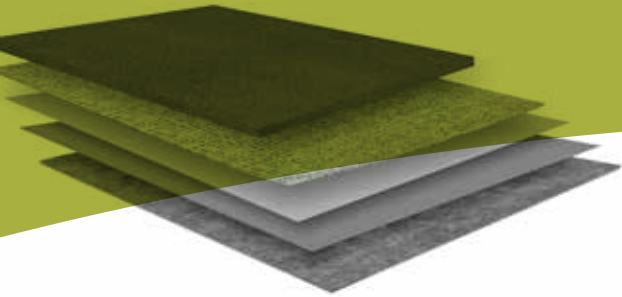


# CONTRACT CARPET BACKING

## Laying The Foundation For Solid Carpet Performance

A Masland Contract White Paper



From installation to maintenance and traffic patterns, many factors can influence how long a carpet selection will last in a commercial environment. Foot traffic, roller traffic, potential liquid spills - all can impact the life of the carpet. That is why a carpet's backing system is an important factor in preserving the construction of a carpet for long-lasting performance and aesthetic quality.

### LOOK BEYOND THE FACE FIBER

Backing materials help determine the performance of carpet by providing strength and stability.(REFERENCE 1) According to the Carpet and Rug Institute, high performance backing systems can give contract carpet higher tuft binds, added stability, imperviousness to moisture and resistance to edge raveling.(REFERENCE 2)

### CHECK THE BENEFITS

Backing systems can increase comfort underfoot by reducing heel-strike force and leg-muscle response, two prime causes of standing and walking fatigue.(REFERENCE 3)

Advanced technology found in today's carpet backing systems minimizes the sound of foot traffic, absorbs airborne sound, and reduces sound transmission to nearby rooms.(REFERENCE 3) Such performance is important to balance the noise of activity with the need for quiet work and reflection in such interiors as assisted living facilities, libraries and schools.

Carpet with sufficient backing can offer a safe option for areas where there are possibilities for tripping and falling. In a 1994 study, 17% of patients who had fallen on carpet sustained injuries, compared to 46% where patients had fallen on to a vinyl floor.(REFERENCE 4)

Choosing the right backing system can also lead to a longer lifecycle for a contract carpet selection, reducing its environmental impact due to less frequent need for replacement.

### MASLAND CONTRACT COVERS THE BASES

No matter the project, Masland Contract offers the right backing system for both broadloom and modular carpet selections. Choose from the following options:

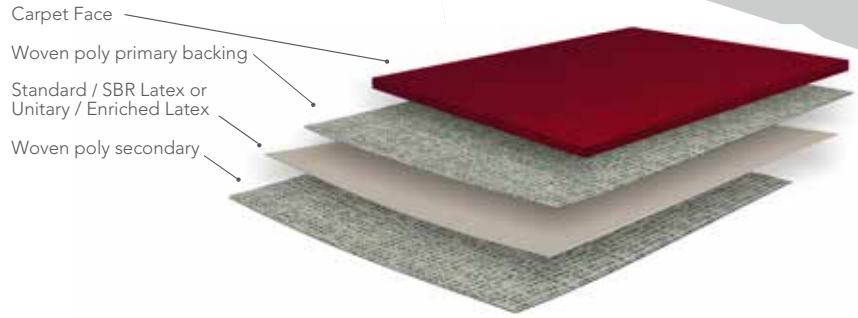
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## Woven Polypropylene / Unitary

Woven Polypropylene is Masland Contract's standard backing. Woven Polypropylene with Unitary is a high performance backing composed of enriched latex with an attached secondary backing. Choose Woven Polypropylene for normal foot traffic, or Woven Polypropylene with Unitary for extra heavy foot or rolling traffic, where superior edge ravel and tuft bind characteristics are required.

