

CFR The Commercial Flooring Report

For the Commercial Floor Covering Industry

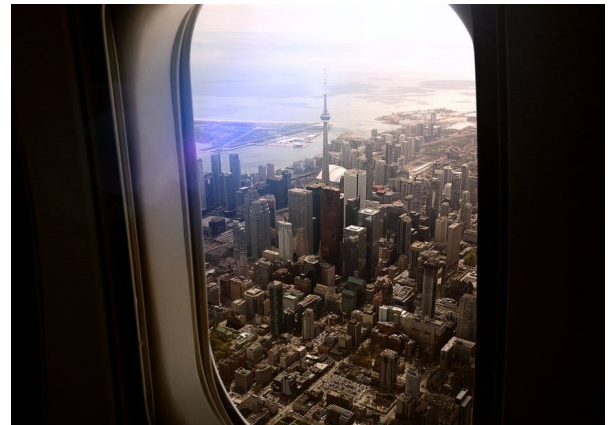
Volume 160 - January 2022

[Click here to View and Download all CFR Newsletters](#)

THE MAGNIFICENCE OF FLOORING

Flooring is a fascinating product. It's something all of us walk on everyday without giving any thought to it and it performs spectacularly, almost always, despite all the use and abuse it takes.

I travel a lot, all over the country looking at flooring problems and projects. But give this a thought and visualize it. From the window of an airplane, you can see far below you a multitude of buildings. Houses, office buildings, schools, churches, hospitals, hotels, motels, convenience stores, restaurants and the list goes on. Everything you see out the window of the plane with a roof on it has flooring in it. Soft and hard flooring of every kind, as well as bare and polished concrete, graces the walking surface of everything you can see. And it's all over the world. The market for flooring is everywhere in every structure. Now think about all of that flooring existing and performing as whoever selected it expected. Virtually all of it. Except for the occasional failure that makes up the sewer of the flooring industry. That's the part we work in. And, to make it smaller yet, we focus almost exclusively on the commercial flooring market.

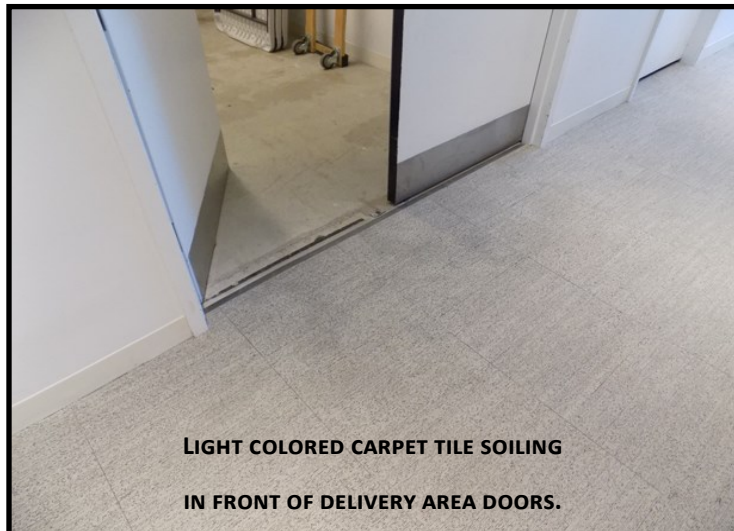


Why is it that we can stay busy working on major flooring complaints, claims and failures? One reason is due to the simple fact that the wrong flooring was specified for use having no business being where it is. Or something was or wasn't done that shouldn't have been. How many times we go look at a job site where there's a complaint and ask ourselves, "so what were you thinking when you selected this stuff that made you believe it would work?" Or why did you change the spec and leave out a component or element that was crucial to avoiding a failure? Or why did you use this material with this product without understanding that they don't work together? And my favorite, you spend \$0.59 per square foot and expected it to perform and look like a million dollars. Another major cause of failures are the conditions at the installation site which are almost always related to substrate issues. Most common are moisture but there's also residual agents on the surface, abatement chemicals, and concrete compromises, such as the wrong concrete being used. Another issue is trusting or believing an adhesive will prevent moisture issues or hold flooring with an inherent stress in it flat to the floor. Adhesive won't and it's not supposed to either. More and more people believe this to be the case. In fact, the belief that an adhesive with a high RH rating and pH rating will suffice in lieu of a more extensive and appropriate mitigation method

Is fantasy. Saying that, the mitigation systems can also fail under the right circumstances and influences. The forces of nature and chemistry can overwhelm anything.

