

# CFR The Commercial Flooring Report

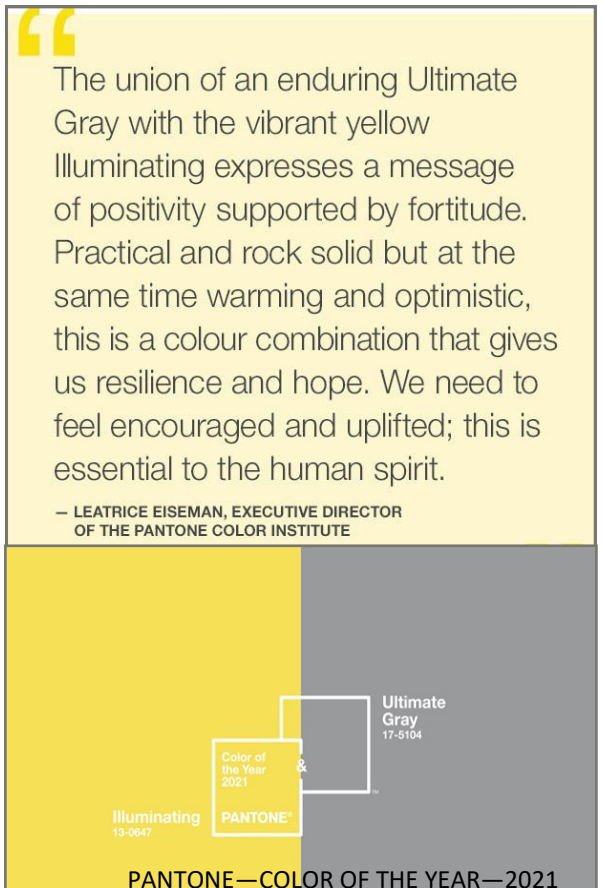
For the Commercial Floor Covering Industry

Volume 148 - January 2021 [Click here to View and Download all CFR Newsletters](#)

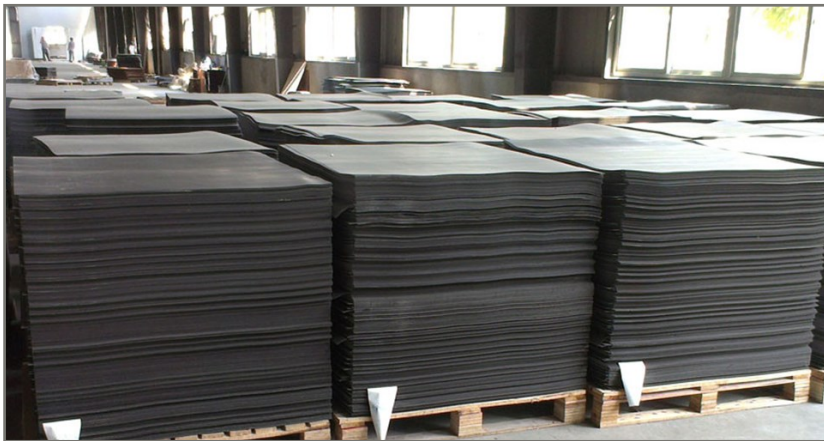
## GENERAL INFORMATION FOR 2021

The new 2021 Pantone colors are PANTONE 17-5104 Ultimate Gray + PANTONE 13-0647 Illuminating. One is a bright and vibrant yellow and the other is a soft medium shade of gray. They complement each other well and we're going to see extensive use of both in new floor covering introductions. This should be a concern, especially as it relates to carpet. An important fact to know is bright yellow is the hardest color to keep clean. As you'll see in the old Antron carpet specification guide (Page 5) that we've used in this newsletter on several occasions, there is no optimum range for brighter shades of yellow. Looking at the color reflectance chart, which is the key to soil visibility, there is no optimum range for yellow. You'll note there is a blank space in that category on the chart. Therefore, bright shades of yellow will not hide soil. There is no dark range of yellow to hide soil and there is, again, no optimum range which would yield the highest soil hiding characteristics. From experience on projects we've consulted on where the designer used a bright shade of yellow element in a carpet, we've always requested the yellow be toned down to a tawnier shade. This is exceedingly important when the carpet is to be used in a very expansive space that will be subjected to heavy traffic and soiling. We did this with the Portland Airport (PDX) carpet that we were the consultants on and on other projects such as ballrooms in hotels. We can prove how bright yellow soils by subjecting the carpet to an accelerated soiling test at the lab. This test soils the carpet and follows up with restorative cleaning to see how the carpet responds and how ugly the carpet gets. Using bright yellow as an accent or where it is not going to be subjected to heavy traffic and soiling is fine, but if you're thinking of using it in a large-scale application where it is the dominant color, get ready for the repercussions of its use. It may look great at first but it's not going to stay that way. And a carpet that uglies out, will be perceived as wearing out and that will generate a complaint you don't need. Just a word of caution to start the new year.