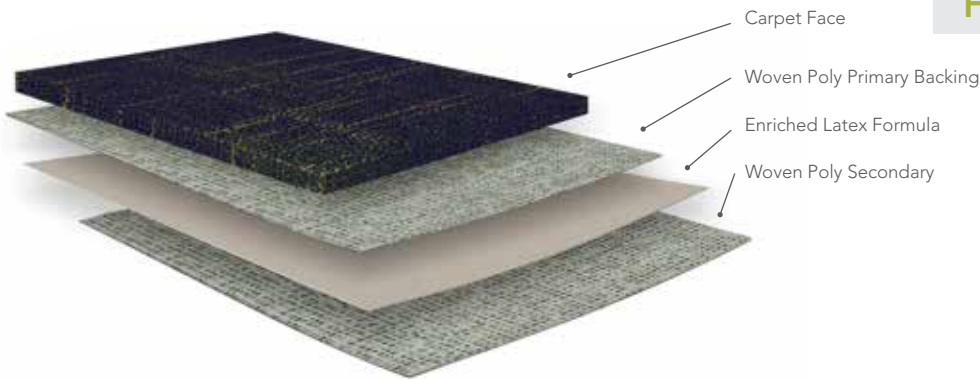
### Features

- Good choice for all broadloom product types
- Offers increased tuft bind over standard products
- Provides increased dimensional stability compared to standard Unitary backings
- Represents most economical of high performance backings
- Includes high performance warranty



### Recommended Applications

Corporate  
Healthcare  
Hospitality  
Retail



## HydroBlok Moisture Barrier

HydroBlok Moisture Barrier backing is a polymer system designed to meet water resistance needs in commercial carpets. This advanced system passes the British Spill Test and offers excellent wet tuft bind and delamination properties. HydroBlok is specifically designed for heavy traffic where a moisture barrier is required.

### Features

- Available on all broadloom tufting technologies
- Offers excellent tuft bind and edge ravel properties
- Delivers wet/dry performance - properties are not affected by moisture
- Includes high performance warranty

### Recommended Applications

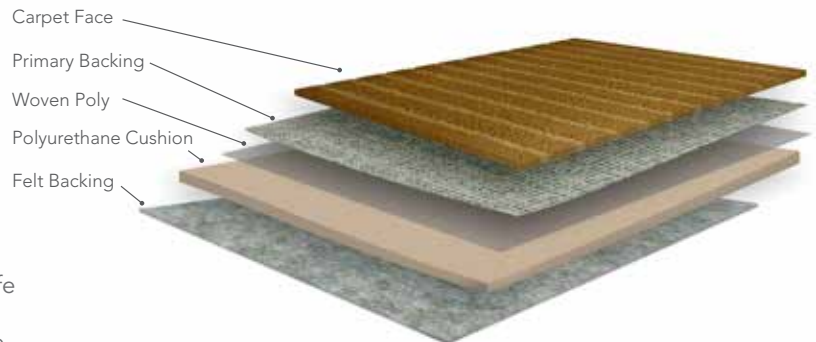
Airports  
Sports Arenas  
Healthcare  
Retail  
Food Service

## Hardwear 24

Hardwear 24 is an attached cushion composed of high-density reaction bonded urethane, applied to carpets with existing latex woven poly. Designed for heavy foot traffic and heavy rolling traffic, this system allows for "off the shelf" delivery with reduced lead time.

### Features

- Offers increased comfort underfoot and extended carpet life
- Available on most products
- Outstanding wet/dry performance – 99.7% as tested by the 10,000 cycle penetration test
- Chemically frothed for superior cushion consistency
- Uses soybean-based polyols to replace a percentage of the petroleum-based polymers
- Includes high performance warranty



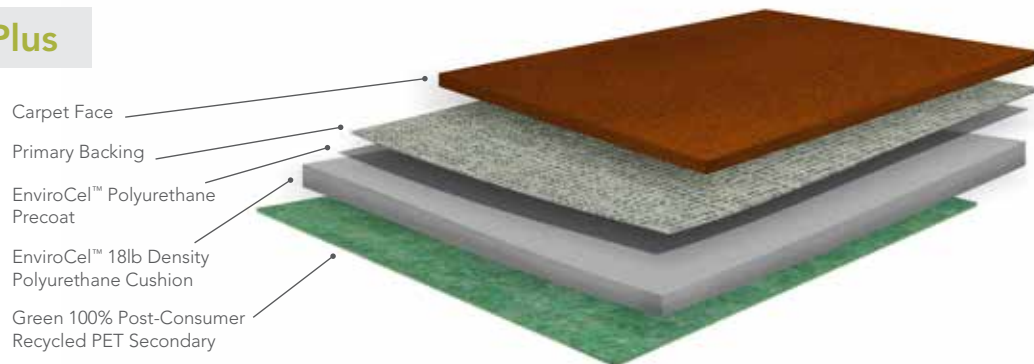
### Recommended Applications

Corporate  
Healthcare  
Hospitality  
Retail  
Food Service

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contract

## EnviroCel™ Cushion Plus

EnviroCel™ Cushion Plus is an 18lb density polyurethane attached cushion, designed for light to medium commercial traffic.



