



The Commercial FLOORING REPORT



DON'T LEED YOURSELF INTO TROUBLE



LEED which is the Leadership in Energy and Environmental Design specifies what is necessary to comply with achieving a green building rating in new or

renovation building projects. What we are beginning to see relative to this is disturbing as compliance to LEED protocols may lead to compromises in floor covering installation. Let me explain. Necessary to install all types of floor covering on substrates that are fit for installation is acclimation of the space. To test the substrate requires the installation environment be conditioned by the HVAC system as it would during normal use. Not doing so prevents tests from being properly conducted and will deliver false readings. We have had two situations in the last month where questions have been asked about testing the substrate prior to the walls being up. Anything one tries to do to force the testing of the substrate without complying with the ASTM standards for the tests will result in certain failure of the installation due to substrate issues.

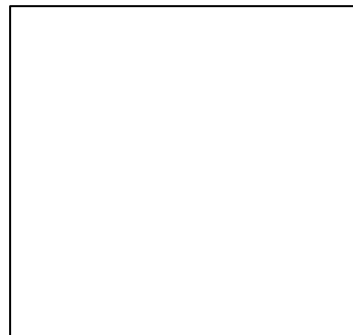


Installing floor covering prior to the space being acclimated as it would during normal HVAC operation and occupation will inevitably result in an installation compromise or failure

and material dimensional changes. What this means is that the flooring material is not likely to stay on the floor as intended and will very likely distort on the floor.

The distortion would be buckles and wrinkles in broadloom carpet, lifting or curling edges of carpet tile, seam separation of vinyl materials, shrinkage or expansion, cracking or cupping of wood and cracking of stone or tile type hard surface materials. All of this would require a remediation of the substrate and replacement of the flooring materials.

This is as contrary to green as you can get. It would



mean wasting time, money, materials and energy. Unless I'm way off base and someone please correct me and enlighten us if I am we're going down a dark road without the headlights on and headed for a terrible accident.

Speaking of LEED I want to take the opportunity to introduce LGM's newest associate, David Wardlaw. We're excited about David joining the firm and look forward to the added value he will bring to current and prospective clients. His bio is at the end of his article.



By: David Wardlaw
The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ represents the U.S. Green Building Council's efforts to provide a national standard that aims to improve environmental,

health and economic performance of buildings using established and/or advanced industry principles, practices, materials and standards.

LEED also encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria.

There are as many as ten LEED Rating Systems that will typically involve new construction, existing buildings, healthcare, schools and even residential homes.

- LEED encompasses more than 14,000 projects in the United States and 30 countries
- LEED is a third-party certification program.
- LEED is used by architects, real estate professionals, facility managers, engineers, interior designers, landscape architects, construction managers, lenders and government officials.
- State, local and federal governments are adopting LEED.
- LEED is consensus-based and developed through committees of all parties of interest and continues the ongoing development process.



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The environmental requirements and demands of soft flooring have reached the point that even the smaller mills are pressed to provide documentation for LEED projects. There have been enormous amounts of money invested by the carpet industry to address environmental concerns and the spending continues.

MANUFACTURERS

Although the larger mills have been on the leading edge of the industry's green initiatives, the smaller mills can still participate quite effectively. The heavy lifting has been done.

There are many opportunities that David can now help you with to qualify for LEED projects. It is possible to certify all of your broadloom carpet, carpet tile, adhesive and backing products to LEED standards. Also, many unknown areas of LEED are potential points for your products to contribute to LEED certification.

With a small investment of time and money, even the smallest carpet manufacturers can achieve LEED credits and qualify for LEED projects.

ARCHITECTS, DESIGNERS and SPECIFIERS

LEED certifications and qualifications are vital to being awarded the top projects in this environment. It is easy to accept the minimum LEED qualification

points from the manufacturers; however, maximization of LEED points can be the difference in winning or losing a project, and LEED projects tend to be high budget and high profile. Do not accept these minimums without thorough investigation.

LEED points are invaluable and great effort is needed to garner every single one. Do not lose a job by leaving LEED points on the table. Product specifications should include products that will garner the maximum LEED contribution from all floorcovering products.

MARKETING & SALES

Why wait for your client to call about LEED? Promote your LEED qualified products as sales tools. There are substantial marketing & sales advantages to be gained by your LEED products.

It is essential that all products are current with testing and certifications that are being specified by the Architectural & Design communities, along with other associated soft surface specifiers.

- Is your company LEED certified?
- Why aren't we LEED certified?
- How do I become LEED certified?

All of these are common questions asked daily to carpet manufacturers, sales reps, designers, technical experts and other carpet people drawn

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into the ever growing requirements of doing business in the 'green' environment. Having been asked these questions literally hundreds of times, David is very familiar with not only the appropriate responses, but the repercussions of what not having the answers can mean to an unprepared organization. David can help you answer these questions, affording you the opportunity to compete in the highly competitive environmental markets that we function in today.

Educating the sales staff is also vital. They are on the front line and are usually quizzed about LEED before the mills. David can provide guidance and appropriate training for your sales staff.

LEED is not only here to stay, it is growing rapidly as we speak.

ANSI/NSF 140- Sustainable Carpet Assessment Standard

If you haven't heard of it, you will. We can guide you through this complex certification process. Not only are there LEED points to be collected, this standard will soon be a requirement.

LGM can assist in providing the required LEED documents. Additionally, we can develop documents specific to the mills for use by sales staff. These will maximize your LEED contribution to the project for competitive advantages. These will detail the LEED points and reference them to the LEED standards.



LGM AND ASSOCIATES WELCOMES DAVID WARDLAW

David Wardlaw has 29 years experience in the floor covering industry that began in Industrial Engineering and Cost Accounting. This has provided a background that contributes to establishing and developing core essential programs in Technical, Quality and Management areas of some of the largest and high end market manufacturers in the textile industry.

David's technical expertise is all encompassing with a rare blend of residential, commercial, hospitality, high end hand tufted, aircraft, rail transit and automotive carpet experience that literally spans the globe.

Machine Woven Axminster and Wiltons, Hand tufted Carpets & Rugs, Printed, Carpet Tile and Machine Tufted are all products that David has extensive experience in the manufacture, marketing, testing, sales, planning & estimating,

sampling and environmental impact of the floorcovering industry.

In his recent position as VP, Technical Sales, David developed Technical Sales Manuals, Technical and Performance Specifications, Installation Procedures for Broadloom and Carpet Tile, Maintenance Guidelines, Comparative Performance Testing documents and Environmental Sales Tools.

A perennial member of the Carpet & Rug Institute, David is active on many CRI committees, including Sustainability, Marketing, Cleaning & Maintenance and Installation. He is also a long time member of the IICRC Certification Council.

The environmental demands of the globe, in regard to carpet, are at the highest priority and David has been a steward in bringing companies up to the task of complying and certifying to Green Label Plus, LEED and ANSI/NSF 140 Sustainable Carpet Assessment Standard.

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To learn more, call **Blair Townsend**, Construction Division Manager, at **(603) 669-4880** or e-mail him at btownsen@velcro.com

Hook engagement is best with commercial grade, nylon level loop carpet, but engagement with textured loops, berbers, tip shears and other loop/cut pile combination is possible. Test hook engagement on sample piece of carpet prior to use. Do not use on wool carpets. Refer to Carpet Manufacturers recommendations for use with specific carpet types.

*Minimum order size and other restrictions apply for custom printing

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