

CFR The Commercial Flooring Report

For the Commercial Floor Covering Industry

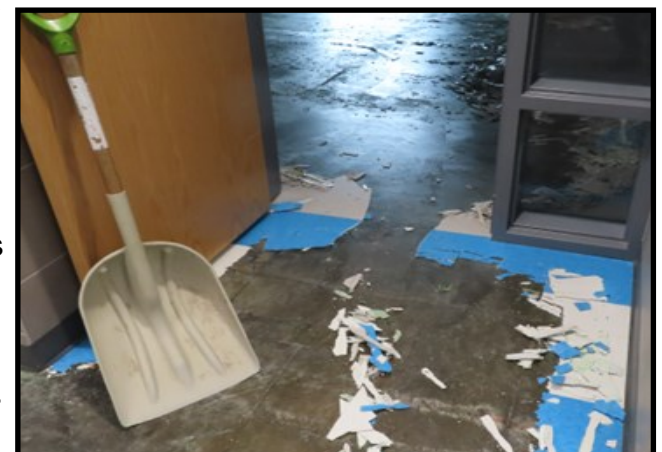
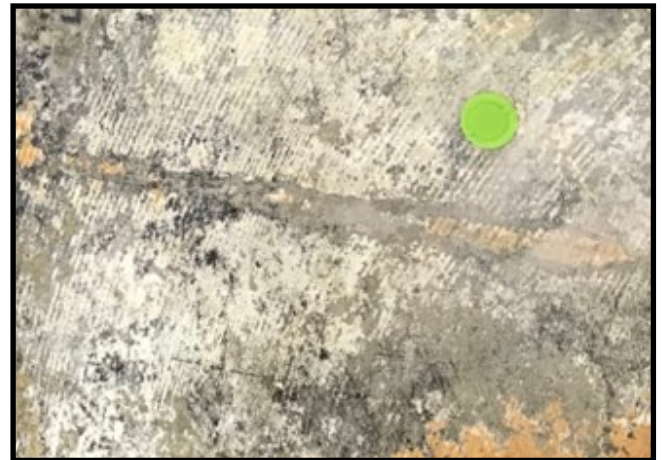
Volume 182 - November 2023

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Substrate and Flooring Failures - Help List

The flooring industry continues to be plagued with substrate, installation, and flooring failures. Certainly, we can site repeated cases of the substrate failing, and that is not necessarily concrete but other substrate materials or assemblies of components that make up a variety of substrates. These would include sleeper systems and a make up of materials that were supposed to work in a particular application but didn't. We can spend more time detailing these systems in another newsletter later. The flooring failure's part is relative to the products themselves and the installation of them. Installation, which everyone wants to blame for any flooring failure, is the last of the reasons flooring and the installation fail – believe it or not.

In this issue we'll address lists that will help you identify the causes of flooring failures with an awareness of how to prevent them. None of this is complicated. Most of it is common sense. A lot of it is based on qualifying the end use and user so the right products get installed, the right methods of installation are prescribed, and anything that may potentially cause a failure is addressed and corrected. Another key point, not to be diminished, is the flooring material itself and the changes occurring to it as the flooring industry strives to be green and carbon neutral. Changes to flooring materials are being implemented that no one can predict how they will affect the product, since you can't possibly test for every scenario the flooring and installation will encounter. When dealing with these issues you must not think at the floor but think into it and learn from the mistakes you or others may have made. Something you don't want to hear if you should call us to look at a problem or flooring failure is, "So, what made you think this was going to work without creating a problem?" - Regardless of what the problem may be.



THE BIGGEST FLOORING FAILURES CAN BE FOUND IN THE FOLLOWING LIST.

- THE WRONG PRODUCT IN THE WRONG PLACE – happening more and more with hard surface flooring, especially with locking systems, that have no business being installed in commercial environment. A travesty being perpetrated on the industry creating more claims than anyone has ever seen on any product.
- LACK OF PRODUCT KNOWLEDGE unfortunately, with fewer companies actually making the vinyl plank and tile products being used, and people selling them being clueless about them.
- INSTALLATION ISSUES
- SUBSTRATE ISSUES
- APPEARANCE LOSS
- SURFACE DAMAGE AND ALTERATION of the products themselves
- FAILURE TO PERFORM UP TO EXPECTATIONS for any number of reasons

THE MOST COMMON CAUSES OF FLOORING FAILURES:

- OVERSELLING - the product or installation method or a component that was supposed to do something that it didn't. You can take your pick here since overselling is getting worse.
- MIS-SPECIFICATION – thinking something will work that won't or doesn't.
- LACK OF PRODUCT KNOWLEDGE – which is getting worse. If you think a lot of this stuff is the same as years ago, think again – it's not.
- LACK OF INSTALLATION SKILL OR KNOWLEDGE – new products are bringing new challenges, and this is going to be more of a problem as we "green up"
- ACCEPTANCE OF CONDITIONS – Space and Substrate – don't worry, there won't be a problem, uh, then why do we have one now?
- IMPROPER MAINTENANCE – Use and Abuse – make sure the product being installed will actually work and can be kept clean and looking good. Flooring maintenance is a profit center opportunity for the commercial flooring contractor.
- PRODUCT DEFECTS
- WRONG PRODUCT IN THE WRONG PLACE
- INSTALLATION ERRORS
- MAKING STATEMENTS PRODUCTS AND PEOPLE CAN'T KEEP – Words Do Not Change the Laws of Chemistry, Physics Or Science – or the actual physical makeup of the product.