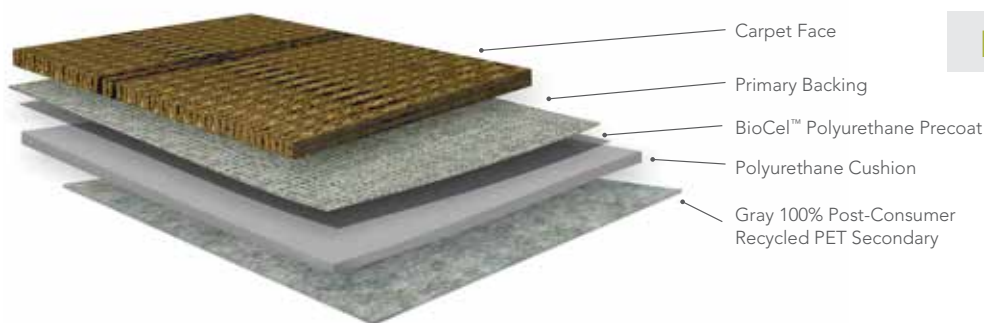
- Carpet Face
- Primary Backing
- EnviroCel™ Polyurethane Precoat
- EnviroCel™ 18lb Density Polyurethane Cushion
- Green 100% Post-Consumer Recycled PET Secondary

### Recommended Applications

Corporate  
Hospitality  
Retail

### Features

- Increases comfort underfoot and extends carpet life
- Available on many patterns and styles
- Delivers performance properties not affected by moisture
- Features Celceram™, a highly-refined recovered mineral (non-filler) that improves product performance
- Offers BioCel™ technology, a high performance product that is 15-21% green by weight depending on face weight
- Includes fleece secondary back composed of 100% post-consumer recycled material
- Uses soybean-based polyols to replace a percentage of the petroleum-based polymers
- Offers high performance warranty



- Carpet Face
- Primary Backing
- BioCel™ Polyurethane Precoat
- Polyurethane Cushion
- Gray 100% Post-Consumer Recycled PET Secondary

## Hardwear Plus

Hardwear Plus is an attached cushion composed of high-density reaction bonded urethane, designed for commercial and heavy foot traffic.

### Recommended Applications

Corporate  
Healthcare  
Hospitality  
Retail  
Food Service

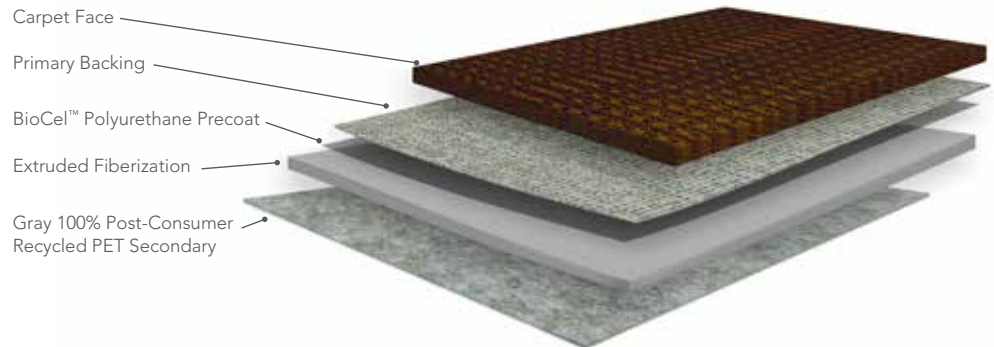
### Features

- Offers increased comfort underfoot and extended carpet life
- Available on many patterns and most technologies
- Provides increased tuft bind and edge ravel properties
- Delivers wet/dry performance - properties are not affected by moisture
- Uses soybean-based polyols to replace a percentage of the petroleum-based polymers
- Includes high performance warranty

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## BioCel™ Laminate Plus

BioCel™ Laminate Plus is a high performance backing composed of reaction-bonded urethane, designed for extra heavy traffic.