What else might you be faced with this year? Lots of the same stuff as in the past when it comes to luxury vinyl tile and plank. That would be shrinking, lifting ends, cupping, curling and doming. There's so much of this product on the market, coming from so many different sources, and with quality control all over the place, the chances of having a problem visit your project are bankable. Not only do you have to look at the product,

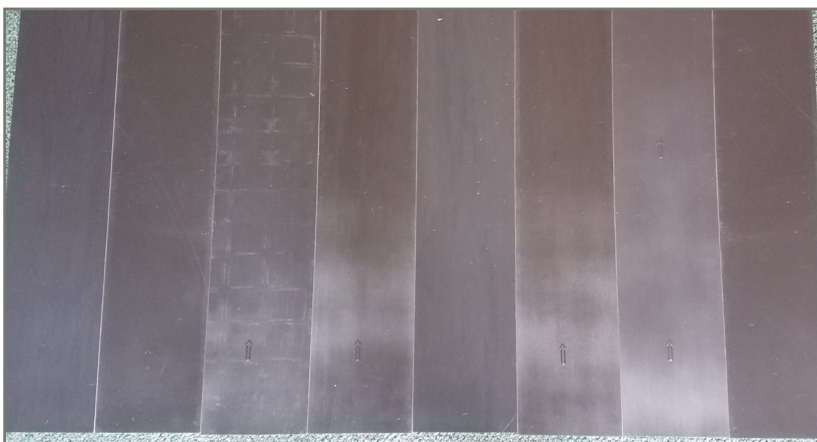


but you have to understand where it's coming from, who's selling it, and how much experience they have. Change control practices in manufacturing, specifically in China, have deteriorated the quality and long-term performance of vinyl plank and tile. Rapid material substitutions (cheaper materials), changes in equipment and process all impact product quality. It is safe to say that when these changes are made, appropriate testing and evaluation to ensure product performance are largely neglected. Fortunately, after 50 years in the industry we have seen a multitude of issues. We have tremendous resources, such as knowing almost everyone in the industry, having been involved in vinyl flooring from the inception of my career, and, more importantly having the knowledge of our extraordinary associates. Because many of our associates come from the manufacturing side, we know more about these products than many of the people selling them. On top of that, we get involved in the biggest of the big claims, complaints, and lawsuits in and out of the country. We know what's going on in the field from a variety of sources. So when someone tells you they don't have a problem with a product and that you're the only one who has the complaint, when we may be involved in several projects with the same problem and the same product, they are pulling your chain.



Stacks of Luxury vinyl plank sheets stacked after coming from the hot press. Note how they are not all flat.

This is an example of another stage of manufacture where the material can be distorted resulting in planar and dimensional issues



Variations in shade, color & sheen indicate differences in the product



**THE COMMERCIAL FLOORING REPORT**  
*Lew Migliore - President*  
 P (706) 370-5888 or Email: [lgmtcs@optilink.us](mailto:lgmtcs@optilink.us)  
 Just click here to go to our website for all CFR articles  
[LGMANDASSOCIATES.COM](http://LGMANDASSOCIATES.COM)

**LGM and Associates**  
 TECHNICAL FLOORING SERVICES

*The Floorcovering Experts*

"WHEN NO ONE ELSE HAS ANSWERS.....WE DO"  
[www.lgmandassociates.com](http://www.lgmandassociates.com) • 706.370.5888

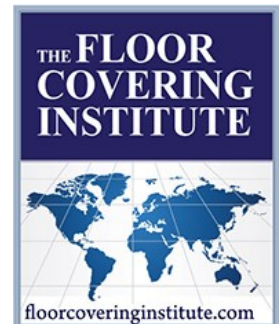
The experts at LGM specialize in consultation, correction and resolution for flooring complaints, claims, installation and performance issues.