The industry's focus is on hard surface flooring, mostly vinyl products of some sort and, to no one's surprise, they've taken the market by storm and continue to gobble up market share. But don't forget about carpet. It's still more than viable and nothing can take its place. Because soft is soft and hard is hard and never the twain shall meet.

One of the most important factors of commercial carpet performing is its color. We've talked about this several times over the years. The lighter the color the more soil it will show and the dirtier the carpet gets the more the end user comes to believe there's something wrong with it. That something is actually someone who made a decision to use a color that, from the outset, was destined to be a disappointment.



I was on a job the other day where three different colors of the same carpet tile were installed. The lightest color washed out any texture or color flecks in it as the sun shone in from the floor to ceiling windows of the building. This carpet tile now looked like one very light solid color much different than it looked in a small sample the designer selected it from. It's going to be a challenge to keep this carpet looking clean. The two other darker colors will hide most everything, even though they'll be used the same and subjected to the same conditions. The only difference is the color. Again, the right product in the right place will eliminate most performance or appearance complaints. Though this carpet tile is structurally the right product it is the wrong color and could be the source of displeasure in the future due to it uglying out, simply because it shows soil, spots, and spills. All it would have taken was a different color to eliminate a source of disappointment for the end user.



THE COMMERCIAL FLOORING REPORT

Lewis G. Migliore—President

P: 706.370.5888 or Email: lgmtcs@optilink.us

Just Click Here to Go to Our Website for All CFR Articles

LGMANDASSOCIATES.COM

LGM and Associates
TECHNICAL FLOORING SERVICES

The Floorcovering Experts

"WHEN NO ONE ELSE HAS ANSWERS.....WE DO"
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.

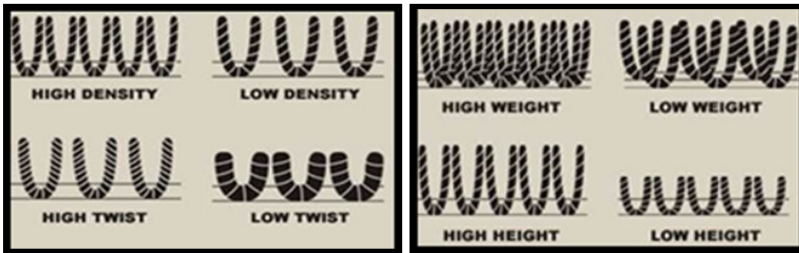
All ads are interactive. Just click on the ad to enter their website.

We are now posting the CFR on LinkedIn. Just click the image below or search under [Low Migliore and let's connect!!](#)



Page Layout By: Anita S. Drennon

The other characteristic is the construction of the carpet and the fiber type. Nylon should be used for commercial purposes, with the exception of Kinetex which is polyester and wears like iron. For commercial carpet, low, dense and tight is the formula for serviceability and performance. Density is the key to performance with commercial carpet. So, with the right color, pattern and the right construction, the carpet will perform as expected and shouldn't disappoint. And carpet prevails where, warmth, softness, comfort, quiet and high style are desired. Hard surface flooring, no matter what anyone says is not soft, warm, quiet nor sound deadening in a large commercial space.



