

The Commercial Flooring Report

COLOR ISSUES

May your holidays be filled with Love, Joy, and Peace.

Volume 33 • Page 1

for the Commercial Floor Covering Industry

TOTALLY GREEN PUBLICATION

Nov/Dec 2010

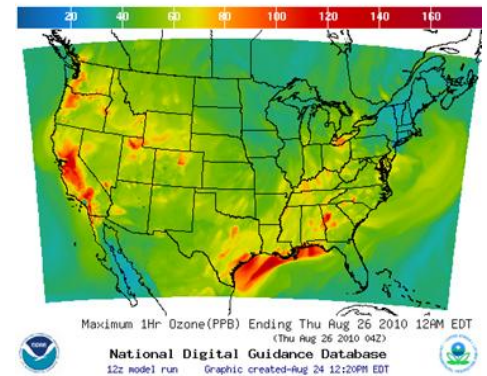
Color is arguably the most important part of a carpet. It certainly is the most important factor a designer looks at when trying to assemble the interior furnishings of a commercial space. It's also the first part of the carpet anyone sees when entering a space reflecting the first impression. So when something's wrong that affects the color it will generate an immediate response. We're going to look at what some of those color loss/change influencers are in this issue and what you should be aware of to prevent being a victim. This is going to be in simple terms understandable to most of you. It is not meant to be a lesson in the chemistry or technology of color – a complex issue, to be sure. This explanation is simply meant to keep you out of trouble.



Environmental Issues:

Color compromisers in the environment are Ozone (O3), Ultraviolet Light (UV) and Oxides of Nitrogen (NO2). Ozone is everywhere but particularly in hot, high humidity geographic areas such as the southern coast line, from east to west, in the United States and elsewhere in the world. However, in summer months it can have just as much affect on carpet color up the east coast of the US and in the Great Lakes area.

There's a map which shows where high Ozone areas are in the US. There's even a name for Ozone fading or color change in the Southern climes of the country; "Gulf Coast Syndrome".



Ozone particularly affects the blue dye component. So if you have a hotel in Florida, where the wrong carpet was used, that has a bluish color or a blue dye component in the carpet color, you might see what you would think to be spots appearing from bleach spillage or overall fading. This could be, and likely is, Ozone affecting the blue dye component in the carpet. The blue dye is destroyed leaving the remaining colors, typically leaving a yellow or orange color.

Ultraviolet Light is everywhere and unless you block the windows completely you won't stop it. The more light that floods into a space, the more chance UV will affect the color. Try this. Leave a yellow tablet of paper on



Depending on the type of yarn it may take the same color differently

Color Issues:

First understand that color changes in textile materials. When you consider that carpet is a textile and a thermoplastic in every fiber but wool, you'll better understand the performance of the product. Carpet is also constantly under assault from color compromising enemies that can cause fading overall or isolated color loss spots. The very basics of color, without getting scientific, are that the basis of all colors comes from the three primary colors of blue, red and yellow.

your desk, half covered and half uncovered, expose it to sunlight for several days at least and see, how over time, it will fade. UV will have this fading affect on every furnishing in the space. UV affects all colors but it particularly affects the color red. If the carpet is not appropriately specified for use in a space that gets bombarded by UV light, which by the way can come from overhead lighting as well, the carpet color could start to show signs of fading within months. The red dye is weakened the most leaving the remaining colors.



Sofa exposed to sunlight over time. Arm rest cover reveals original color.

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Oxides of Nitrogen, which is a gas generated by the burning of fossil fuels, wood, natural gas, vehicle exhausts or trees can and will fade or change carpet color. It doesn't differentiate between red, blue or yellow; it can affect any color, usually yellowing it.



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Man Made Color Destroyers:

Anything that says "Oxy" whatever, can affect carpet color, as can acne medication (benzoyl peroxide - there's the Oxy thing again), other



Benzoyl Peroxide Damage

cleaning agents not suitable for the carpet include pesticides, ozone generators for purifying or removing odor from a space, tracked in chemicals, cleaning agents used to clean hard surface flooring adjacent to the carpet, etc.