No issue is too big, too small or too far away for us to handle.

All ads are interactive. Just click on the ad to enter their website.

*We are now posting the CFR on LinkedIn. Just click the image below or search under*

*Lew Migliore and let's connect!!*



Page Layout By: Anita S. Drennon

There's so much BS being spewed to flooring contractors and general contractors on products and components that no one knows what to believe. To that, we have two comments - the first you should be sick of hearing as I use it so much, "the product never lies, it will always tell you what's wrong if you know how to interpret what its saying." People lie but not the flooring. And the second is from the famous astrophysicist, Neal deGrasse Tyson who states, "The good thing about science is that it's true whether or not you believe in it." The reactions in flooring materials, concrete, adhesives, and associated flooring products and materials are all based in science and physics and, whether you believe the effects or not doesn't change that it's fact. Words, spoken by anyone to the contrary, do not change science or physics. Simply put, there is always a reason for a flooring material or flooring product doing something based in science. Rule of thumb - don't believe everything you hear. If something sounds too good to be true, it probably is.

One of the biggest problems with the industry today is that we have large groups of people who will accept whatever they hear and buy into it and then wonder what went wrong. There are a lot of promises being made, that the product can't keep, by salespeople who have no technical knowledge. An example of that are the comments made about floating flooring installations being used over existing flooring or in a commercial setting. You better know what's simmering beneath the existing floor that you can't see and how it will be affected by placing a floating floor on top of it. What was never a problem with the existing flooring installed on a slab on grade, may soon be one when you cover it up and block any volatilizing moisture vapor. Not only will the new flooring fail, but you will have opened a Pandora's Box (a source of great and unexpected troubles and a curse). The pre-existing flooring then reacts, creating a massively expensive failure that will be your responsibility to correct. We're seeing this happen more often as we are being contacted by residential consumers experiencing the failure and getting no answers from anybody. Another issue is rolling loads on floating floors in commercial applications. These floors will not withstand rolling load traffic such as desk chairs, carts, beds or anything that exerts lateral and compressive forces upon them. The connecting system can fracture and break and the installation will fail, even if you're told you can glue them down.

Faster, More Accurate  
Moisture Test  
for Concrete Floors

**RAPIDRH** L6

THE BEST  
RH TEST  
JUST GOT  
BETTER

°F 75 % RH  
Wagner Meters

- Simplest F2170 Test
- Improved Technology and Responsiveness Especially in High RH
- Integrated Data Storage
- Lowest Cost/Test

MIP 2020 WINNER

WAGNER METERS  
Where's Your Reputation?

[WWW.RAPIDRH.COM](http://WWW.RAPIDRH.COM)  
(800) 207-2214

U.S. Patent 7,231,815, 8,047,056, 9,032,791 & 9,588,092. Additional patents pending.

**See Page 6 Regarding Excess  
Inventory Offer**



With the challenges of 2020 behind us, we have to wonder what the results of that will be on the products coming down the pike. Something to be concerned with is the blending of components, such as wood and vinyl together as a flooring material. This is going to be a problem as both materials react differently to environmental conditions and substrate moisture. Changes in materials that you may think will keep the product stable but they themselves have inherent instabilities. Concrete moisture issues are going to continue. What flooring people are not aware of is the mix design of the concrete and how it varies in every substrate. No two concrete substrates are the same and there is no one magic bullet, regardless of what anyone says, that can keep you out of trouble. Remember that pesky science and physics thing, and with concrete include chemistry as well. Each substrate has to be evaluated on its own merits. There are ways to make flooring exist in this hostile environment and we can help you there. The best approach with any project is to think before you do anything, so you can prevent a failure from occurring. Every failure we've ever seen could have been avoided, and they can certainly all be explained and corrected. Something else to consider here, if the product is really cheap, it isn't going to perform like a product that isn't. Remember the old adage, "You get what you pay for." And with flooring products that is certainly true.

