serviceability are usually standard procedures. However there are various areas that are sometimes overlooked. One concern is that the designer does not seek out and converse with housekeepers, engineers and other department heads. These individuals can many times provide critical input for the designer. Simple but overlooked things like high traffic areas causing soil and wear spots, storage needs, service stations, HVAC and AV needs, etc. Overlooking these concerns can cause an expensive and frustrating redo of what should have been a finished project.

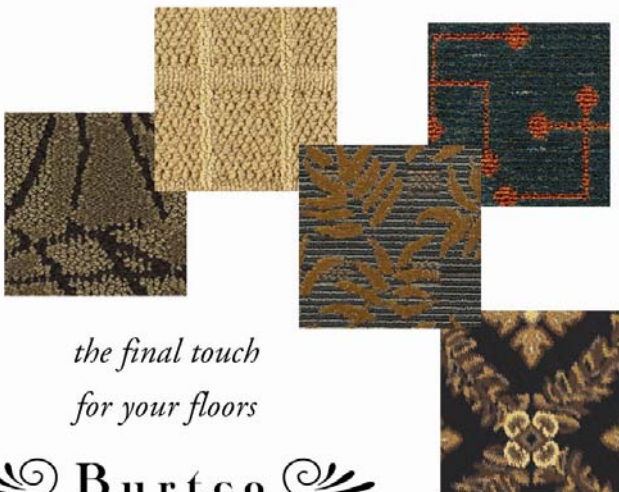
Another area of concern is the lack of knowledge of product construction and serviceability demand. For instance, public areas require much more durable carpeting than the typical guestroom. Service areas from the kitchens into the dining and banquet areas may need

special attention to their walk-off areas. What is the durable life of the product for these areas and how are they best maintained for longevity and appearance? What type of installation? Should it be with padding, double stick, special backing or direct glue? Would some areas be best suited for carpet tiles or other materials for quick frequent replacement and maintenance? Are there design element considerations that can best be accomplished by using a particular type of carpet product? How important are colors and their influence on the performance and life of the carpet? How do you choose the proper flooring to prevent problems and premature replacement? Are there special considerations for a particular property or part of it that must be paid special attention to? All of these questions and many more have to be answered and kept in mind while striving to satisfy the client.

At times something as basic as the fire rating is overlooked. Any product that does not pass local, state and federal codes can keep a certificate of occupancy from being issued, not to mention the cost of replacing the initial installation. On the subject of replacement, consideration must be given to the disposal and/or recycling of the product removed. Land fills are no longer the answer. In the same vein, the new products should be using as much recycled components as possible. Also, determine if the product is recyclable after its service life. Try to keep it as "green" as practical and possible without compromising performance.

And the list goes on. I've covered only a partial list of concerns to be aware of when preparing for an interior upgrade of a property. Suffice it to say, "Your project manager in conjunction with your designer needs to involve key personnel in drafting a checklist of vital issues for a successful project". More to come in future issues.

Thank you, *Jim McKenney*



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"This is just to formally thank you for consistently providing the most definitive expertise and thorough technical information available anywhere on any and all topics regarding floor covering products and their installation. Your technical conference on concrete vapor emission last week was your best yet and clearly stands head and shoulders above a number of hit and miss attempts by others at this same topic. As you well know, concrete vapor emission and elevated chemical pH has, in varying degrees, plagued all floor covering manufacturers, installers, and too many of our customers for many years. Unfortunately, it's also a topic that over the years has generated much misinformation and, subsequently, ineffective, snake oil-type "cures." Thank you for bringing together the most credible experts available anywhere to provide information that was logical, concise, and well founded in research, evidence, and real world experience. The speakers were engaging and equipped us all with valuable tools that will immediately serve our companies and our customers. Thank you."

