

## BE AWARE OF DANGEROUS SITUATIONS

Including a special article from Benny Wood Vice President-LGM

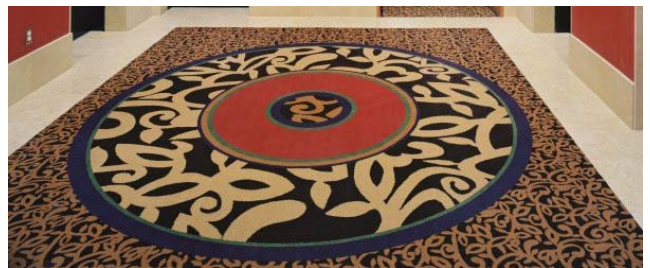
The commercial flooring business is fraught with danger much of it perpetrated by ignorance. This is not to cast aspersions on those in the industry as being dumb but it is in reference to people not knowing or sometimes, dangerously, not caring or worse yet taking matters into their own hands when they think they know and really don't. Saying this let me share some examples of events that lead me to make these statements.

installers decided to cut the border off because they wanted to, seems they didn't like the way it looked – I guess they felt their keen sense of design superseded that of the firm that originally specified the design and the custom making of the carpet. Fortunately the border that was cut off had not yet made its way into the dumpster and was available to reinsert into the position it was intended for. This was not going to be done without some effort and complicated undertaking in altering the original installation but a disaster in design was averted. This situation may come as a surprise to most, it did to me, to hear that the installer, for reason only he knows, decided on his own that the border didn't look good and therefore he cut it off.



**PATTERN MIS-MATCH and CARPET REVERSED**

In a recent conversation with an executive of a specialty hospitality carpet manufacturer he was telling me about a situation they had encountered recently, in the lobby of a hotel for which they had custom made the carpet with the infield, out fill and border designed to fit this space as it was produced. He got a phone call from the project manager at the hotel and was told the border for the carpet was not attached. Long story short they found out that the



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Imagine the shock when this was noticed. An integral element of the carpet, intact upon arrival made to fit in as a unit, gone because someone who had no part in the reason for its being, determined that it didn't look good to them so let's just eliminate it.

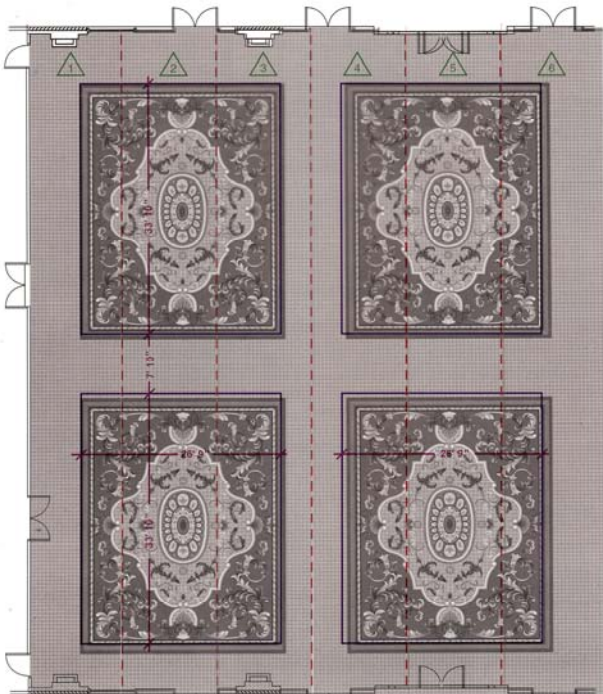
Another fact that exists with increasing frequency is the installer, lacking the skills required for working with expensive and intricately patterned woven goods, messing up the installation by mis-matching the pattern, not fitting the components properly together or not understanding how the product should be installed. Further we find

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that by not actually going to the installation site to check the measurements of the space versus the design of the carpet the installation is compromised. Worse yet is an installation firm not knowing what the carpet will be like that they have to install. This one I really don't understand.