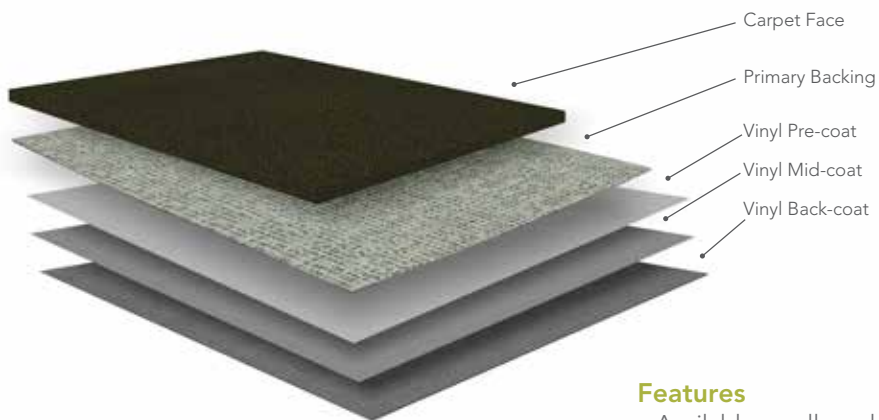


### Features

- Available on many patterns and styles
- Increases tuft bind and edge ravel properties
- Delivers performance properties not affected by moisture
- Features Celceram™, a highly-refined recovered mineral (non-filler) that improves product performance
- Offers BioCel™ technology, a high performance product that is 15-21% green by weight depending on face weight
- Includes fleece secondary back composed of 100% post-consumer recycled material
- Uses soybean-based polyols to replace a percentage of the petroleum-based polymers
- Offers high performance warranty

### Recommended Applications

Airports  
Sports Arenas  
Healthcare  
Retail  
Food Service



### Features

- Available on all modular products
- Features non-phthalate plasticizer
- Includes high performance warranty

## EarthWise

EarthWise is Masland Contract's standard vinyl carpet tile backing with high recycled content of up to 48% including face fiber, designed for commercial and heavy foot traffic.

### Recommended Applications

Corporate  
Hospitality  
Retail  
Education  
Food Service

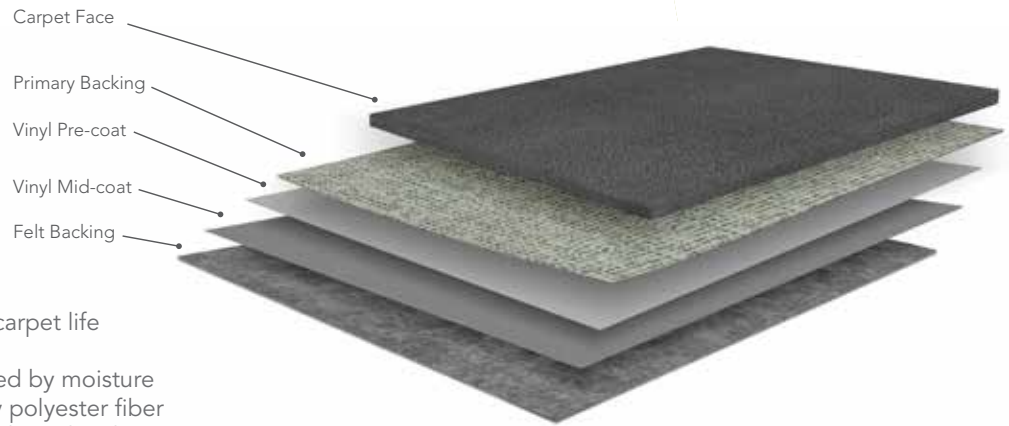
**Masland**  
contract

## Soft Shoe

Soft Shoe is an attached cushion composed of 100% Foss Ecofi® Transitional Polyester Fiber Nonwoven Material. It is designed for commercial and heavy foot traffic.

### Features

- Increases comfort under foot and extends carpet life
- Available on many modular styles
- Delivers performance properties not affected by moisture
- Features backing composed of high quality polyester fiber made from 100% post-consumer recycled plastic bottles
- Includes high performance warranty



### Recommended Applications

Corporate  
Hospitality  
Retail  
Food Service

## REFERENCES

1. Piper J. How to make an informed carpet quality comparison. Building Operating Management 2007; accessed at <http://bit.ly/1KLYjyk>.
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3. Fiest J. Carpet specs 101: backing is the foundation. Buildings 2008; accessed at: <http://bit.ly/1G14GZk>.
4. Healey F. Does flooring type affect risk of injury in older in-patients? Nursing Times 1994; 90(27):40-41.

For additional / technical information, visit the Masland Contract website at [www.maslandcontract.com](http://www.maslandcontract.com) or contact Masland Technical Service at 1.888.633.4770.