One of the biggest challenges is the lack of technical people in the industry and the amount of ignorance that exists. By ignorance I mean not knowing or thinking that you know when you don't, and there's a lot of that. This year we're going to do something about that for the industry that's given so much to us.

LGM is growing and I'd like to introduce two new associates who are experts in their field. I tell people that I'm the dumbest guy in the organization and I am. Our associates are the best at what they do, and their expertise and knowledge is amazing. Let me introduce two of our newest members. The first is Dr. Brian Beakler. Dr. Beakler's most recent industrial experience was as Senior Manager of R&D with Armstrong Flooring, Incorporated. There, he managed a diverse R&D department devoted to innovation and development of new resilient and wood flooring products for both the commercial and residential markets. Brian holds several patents and has 19 years of experience in wood and vinyl flooring. The second is Bill Harrill. Bill has 35 years specializing in troubled concrete, coatings, underlayments, waterproofing and industrial flooring systems. Both Brian and Bill have worked on projects all over the world. In addition, LGM has other experts in adhesive, chemistry, product manufacturing, product development and legal services. And I'm happy to say, Sim Crisler is still an associate of LGM. We also have a team of installation experts that we can send anywhere in the world, and have, to start a job or take over a job that's going squirrely, especially with woven carpet or just to assist and oversee the installation.



So, if you have a flooring issue, problem or complaint, we've got a team of experts that can handle any project or problem, consulting on the front end or determining what went wrong and why on the back end. We always have the answer.

**LGM and Associates**  
 TECHNICAL FLOORING SERVICES  
**The Floorcovering Experts**  
 519 Oxford Street Dalton, GA 30720 P (706) 370-5888 F (706) 270-0482  
 Email: [lgmtcs@optilink.us](mailto:lgmtcs@optilink.us) Website: [lgmandassociates.com](http://lgmandassociates.com)

- Flooring Failure Analysis and On Site Physical Inspection
- Installation Oversight, Guidance, Correction and Specification Writing
- Guidance and Consulting on all Flooring Materials, Substrates, Concrete and Moisture Issues
- Identifying Concrete, Moisture and Flooring Failures
- Specifications, Consulting and Information Before and After the Sale
- Certified Product Testing
- Mediation and Dispute Resolution
- Oversee Manufacturing and Inspection Of Product at the Source
- Legal Case Assistance and Proffered Expert Witness
- Educational Seminars
- Insurance Loss Evaluations

**"WHEN NO ONE ELSE HAS ANSWERS, WE DO"**

# DuPont—Antron—Color Reflectance Chart

## Color Reflectance: The Key to Soil Visibility

The way a particular color value reflects light will determine how much visible contrast it has to accumulated soil. With few exceptions, there are values that yield acceptable and optimum reflectance ratings for each major color group. Compare your proposed carpet color to the gradations on this scale and note the corresponding number rating to determine how well it will perform in hiding soil.

### Dark

On the surface, dark colors might appear to be excellent soil hidiers, but they're not. Because darker colors offer sharp contrasts, lint, dust and light-colored soils show up more readily on them. **Note: Colors such as yellow and orange have no dark range.**