DESIGN LAYOUT OF CUSTOM PATTERN GOODS

Problems can also occur on the manufacturing side of the fence when the borders or out-fill of the carpet do not symmetrically fit the space. In one recent situation we were involved in the manufacturer actually made part of the pattern backwards necessitating the replacement of 1,200 yards of carpet. The carpet was re-made to replace the mistake but this was a costly error involving removal and re-installation and disposal of perfectly good carpet. This type of mistake impacts the "green" aspect of the industry and it happens all too often. The sustainability of products gets lost in the scheme of things and is not given the importance it deserves when a situation like this occurs.

A scourge of the industry is still installation failures on concrete slabs and plywood for that matter in some instances. Plywood is a little different story that we won't get into right now. Benny Wood, one of our V.P.'s has written a column for this issue regarding moisture and alkalinity. But what I want to mention here is a situation that has the potential to really wreak havoc on successful floor covering installations on concrete that has links to sustainability.



FINAL INSTALLATION RESULTS

You're going to be seeing more concrete poured that contains fly ash a component that allows qualification for LEEDS credits and speeds up the drying time of concrete. The fly in the ointment, or in this matter the fly ash, is that nothing will stick to this type of concrete regardless of what you do. Fly ash is a carbon residue material that fights being stuck to in simple terms. So you're going to have to be extra vigilant and aware of what type of concrete is being used on new builds and involved in the process at an earlier stage to prevent specifying or trying to install flooring material that nothing will stick to. You'll have to request the components of the concrete to find out if it contains fly ash because looking at it won't tell you. This is information you can get from the general contractor or concrete contractor. The problems created by the fly ash will necessitate, prior to any installation attempts, shot blasting the floor to open it up so sealers will stick to it and then you can install over the sealer – either a cementitious or polymeric sealer would work. So if you have, or have had a problem like this you are now aware of it because it has surfaced in print. Don't get caught in a trap like this. In this type situation you're going to have to ask questions and get proof that you are getting a straight answer. If you hear "just go ahead everything is alright" be afraid. From a little calendar I have I'll give you a quote. "A lie gets halfway around the world before the truth even has a chance to get its pants on." You want the truth so you don't wind up losing those pants, your shirt and your first born to one of these problems.

*Upcoming LGM Seminars  
Carpet – June 18, 19, 20<sup>th</sup>  
Concrete, Moisture, and  
Flooring Failures – August 13-14  
See Page 6 and 7 for details.*

Remember, if you need help with a flooring problem give us a call. Lots of times just asking a question and getting it answered will head off an accident. There's no charge for asking questions. And if you have a situation you'd like to share that we can write about so it helps others in the industry, no matter what your involvement in the industry is or what the flooring material may be, talk to me so we can keep others out of harms way.

Fly Ash – Derived from Burning Coal

Fly ash particles (which look like bubbles) bind with other components in concrete.



## **The Commercial FLOORING REPORT**

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*President and Owner*

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## Moisture and Alkalinity, Why the Mystery?

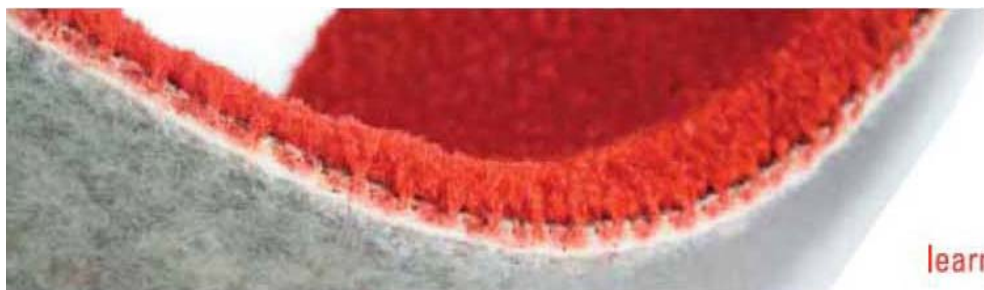
By Benny Wood

I would venture to say that the vast majority of flooring specialists, architects, specifiers, contractors and manufacturers within the flooring industry have studied either some chemistry or biology at some point in their educational training. Why then, are we continuing to remain ignorant of the number one problem that faces all concerned when it comes to getting the proper “Performance” out of the floor covering we sell, warrant, and install on a daily basis?” That number one problem is the affects of moisture and alkalinity on floor covering products.