Cleaning Agent Damage

I can't tell you how many times we've been involved in mysterious color change/loss inside or outside of hotel rooms. The mystery is soon solved when we find out the maids are using the room towels to clean the bathroom and then placing them on the carpet or just outside the room entry in the corridor, to be picked up later for laundering. Done repeatedly, this practice can and will alter the carpets color and can even degrade the carpet fiber. Heaven forbid if the carpet's wool because oxidizers, found in most bathroom cleaners, will actually destroy wool possibly leaving bald spots. Have any of you experienced anything like this? Now you know the cause.

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Easy In/Easy Out:

There's a saying I learned years ago about color stability in some carpet, "Easy in/Easy out". This means the carpet fiber is easily dyed and the color easily removed. We have a lengthy study done by a fiber producer which graphs all the things that can affect the color in certain fibers. Again, if you know what to use where and why, this should never be an issue. Unfortunately, most of the technical people in the industry were culled from the ranks during the economic downturns of the 80's and 90's, never to be replaced. So there aren't many places to get help when you need it. Fortunately, you have us to help you.

Strengthening Against Color Loss:

Is there a way to prevent or at least minimize color loss? Certainly. First of all, as mentioned, you have to understand the environment into which the carpet is going to be installed and then how it's going to be used and what it will be subjected to. For example, if in an office building, with floor to ceiling windows, a southerly exposure is going to allow the greatest amount of UV exposure for the longest amount of time. This being the case, and now knowing the affect UV can have on color, you either have to stop the UV or build the carpet to resist it. We have a client who experienced this in certain areas of their space. The carpet experiencing the color fading problem was replaced with the same product but this time a highly resistant automotive dye was used, eliminating the problem. These dyes are more color fast and resistant to fading, being exposed as they are to all types of compromising elements.

Solution dyed nylon is also an alternative for preventing color loss or fade. When nylon is solution dyed it really doesn't make a difference if it's type 6 or type 6,6 as the color is achieved by pigments, small chips of thermoplastic, that are actually an integral part of the fiber. Think of a carrot. When the carrot is cut open the color goes all the way through. Inhibitors can also be added to carpet dyes which make them highly resistant to things that will fade or remove color. The automotive dyes mentioned have such chemistry.



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Understand Your Surroundings and Prevent Color Loss or Know What to Use Where and Why:

Colors importance makes it necessary to understand that if the wrong product is used in an environment that will compromise it; you're going to have a problem. There are times when an end user will believe the color in a fading or color changing carpet is a manufacturing defect. There are AATCC tests

which can be performed at a NAVLAP testing lab that can determine if there is a color or dye weakness in a carpet. Often in situations where there is such a concern, we'll even take the tests far beyond what the normal exposure calls for just to see if or where it will fail. A recent case, where the carpet was accused of not being color fast in the corridors of a luxury condo complex, was proven not to be the case. The carpet in question was tested well beyond the norms of the test protocol. There was virtually no change in the color. The culprit was determined to be an influence at the installation site causing the carpet to fade and not a weakness in the carpet dye.

There can also be an addition of color. Another case had a brownish colored stain on a multitude of hotel room carpets. The culprit was wine spillage which could actually be cleaned out. Here a maintenance and cleaning program was provided for the client. In yet another case, a light blue carpet was discoloring in the traffic patterns of a large open office floor plan on ground level. The culprit here was the asphalt and sealer from the parking lot being tracked in discoloring the carpet. Once asphalt impregnates carpet fiber discoloring it, there is nothing that can be done to reverse the process. In this case the carpet color was too light. Had a darker color been used or a pattern employed to hide the discoloration, it's likely it would never have been noticed.

There are a myriad of things that can affect carpet color and there's always a way to prevent the color from being affected. You have to think about what the product is, how it's going to be used, what will affect it inside and outside the space and what has to be considered to prevent a color problem from occurring. Sometimes however, you can't plan for or foresee an event caused by human error from ruining the carpet but you can have it made, and dyed, so it will offer the maximum resistance.