THE COMMERCIAL FLOORING REPORT

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Product Sample Evaluation**

***"When No One Else has Answers,
We Do"***

*Just click the image below or search under
Lew Migliore and let's connect on LinkedIn!!*



Page Layout By: Anita S. Drennon

UNDERSTAND THE PRODUCT BEING CONSIDERED FOR THE LOCATION AND THE LOCATION ITSELF AND ASK YOURSELF THESE QUESTIONS.

- Is the flooring going to perform as expected?
- Will it meet the end users' expectations?
- What are their expectations?
- Will it live up to their expectations?
- Will it prematurely "ugly out" or fail?
- Is it the right product to use and why?
- Can it be installed without problems?
- Will it be reasonable to maintain?
- Will it last as long as they want it to?

SUBSTRATE ISSUES – THE NEVER-ENDING PROBLEM

- Old slabs versus new slabs – there is a difference
- Porous concrete
- Highly burnished – tight concrete
- Additives, curing agents and bond breakers – you have to bone up on this one
- Lightweight concrete versus regular concrete and aggregate and mix design, which are getting to be very complicated. There isn't anything normal here
- Old adhesive and contaminants – should be removed and in many cases must be removed, correctly
- Unlevel or "unflat" substrates which is more important?
- Unstable substrates
- Moisture

MOLD, MILDEW AND BACTERIA - THE NEW FRONTIER YOU FLOAT ON

- Moisture is present in every concrete slab regardless of age – don't think it isn't
- Floating installations are a breeding ground for mold and mildew – they're going to get specified and used and they can create unforeseen problems you should be aware of
- Mold, mildew, and bacteria are a growing issue, especially with floating floor installations
- This issue can be prevented

Click Photo to view the LGM website.

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"

Commercial Flooring Report

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BE PREPARED FOR ANYTHING!

- In today's world you must be prepared for anything that can compromise an installation and the flooring material
- Don't be oblivious to the obvious
- Beware of the hidden dangers which can manifest themselves in many ways such as:
 - Environmental conditions
 - Things beneath the layer of the surface
 - Moisture
 - Heat and cold
 - Product and component incompatibility

YOU ARE CHALLENGED WITH

- Site related conditions
- Tight construction schedules
- Architects that pressure the GC and GC's that pressure the flooring contractor and owners that pressure all of you
- Flooring products that are changing at light speed
- Flooring failures that no one has answers for
- Unrealistic expectations and product statements
- Comments made that can't be substantiated

THERE IS NO SUCH THING AS "ANYTHING PROOF" IN THE FLOORING INDUSTRY

- Not Adhesives—Not Topical Mitigators—Not Additives—Not Epoxy's—Not Flooring Materials
Not Anything
- On Any Given Day Any Flooring or Installation Can Be Compromised
- Every Slab and Job Is Different
- Where's The Science to Back Up Marketing and Sales Claims?
- Gee, We Thought It Would Work – Welcome to The Flooring Industry Where We Have Met the Enemy and He Is Us—Shoot, Ready, Aim Philosophy for Introduction of New Products

THERE ARE NO MAGIC BULLETS TO PREVENT OR FIX ANYTHING

- Again, Words Do Not Change the Laws of Physics, Science or Chemistry
- Just Because They Make or Sell It Doesn't Mean They Know It
- There Is Always a Cause, Effect, Determination, Cure and Resolution
- And There Is Always a Way to Have Prevented a Flooring Failure
- Short Cuts Usually Aren't
- The Product Never Lies nor Does the Evidence. It Will Always Tell You What's Wrong If You Know How to Interpret What It's Saying. People Lie but Not the Flooring.

CAUSE, EFFECT, CURE, RESOLUTION!!

- There Is Always a Cause for A Flooring Failure
- Failures Are Not Always Predictable
- There Is Always an Effect for The Problem
- There Is Always a Cure – Costly as It May Be
- There Is Always a Resolution – Litigated or Not
- There Was Always a Prevention – Speed and Expense Likely Usurps This
- Installation Never Causes Flooring Dimensional Change Issues
- You Can't Just Look at The Floor for The Cause
- Even If Legal action is taken Flooring Cases Almost Never Get to Court – no judge is going to clutter their calendar with a flooring case. They'll make you settle through mediation – where everyone involved gets a bite of their ass taken.

