

# FloorCovering Weekly

F L O O R C O V E R I N G W E E K L Y



Hadinger makes a splash with its waterproof flooring gallery. See story on page 4.  
Pictured here: Susan Hadinger and Ed Keller of Hadinger with Piet Dossche of USFloors and Shaw

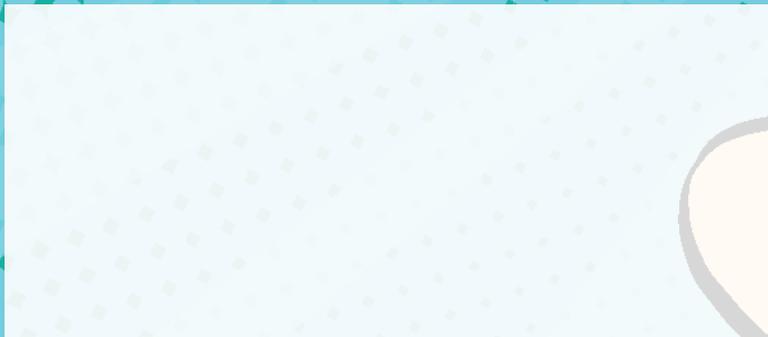
# TECHNOLOGY

## ISSUE 2018

**WOW! THIS FLOOR  
LOOKS AMAZING IN  
MY HOME!**

### THE NEW REALITY

AR/VR RESHAPES  
THE CONSUMER  
SHOPPING EXPERIENCE



# Adhesives technology takes on industry challenges

By Elise Linscott

As an integral component of flooring, adhesives are the behind the scenes star taking on some of the industry's toughest challenges and demands by offering more performance attributes aimed at making the job of installation easier, faster, more eco-friendly and applicable across a wider array of flooring categories than ever.

## ECO-FRIENDLY FOCUS

According to Dan Marvin, technical services at Mapei, adhesive manufacturers are "being asked to do more with less," on top of developing products to be more environmentally-friendly and health-conscious than in the past.

"Years ago, solvent-based adhesives provided strong bonds with a wide variety of backings," Marvin said. "The trade-off was the potential health impacts of high-VOC solvents during installation. Today's adhesives must meet stringent low-VOC requirements while working with an even wider range of backings. Within the typical chemistries of acrylic and urethane adhesive

technology, we are having to develop ever more specific polymers that minimize plasticizer migration and reduce VOCs and 'red-list' ingredients while working quickly and effectively to develop a tenacious bond."

DriTac has also developed a single-component, premium "green" sound and moisture control hybrid polymer wood flooring adhesive that can serve to isolate old cutback adhesive residue and suppress concrete subfloor cracks, said John Brown, technical sales manager at DriTac Flooring Products.

## MULTI-USE TECHNOLOGY

Because of the industry's labor shortage, manufacturers are also incorporating more installer benefits into their product designs, said David Stowell, technical director at HPS Schönox.

"Many adhesives are incorporating time and labor-saving technologies, such as easier application techniques and eliminating installation steps," Stowell said. "Product innovation should always be designed to support the industry, whether that need is in the form of tools, time, labor or product characteristics."

Stauf USA has worked to develop products that combine urethane and polymer technology, giving the adhesives the high tensile strength associated with urethane, along with the cleanability of polymer, said David Ford, vice president of sales and marketing.

"It's safe to say these adhesives can also be used as a moisture barrier," Ford said. "It's an all-in-one step." Stauf has also developed adhesive solutions that can sustain any amount of water and won't break down even underwater.

Ford said Stauf and other compa-



Self-levelers, like those from HPS Schönox, are one example of multi-use products that are popular today.

nies continue to focus on "over-engineering" and developing more products with multiple attributes; for instance, the company has a two-part, liquid urethane floor-leveler, which is a pour-in-place product with no need to skim, coat or prime.

Problem-solving, multi-use adhesive installation solutions have become popular throughout the flooring industry, said Brown of DriTac. In-

novations in this area have also been made specifically with newer wood flooring adhesives.

"Sound and moisture control wood flooring adhesives allow an installer to apply the product to the substrate and attain as many as five installation solutions with one adhesive application," Brown said. "This includes bond, sound control, moisture control, crack suppression and old adhesive isolation."



Problem-solving adhesives, such as those from Stauf, continue to be a focus.



Manufacturers like DriTac have included low- or no-VOC adhesives to their offerings.

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