pH	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Colour	RED	ORANGE	YELLOW	GREEN	BLUE	PURPLE-VIOLET								
strength	Strong	ACIDS	Weak	Neutral	Weak	ALKALIS	Strong							

pH Scale

I have been in this industry nearly forty years and I have seen very little change in the understanding of the detrimental effects of excessive moisture and alkali (pH) among industry professionals. Excessive moisture alone (above 3.0 lbs per 1000 square feet in 24 hours and/or above 75% relative humidity) can cause installation and product failures to all types of floor coverings including ceramic, tile, wood, vinyl and carpet. Excessive moisture can create mold and mildew; can chemically turn an excellent adhesive into a whitish/chalky powder destroying the bond between the flooring and adhesive, in addition to providing the vehicle for alkali to change the color in the flooring material. So why then is moisture vapor emission (MVE) and pH the number one problem in the commercial flooring business?



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I have served and trained personnel in the inspection and consulting field for several decades, yet in my new venture as a Vice-President with LGM and Associates, over 50% of the “problem” commercial installations I have visited and inspected have been moisture vapor emission and alkaline related problems. I am not talking room size problems; these are large commercial jobs such as entire hospitals and multi-floor high rise buildings. In many cases the flooring contractors have been large and reputable. The assumption is that they should have the knowledge and experience to prevent these types of problems – unfortunately that’s not always the case.



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When the proper substrate testing, preparation and considerations are not performed by the contractors and the floor covering fails everyone begins to point fingers, naturally to avoid the liability of the financial repercussion, which is inevitably very costly, time consuming, disruptive to business and very upsetting to the client. Experts, such as LGM, are called in to determine who, what, why and where things went wrong. You simply cannot afford to remain ignorant of the technical aspects of concrete, adhesives and today's floor coverings if you want to be successful.



Blistering in Non-Permeable  
Vinyl on a Wet Slab

Over the years I have served on several committees, been a member of FCICA, and most all other industry organizations. I have listened to and participated in many great seminars on moisture vapor emissions, pH, Calcium Chloride testing, and relative humidity/probes systems. I can't understand with the technology and information that is available today, why the proper prep work could not be performed to present a floor ready to accept any type of floor covering.

Quality installation and performance starts with quality design and construction, with additional knowledge of buildings, floors and floor coverings. Everyone involved; architect, general contractor, concrete contractors, specifiers and floor covering contractors, should know and understand the correct state a concrete floor needs to be in before floor covering can be properly and successfully installed. Doing so will avoid floor covering failures that cost not only money but inflict severe pain and suffering to all parties involved.

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**Between a Rock and a Hard Place? Don't  
miss our next seminar on Concrete,  
Moisture and Flooring Failures.**

**More detailed information regarding our  
upcoming seminars is located on  
pages 6 and 7.**

## Between a Rock and a Hard Place? Plan Now to Attend the LGM Seminar Concrete, Moisture and Flooring Failures on August 13<sup>th</sup> and 14<sup>th</sup> 2008

"This is just to formally thank you for consistently providing the most definitive expertise and thorough technical information available anywhere on any and all topics regarding floor covering products and their installation. Your technical conference on concrete vapor emission last week was your best yet and clearly stands head and shoulders above a number of hit and miss attempts by others at this same topic. As you well know, concrete vapor emission and elevated chemical pH has, in varying degrees, plagued all floor covering manufacturers, installers, and too many of our customers for many years. Unfortunately, it's also a topic that over the years has generated much misinformation and, subsequently, ineffective, snake oil-type "cures." Thank you for bringing together the most credible experts available anywhere to provide information that was logical, concise, and well founded in research, evidence, and real world experience. The speakers were engaging and equipped us all with valuable tools that will immediately serve our companies and our customers. Thank you."