ASK YOURSELF THIS QUESTION—Does what I'm being told really make sense? If in your gut it doesn't sound right, it probably isn't.

Things that should have been done that weren't because they were changed or value engineered out, or someone thought it wasn't necessary, will usually create a problem. Remember the importance of communication, amongst yourselves on a project and with the general contractor or architect or owner. If you think something is not right or may fail, say something, don't be afraid, do it. If you need help to back up your concerns you can call us, we'll help you.

I like this quote by George Bernard Shaw—***“The single biggest problem in communication is the illusion that it has taken place.”***

This is why you want to write down, record and memorialize everything on a project and take pictures. Never leave anything to question. More is always better.

You can use this newsletter as a guide to help you stay out of trouble, sell the right product into the right place, to bolster your position on a job when you are questioned about why something needs to be done or changed, and to make sure you don't have a failure. Each of the items mentioned in this issue can be elaborated on and we're happy to help you with that if you want.

At LGM we don't take sides, we don't favor anyone, we staunchly endeavor to seek the truth, whether you like it or not. We aren't the guys to call if you don't want the truth. We don't speculate on anything. We will know the reason for a failure and so will you. And we aren't intimidated by anyone.

Take Advantage of this!

Are you confused by all the changes occurring in the industry? Is the onslaught of new flooring products, soft and hard, adhesives, site related conditions as well as substrate issues, overwhelming you? Do you want to stay out of trouble and avoid a flooring failure? Let us help. We can come to your business with an educational program that addresses all these issues, and more. Afterwards we can engage you and your team in a question and answer session that is sure to help clear the cobwebs of chaos.

Call or email us to discuss your interest and for more details.

706-370-5888—lgmtcs@optilink.us

FCEF exists to bring awareness to the opportunities in a flooring installation career, recruit new talent, aid in the funding of their education, and facilitate job placement into flooring industry careers.

Here is a link to ALL of the FCEF Digital Marketing assets.

We provide all of this to retailers for free so that can promote the career and the scholarships in their neighborhood and with their network.

[At this link](#), you will find, complete social ads ready to be customized and posted, email templates, customizable fliers, social video ads. Feel free to use any of the copy you see there – and download anything you like.

FCEF

FLOOR COVERING EDUCATION FOUNDATION

YOU ARE INVITED!

Take advantage of unique sponsorship opportunities for an upcoming conference held by NAFCT and UNITE Floor Training Alliance!

The dates for the event are **February 22-23, 2024** in Dalton, Georgia at the Dalton Convention Center. We are expecting around 150 people to attend.

Attendees will enjoy Educational Sessions given by industry experts on a wide array of topics. Attendees will also participate in an in-depth panel discussion regarding “bridging the gap between installers and manufacturers.”

SPONSORSHIP OPPORTUNITIES

- A. **Lunch** (two at \$4800.00 each) – Your company’s signage will be posted around the lunch area with announcements made during that days presentations. Includes a free 10 x 10 booth.
- B. **Breaks** (four at \$2700.00 each) – Your company’s signage will be posted around the break area with an introduction before the break.
- C. **Event Hall Sponsorship** (\$2500.00) – Your company’s signage placed at entrance and throughout the meeting hall.
- D. **Lanyard** (\$750.00) – Includes your company name with NAFCT and UNITE.

NAFCT | UNITE

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Release Date: December 2023



The Summit
FOR INSTALLATION 2024

FOR IMMEDIATE RELEASE

MEET US AT THE SUMMIT 2024 *Elevating Conversations in the Flooring Industry*

The National Association of Floor Covering Technicians (NAFCT) and UNITE Floor Training Alliance are excited to host **The Summit 2024**. Mark your calendars for February 22nd and 23rd as we converge at the Dalton Convention Center in Dalton, GA. **The Summit 2024** promises an unparalleled opportunity for flooring installers, contractors, manufacturers, and suppliers, offering enriching educational sessions, a dynamic trade show, and culminating with an insightful panel discussion: “Bridging the Gap Between Installers and Manufacturers.”

Meet us at **The Summit 2024** in Dalton, GA on February 22nd and 23rd. Be on the lookout for forthcoming details on how to secure your spot at this transformative event.

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About the Event Hosts

NAFCT, the National Association of Floor Covering Technicians

NAFCT’s mission is to advance the craftsmanship and professionalism of the flooring industry through training and education of all floor covering related fields. As well as enhance inter-industry communication and cooperation through joint committees, task forces and partnership with other trade associations. Learn more at <https://nafct.com/>.

UNITE Floor Training Alliance

UNITE is a non-profit organization dedicated to finding the next generation of floor covering installers and connecting them with resources for financial aid and certified training programs across the U.S. Learn more at <https://uniteflooring.org/>.



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