All those buildings you were looking down at from the window of the plane also have internal environments that should maintain at least a modicum of uniformity so the interior furnishings, of which the flooring is a member, don't adversely react. We've seen a rash of issues with buildings that have been unoccupied, due to people working from home because of Covid and the air handling systems being programmed to minimize operating expenses. What doesn't seem to be taken into consideration is the effect altering the HVAC systems has on interior furnishing and the flooring. This can be particularly dangerous for the floors installed on slab on grade concrete. Since moisture moves from cool areas to warmer areas it can migrate from the concrete into the workspace. In doing so the moisture brings with it alkalinity, both of which can compromise and liquify the adhesive which then oozes out from beneath the flooring, especially vinyl tile and plank, leaving a residue which attracts soil causing the adhesive to turn dark and ugly. This is like a lava flow creeping up between the edges of the flooring. In this process the installation is then compromised. When that happens the first thought goes to an installation problem. This is not an installation problem. It's an environmental problem created by altering the conditions in the space, instigating a chemical and physical reaction resulting in a flooring problem.

Faster, More Accurate
Moisture Test
for Concrete Floors

RAPIDRH L6

THE BEST
RH TEST
JUST GOT
BETTER

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

MIP 2020 WINNER

WAGNER METERS
Moisture Test. Expertise.

WWW.RAPIDRH.COM
(800) 207-2214

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



I was in New York City the other day looking at a large project we are consulting on. While walking around the floors of this skyscraper and looking out the windows I could see into adjoining buildings from every direction. There was no one working in any of the buildings. I'm sure there have been adjustments made to the air handling systems operation in every one of those buildings, and in at least some of them there is going to be some sort of reaction that affects the flooring. Virtually all the flooring in any of these buildings, no matter where they are, is going to survive without creating a problem. But some of them, as we've seen and expect to see, is going to react adversely.

Remember, we only see the worst of the worst and there's only a molecule of them compared to all the magnificent flooring that's installed. In every one of the major flooring failures we see, they could have been prevented if the right things were done. All the failures can be fixed, ultimately, after all the posturing, finger pointing, expense of defense and disputes have occurred. And it does get expensive. You don't want to have a commercial flooring failure because it will take a toll on everyone involved - mentally, emotionally and financially. Some of these things are really stupid too. Like didn't you think there was going to be a problem when you decided to value engineer the moisture vapor barrier out of the specifications when the building was built in a flood plain?

The objective to accomplishing a successful, trouble free, aesthetically pleasing flooring installation is to get the flooring in the door and keep it on the floor. Everyone involved in, selecting, specifying, selling and installing flooring in all those buildings, should start with the end in mind. Think of what could go wrong and do what's necessary to prevent it. Of course, that's but a dream because someone will try to save a buck, skip a step, decide to not do something that should be done because they don't believe in it and then fight over the results and blame the flooring contractor, installer and flooring material. Just brilliant.

So, when something stupid gets done to cause a flooring failure, like thinking the flooring is waterproof, that the adhesive will stop moisture problems or value engineering a project or simply dealing with a defective product, call us. We can always tell you what went wrong, why, who's at fault and how to fix it. Always. On the other hand, if you have a question or you need help to stay out of trouble, we can do that too. The goal is to keep all that magnificent flooring right where it is, doing what people expect it to and moving on to the next successful project.



**ADHESIVE OOZING UP FROM BENEATH
VINYL PLANKS DUE TO WET SLAB WITH NO
VAPOR BARRIER.**

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 Website: lgmandassociates.com

**Guidance, Consulting, Determination Legal Assistance
and Resolution of Flooring Issues:**

- Onsite Physical Investigation - Product Sample Evaluation
- Identifying Substrate, Concrete And Moisture Issues
- Certified Product Testing - Insurance Loss Evaluations
- Dispute Resolution, Litigation Assistance and Proffered
Expert Witness

**Right Product in the Right Place: Get it in the Door;
Keep it on the Floor**

- Construction/Renovation Project Assistance to
Determine Suitable Flooring
- Develop Flooring Specifications - Installation Assistance
- New Flooring Product Development and Marketing
- Educational Seminars (Corporate and Personal/Individual)

"WHEN NO ONE ELSE HAS ANSWERS, WE DO"



Does Your Warehouse Look Like This??

Is Warehouse Space an Issue?



Call Us to turn Your Excess Inventory into

CASH!!!



surplus@overstockfloorzusa.com

Kolt Privett - 770-530-4709

We prefer broadloom, carpet rems, carpet tile and LVP