**Chris Drummond**  
Vice President Customer  
Quality Assurance Bentley  
Prince Street

Located in Dalton, GA this two day seminar is \$995 per person (Check to see if you qualify for our 10% discount and also take advantage of your WFCFA scholarship funds.



An In-Depth presentation for identifying and solving moisture-related problems with concrete floors.

### Presenters:

**Peter Craig – LGM and Associates**  
**Kelly Mortensen – LGM and Associates**  
**Benny Wood – LGM and Associates**  
**Sim Crisler – LGM and Associates**

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- Moisture sources, movement, & misconceptions
- Below slab vapor barriers/retarders  
Nuisance or necessity?
- Moisture Testing  
What works, what doesn't and why?
- Sub-Floor preparation
- Underlayment and levelers
- Adhesive Choices
- Is pH an issue?
- Why don't the concrete dry?
- Moisture mitigation
- Who is to blame?



Contact Anita Drennon  
for your registration  
form or visit our  
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### ADDITIONAL TESTIMONIALS:

- "Many seminars in our trade today offer the same or near-same subject matters and information sharing that has been repeated and shared many times over many years. Be it carpet cleaning methods, industry installation standards, indoor air quality, GREEN, etc., ours is an industry that is deep and replete with a lot of information that has been talked about many times, reviewed, touted and sometimes trashed, hurrahed and hacked. Not so with the recent LGM Moisture Seminar. Lew Migliore and his associates brightened their astral burn by making certain that when their seminar was completed the participants knew more about concrete, moisture, alkalinity, moisture vapor barriers/retarders, floorcovering adhesives and plasticizer migration in two and a half days than all that Moses learned during his forty days of wandering. And he did so because of both the knowledge and messianic qualities of the four expert speakers he had on board to lecture on their individual areas of expertise.

LGM events are all about learning, cooperating, conciliation and bridge building. They are historically known for the quintessentially good quality of the information provided. Spin Masters beware. The information offered here will leave your lip service silenced and your credibility withering on a vine."

**Mark Johnston – Beaulieu of America – Technical Services**

- "Congratulations to LGM on your concrete and moisture seminar. I have been in the flooring industry many years and this is one of the most important and educational seminars I have attended. The instructors were all very knowledgeable. The information I received was on the cutting edge of Technology. I was thrilled that FCICA sent me the information on the seminar. I would urge anyone involved with the installation of textile or resilient flooring to attend this seminar. The information I received will give me a much better opportunity to guide and direct my customers on their flooring needs and problems. The only regret that I have is that there were not more flooring contractors in attendance. The information I received will also help me protect my company from flooring issues that were never my fault to start with. Again great job!" **G.Fred Acton, Acton Flooring Inc**

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## PLAN NOW TO ATTEND THE LGM CARPET SEMINAR ON JUNE 18, 19 and 20<sup>TH</sup>.

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**Topics are:**

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  - Carpet Fibers and Their Characteristics,**
  - Carpet Yarn Manufacturing,**
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  - Carpet Finishing/Backing Systems,**
  - Installation, Adhesives,**
  - Cleaning and Maintenance,**
  - Testing Methods, Industry Overview**
- Including Lab and Mill Tours**

November 9, 2007

Lewis G. Migliore  
LGM and Associates  
519 Oxford Street  
Dalton, Ga 30720



Re: Carpet Seminar

Nancy M. Nee  
Corporate Director  
Strategic Sourcing

Dear Lew,

I wanted to take the time to thank you for putting together one of the most educational seminars I've ever attended. Anyone in the hospitality industry that specifies or purchases carpet should take advantage of the opportunity to attend one of your seminars. You and your team demystified the carpet manufacturing, specifying and problem solving issues that we deal with in our industry on a daily basis.

Thank you again and keep up the good work!

Sincerely,

Nancy Nee

**"WE ARE SO PLEASED THAT LEW IS DOING THESE SEMINARS. SO MANY ARE HELD EACH YEAR BY THOSE WHO HAVE NOT EVEN HALF THE KNOWLEDGE OR EXPERIENCE OF LEW AND HIS ASSOCIATES."**

THANK YOU.  
EDIE  
MS. EDIE DUFFY  
PRESIDENT

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