<http://www.velcro.com/>

The new **Velcro Brand Carpet Protector** is ready to go. This product takes the place of clear plastic coverings with pressure sensitive adhesive that have created a host of problems for the industry. The new **Velcro Brand Carpet Protector** is made for use on loop and cut and loop carpet; the vast majority of commercial carpet. Bentley Prince Street is the first carpet manufacturer to offer this unique product.



Systems like EnviroSTIX for hard surface and hard backed flooring materials and FreeLay for carpet are systems that will help prevent the failure of flooring installations. There is more technology coming, most of which we are involved with. We'll keep you informed to help you. In the meantime understand that temperature and humidity have a profound effect on flooring materials and the integrity of their installation. If you control the temperature and humidity in the space it will maintain the integrity of the floor covering and the installation.

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Always feel free to forward or share this publication with others.

If you're attending **Surfaces 2011** in Las Vegas at Mandalay Bay be sure and register for the **Floor Covering Inspector Symposium** on January 24 and 25, 2011.

This two day symposium, hosted by Larry Cooper of Textile Consultants and Lew Migliore of LGM and Associates, was developed for professional Floor Covering Inspectors, Retailers, Distributors, Manufacturers, Installers, Specifiers, Architects, Designers and related floor covering interests. The presentations will be in both lecture and hands-on format. The goal of the Symposium is to advance the knowledge and professionalism of those whose business is impacted and influenced by all aspects of the floor covering industry, including both hard and soft surfaces.

The presentations at the symposium have been developed to benefit the attendees with an increase in expertise and to help increase profits while reducing losses related to floor covering problems, concerns and complaints. Attendees will benefit from the advanced level of training by participating in the symposium. You don't have to be an inspector to attend as this program was designed with everyone in mind. You'll see and hear the latest information on floorcovering not available anywhere else.

Don't delay registering for this important event, as space is limited. See the registration link for pricing and hotel accommodations.

<http://www.surfaces.com/attendee/education-program/floor-covering-inspectors-symposium.asp> Call today for more information, 303-469-0306 x104 or go to our website and see the full program, www.floorcoveringinspectors.com The full program is also attached to this issue of the Commercial Flooring Report.

Floor Covering Inspectors Symposium (FCIS) – At Surfaces Inspections 2011 - Carpet and Hard Surface Flooring Industry

January 24 and 25, 2011

Register now for this two day symposium designed to give anyone involved in the floor covering and inspection service industry an opportunity to update their skills, learn some of the new techniques and hear the latest information available on soft and hard surface flooring. Our instructors are experts in the industry, known to bring excellence to the floor covering trade, through education and sharing of information.

Symposium attendees will qualify for two IICRC CEC credits. The symposium is being held at the Mandalay Bay Hotel in conjunction with Surfaces and begins prior to the opening of Surfaces, the floor covering industries premier floor covering event.

The symposium features the top presenters and leaders in the floor covering industry. Our hosts include **Larry Cooper, Textile Consultants (TCI)**, an inspector with 30 years experience, the producer and organizer of the Connections Events and IICRC Standards Consultant and **Lew Migliore LGM and Associates**, with over 39 years experience solving problems related to floor covering manufacturing, specification, installation, performance, use and maintenance. *Lew is the publisher of "The Commercial Flooring Report" distributed to over 300,000 readers worldwide and author of "The Claims File," in Floor Covering News.*

Our Instructors include: **Lew Migliore, LGM, Carey Mitchell, Shaw Industries, Peter Craig, Concrete Constructives, Dave Horan, ProFloor Services, Sim Crisler, LGM, Barry Costa, Aspire Educational Institute, and** Vice Chairman of the IICRC S600 Carpet Installation Standard, **Larry Cooper TCI, Dane Gregory, Interlink Supply and Robert Varden, Seam Master Industries.** There will also be presentations from **Dave Gobis, Ceramic Tile Expert, Mark Berndt, Interface America, Blaire Townsend, Velcro America, Devin Schlisner, Base King, Christopher Capobianco, Chairman FCICA, Jim Gould, President, Floor Covering Institute, Fred Gamble and More.**

This two day symposium was developed for professional Floor Covering Inspectors, Retailers, Distributors, Manufacturers, Installers, Specifiers, Architects, Designers and related floor covering interests. The presentations will be in both lecture and hands-on format. The goal of the Symposium is to advance the knowledge and professionalism of those whose business is impacted and influenced by all aspects of the floor covering industry, including both hard and soft surfaces.

