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Carpet: Stain protection update



Mohawk's All Pet Protection warranty covers all pets, all accidents, all the time.

MILLS UP THE ANTE IN THE FIGHT AGAINST SPILLS

By Ken Ryan

What drives carpet purchases? If ongoing research is to be believed, it's all about stain and soil protection. So if you want customers to spend more money, the carpet products retailers offer should incorporate such treatments. Stainmaster PetProtect from Invista was a big hit in large part because it addressed a huge consumer need, executives say.

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Best of Surfaces honors product, booth excellence

By Steven Feldman

LAS VEGAS—Six companies were voted best of class in the sixth annual Best of Surfaces competition co-sponsored by *Floor Covering News* and Informa, owners and operators of the International Surface Event. The awards have become the benchmark for new product excellence and booth design at the industry's premier trade show.



Brian Carson, left, president of Mohawk's North American flooring operations, and Tom Lape, president, Mohawk Residential, accept the Innovation award for Airo.

The winners were:

- Innovation: Mohawk's Airo
- Style & Design: Provenza's Colour Nation
- Sustainability: Wirebrushed from Satin Flooring
- Technology: Inhaus' Sono
- Best Booth Design (over 1,200 square feet): Armstrong Flooring
- Best Booth Design (under 1,200 square feet): NCC/Goton Tiles

The judging was initially conducted by a panel of retailers who were tasked with narrowing the many entrants in each category to six finalists by the start of Surfaces. Specifically, they were each asked to explore all submissions and select their top six that best represented the category in which they were entered. The most popular selections by con-

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CCA Global conventions provide tools for success

FLOORING AMERICA HELPS MEMBERS MAKE A BETTER 'CONNECTION'

By Ken Ryan

PHOENIX—There was no shortage of optimism here at the Phoenix Convention Center last month where retail members of Flooring America/Flooring Canada gath-

ered for their winter convention. The conference, themed *conneXtion*, took place against a backdrop of improving economic conditions and the perception of a more business-friendly environment in Washington.

"I believe dealers and vendors alike are ready to capitalize on what appears to be an economy more willing to spend," said Casey Dillabaugh, Dillabaugh's Flooring America in Boise, Idaho. "I noticed an above-average amount of interaction between dealers and vendors, and a couple of vendors voiced their appreciation for the increased activity."

As a group, Flooring America/Canada dealers—more than 600

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CARPET ONE PROGRAMS AIM TO EASE THE SOCIAL MEDIA LEARNING CURVE

By Ken Ryan

PHOENIX—Contrary to marketing hype, millennials are not the quintessential flooring customer today. Not yet at least. In 10 years, statistics show, this demographic group will be making the key decisions and influencing the market in ways that old-school retailers may not be comfortable with.

In an effort to convert old-school thinkers, Carpet One Floor & Home focused its winter convention on the future, which according to group president Eric Demaree, "requires a new mindset and an understanding of how to attract, engage with and convert today's ever-changing con-



Carpet One dealers share their expertise on how to effectively use social media to their advantage.

sumer into a lifelong loyal customer."

Future Focus, as the convention was themed, put digital marketing and social media front and center for the nearly 1,000 Carpet One Floor & Home members

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Today's next-gen adhesives tout multi-use capabilities

By Lindsay Baillie

Adhesives manufacturers are catering to the industry's plethora of hard sur-

face offerings by developing products that feature multi-use properties. These new high-performance adhesives, which are designed to handle everything

from LVT to vinyl composition to carpet tile, aim to provide solutions for retailers and installers.

Utilizing their own proprietary technologies, adhesives

manufacturers are increasing moisture resistance, sound reduction and installation options to facilitate more reliable flooring installations for

the dealer and greater peace of mind for the consumer.

Following is a sampling of some of the multi-use adhesives hitting the market.

DriTac

DriTac 5900 MegaBond is a pressure-sensitive resilient flooring adhesive that can be applied via roller or trowel. Designed for LVT/LVP, vinyl sheet goods, fiberglass backed sheet vinyl, carpet tile, rubber flooring, cork tile, cork/rubber/foam underlayments and WPC, this adhesive offers permanent or releasable installation options.

"Eco-5900 MegaBond offers high moisture resistance (up to 8 lb. CC/90% RH) and shear strength with easy clean and easy spread formula characteristics," said John Lio, vice president of marketing. "It has very low odor and has been independently tested and certified by the Carpet and Rug Institute's (CRI) Green Label Plus Program for indoor air quality."



Epic Flooring Adhesives

Epic's Moisture Stop adhesive is made with Poly BD urethane, which is designed to control moisture vapor permeability. It has a sound reduction IIC rating of 70 and is ideal for engineered, solid and bamboo flooring.

"The strength and durability of Epic adhesives offer decades of moisture protection, sound reduction and holding power," said Philip Pitts, flooring product manager, "all with solvent-free formulas so there are no toxic, flammable or odiferous substances evaporating into the home."



Schönox

Schönox's HPS 92 adhesive for resilient flooring applications features a base with bonding additives and an acrylic dispersion suitable for the bonding of vinyl composition, vinyl enhanced and solid vinyl floor tile on porous and non-porous substrates in interior areas, according to David Stowell, technical director for Schönox, HPS North America.

When applied with a notched trowel the adhesive dries in approximately 48 hours. It has a 12-month unopened shelf life and has an open time of 120 minutes.

W.F. Taylor

Dynamic adhesive from W.F. Taylor touts excellent adhesion to multiple flooring types, including LVT, LVP, vinyl sheet goods, fiberglass-backed vinyl, carpet tile and vinyl composition tile.

"Dynamic is fast drying with a fast grab and remains pressure sensitive with a very wide window of installation time, and it transitions to a secure bond, a 'cross-linked bond,'" said Daniel Pelton, president and CEO. "Dynamic is great during installation but most importantly has great back-end performance."



W.W. Henry

W.W. Henry, an Ardex Americas brand, touts the versatility of its Henry 650 R pressure-sensitive adhesive. Applied with either a notch trowel or short nap roller, Henry 650 R can be used with a variety of flooring types, including fiberglass-reinforced sheet vinyl, LVT and LVP as well as vinyl-backed carpet tile.

Thanks to its versatility, installers can choose between a releasable flooring installation by using the adhesive in a dry-to-touch state or a permanent bond via the wet-set installation method.



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