Chris Drummond
Vice President Customer
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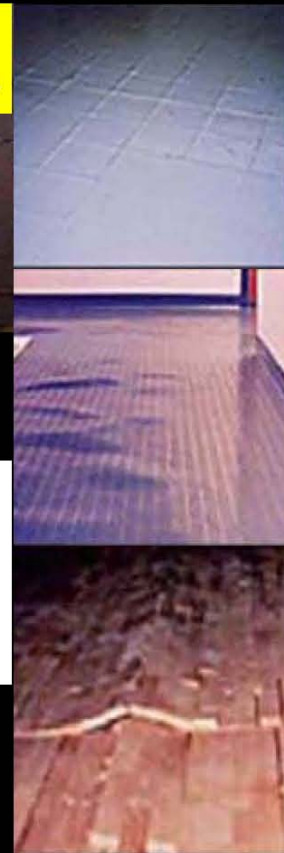
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- Who is to blame?



Contact Anita Drennon
for your registration
form or visit our
website:
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ADDITIONAL TESTIMONIALS:

- "Many seminars in our trade today offer the same or near-same subject matters and information sharing that has been repeated and shared many times over many years. Be it carpet cleaning methods, industry installation standards, indoor air quality, GREEN, etc., ours is an industry that is deep and replete with a lot of information that has been talked about many times, reviewed, touted and sometimes trashed, hurrahed and hackled. Not so with the recent LGM Moisture Seminar. Lew Migliore and his associates brightened their astral burn by making certain that when their seminar was completed the participants knew more about concrete, moisture, alkalinity, moisture vapor barriers/retarders, floorcovering adhesives and plasticizer migration in two and a half days than all that Moses learned during his forty days of wandering. And he did so because of both the knowledge and messianic qualities of the four expert speakers he had on board to lecture on their individual areas of expertise.

LGM events are all about learning, cooperating, conciliation and bridge building. They are historically known for the quintessentially good quality of the information provided. Spin Masters beware. The information offered here will leave your lip service silenced and your credibility withering on a vine."

Mark Johnston – Beaulieu of America – Technical Services

- "Congratulations to LGM on your concrete and moisture seminar. I have been in the flooring industry many years and this is one of the most important and educational seminars I have attended. The instructors were all very knowledgeable. The information I received was on the cutting edge of Technology. I was thrilled that FCICA sent me the information on the seminar. I would urge anyone involved with the installation of textile or resilient flooring to attend this seminar. The information I received will give me a much better opportunity to guide and direct my customers on their flooring needs and problems. The only regret that I have is that there were not more flooring contractors in attendance. The information I received will also help me protect my company from flooring issues that were never my fault to start with. Again great job!" **G.Fred Acton, Acton Flooring Inc**

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Topics are:

- Carpet Construction, Industry Statistics,**
- Carpet Fibers and Their Characteristics,**
- Carpet Yarn Manufacturing,**
- Dyeing Processes, Tufting Processes,**
- Carpet Finishing/Backing Systems,**
- Installation, Adhesives,**
- Cleaning and Maintenance,**
- Testing Methods, Industry Overview**
- Including Lab and Mill Tours**

November 9, 2007

Lewis G. Migliore
LGM and Associates
519 Oxford Street
Dalton, Ga 30720



Re: Carpet Seminar

Nancy M. Nee
Corporate Director
Strategic Sourcing

Dear Lew,

I wanted to take the time to thank you for putting together one of the most educational seminars I've ever attended. Anyone in the hospitality industry that specifies or purchases carpet should take advantage of the opportunity to attend one of your seminars. You and your team demystified the carpet manufacturing, specifying and problem solving issues that we deal with in our industry on a daily basis.

Thank you again and keep up the good work!

Sincerely,

Nancy Nee

"WE ARE SO PLEASED THAT LEW IS DOING THESE SEMINARS. SO MANY ARE HELD EACH YEAR BY THOSE WHO HAVE NOT EVEN HALF THE KNOWLEDGE OR EXPERIENCE OF LEW AND HIS ASSOCIATES."

THANK YOU.
EDIE
MS. EDIE DUFFY
PRESIDENT

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