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Don't delay registering for this important event, as space is limited. See the registration link for pricing and hotel accommodations.

[symposium.aspx](#) Call us today for more information, 303-469-0306 x104 or go to our website and see the full program, www.floorcoveringinspectorssymposium.com

Day 1 - January 24, 2011

Carpet Inspection Related Topics:

8:30 am Welcome and Inspection Industry Update, Larry Cooper, Textile Consultants, The New ANSI/IICRC S800 Standard and Reference Guide for Professional Carpet Inspection

Lew Migliore, LGM and Associates, What's New in Carpet Manufacturing?

- New tufting technology
- Lighter weight products
- New backings – see, feel and touch
- New fibers – Triexta
- Carpet Tile – What's new in carpet tile?

10:00 am Break

10:15 am New adhesive free installation technologies with demonstrations:

- **Velcro, Blaire Townsend**, Velcro America, Director Construction Strategic Business Unit
- **FreeLay, Mark Berndt**, Interface America, Director of Technical Services
- **EnviroSTIX, Devin Schlisner**, Base King, LLC, Director of Technical Services/Installation
- **New Seam Sealing Technology –**
 - **Glue 2 Seam Sealing Systems, Sim Crisler**, Vice President, LGM & Associates
 - **Kool Glide, Seam Master Industries, Robert Varden**, Technical Services

12:00 pm Lunch – Lunch 75 minutes – on your own...

1:15 pm An Update on the Progress of the New (ANSI) IICRC S600 Standard and Reference Guide for Professional Carpet Installation – Barry Costa, S600 Vice Chairman, Aspire Educational Institute, including a discussion regarding issues on Pattern Match and Carpet Acclimation.

2:15 pm Field and Laboratory Testing: Carey Mitchell, Shaw Industries, Director of Technical Service, The Top Five Laboratory Tests for Carpet Inspectors

- How to order Lab Testing
- ADA requirements
- Tuft Bind – Loop and Cut Pile
- Filament Slippage
- Bundle Encapsulation
- Velcro Roller Testing
- Benzoyl Peroxide Testing

3:00 pm Break (15 minutes) Continuing program with hands on demonstrations

3:15 pm Hands on Repairs – Barry Costa, Aspire Educational Institute

4:00 pm Larry Cooper, Textile Consultants, Inspection Procedures – The tools and reporting
Discussion about report writing – what does the manufacturer really want or need?

Day 2 – January 25, 2010

Hard Surface Flooring Related Topics:

8:30 am Welcome and Update on Daily Events, Lew Migliore, LGM & Associates

Lew will offer tips for strategic marketing initiatives for your business.

What's New in Hard Surface Flooring?

9:00 am Dave Horan, ProFloor Services, What's new with Laminates and Wood Floors and claims related topics?

9:50 am Break

10:05 am Christopher Capobianco, Chairman FCICA, "What's New in Resilient Flooring?"

10:50 am Dave Gobis, Ceramic Tile Consultant, Ceramic Tile installation, performance and problems

11:40 am Dane Gregory, Interlink Systems, Stone, Tile and Grout – Stone products, sealing and cleaning

12:30 pm Lunch

1:40 pm Peter Craig, Concrete Constructives, ICRI, Substrates, Concrete and Moisture Issues

2:30 pm Jim Gould, President, Floor Covering Institute, World Floor Covering Market – Globalization and Sourcing

3:20 pm Break

3:35 Fred Gamble, Inspection Procedures – The tools and reporting

Time: 8:30 am – 4:30 pm

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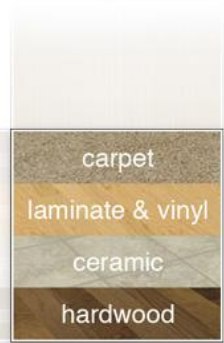
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