### Optimum

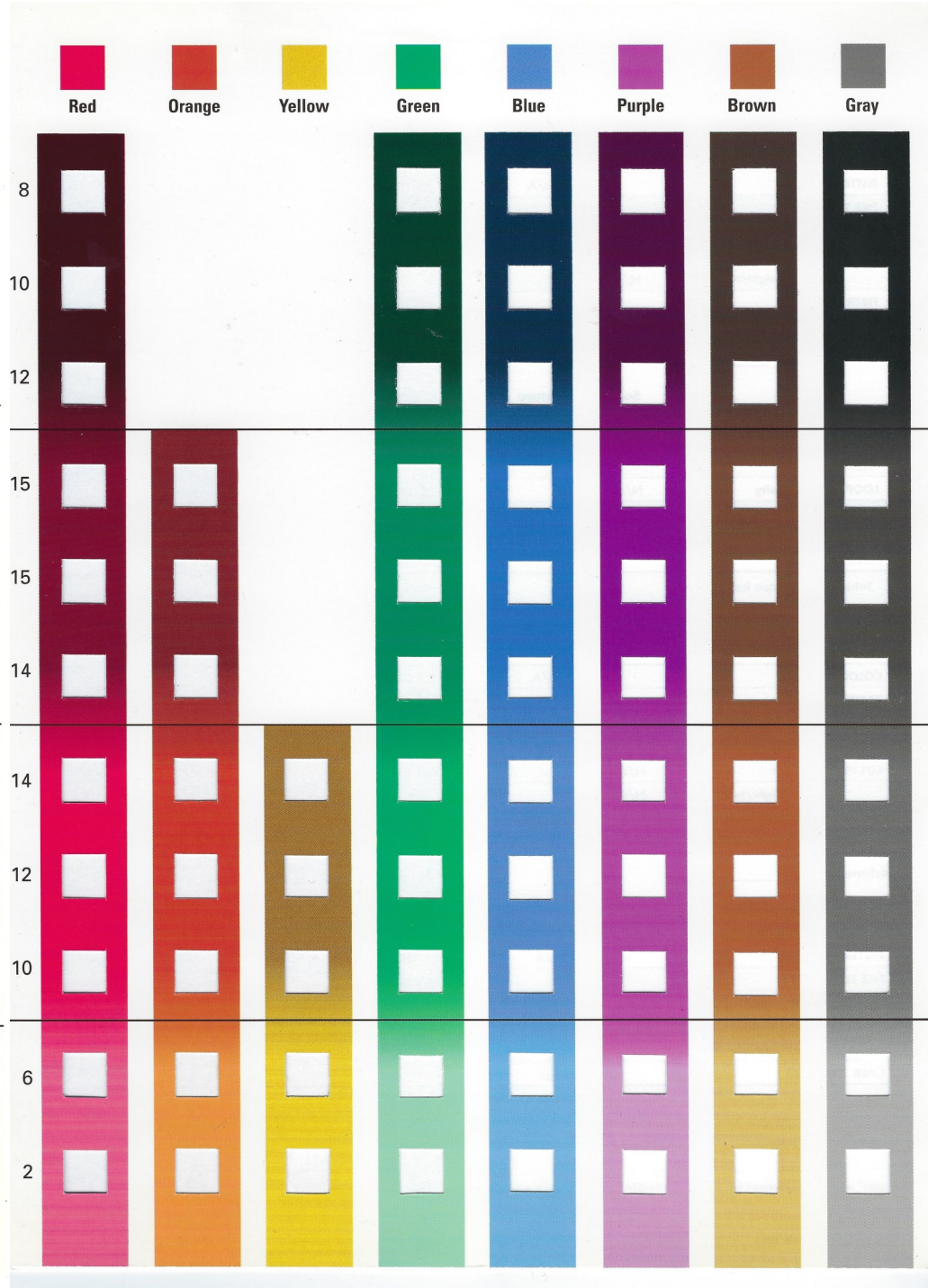
The reflectance ratings of colors in this range yield the highest soil-hiding characteristics. This is the ideal range to most effectively reduce the visible effects of soiling and staining. **Note: Certain colors, such as yellow, have no optimum range.**

### Acceptable

Colors in this range effectively hide soil contrasts and, to a degree, mask the presence of soil.

### Light

Light colors obviously show soil more readily than medium colors. Although light colors may be aesthetically pleasing, they may require more maintenance to retain original appearance.



**Note:** This guide applies only to the range of color as shown on the chart at right. Antron® is a DuPont registered trademark.



## Does Your Warehouse Look Like This??

Is Warehouse Space an Issue?



Call Us to turn Your Excess Inventory into

# CASH!!!



[surplus@overstockfloorzusa.com](mailto:surplus@overstockfloorzusa.com)

**Kolt Privett - 770-530-4709**

We prefer broadloom, carpet rems, carpet tile and LVP