

Carpet Training

Home Depot – ACS



Contents

- **Fiber Types**
- Construction Types
- Cushion and Maintenance
- Qualifying the Customer and HD's Programs

Wool



Natural fiber shorn from sheep. The type is determined by breed of the sheep and the climate. Most fabrics use long and short wool fiber interlocked together. Wool has some remarkable natural abilities –

Characteristics

- 1) Natural humidifier
- 2) Easily cleaned
- 3) Naturally flame resistant

Stylish, Elegant, Expensive!



Olefin



First produced about 1960. A solution dyed version of the fiber is used in indoor-outdoor carpets.

Characteristics

- 1) Good resistance to abrasion
- 2) Good clean-ability.
- 3) Adequate resilience and texture retention.

Olefin is great for Loops (eg "Fast Break")



Nylon



The first synthetic fiber, made into carpet in the 1940's. Most popular fiber used in making carpet – great performance and reputation.

Characteristics

- 1) Great resilience
- 2) Great resistance to abrasion
- 3) Great texture retention
- 4) Great clean-ability.



Polyester



Popular because of its soft, luxurious appearance, close to that of wool and for its bright lustrous shades.

Characteristics

- 1) Good resistance to abrasion,
- 2) Good resilience if twisted right,
- 3) Good texture retention
- 4) Naturally stain resistance.



What is Triexta used in?

Triexta



Combines the durability and resilience of nylon with inherent and permanent stain resistance.

What Makes Triexta Different?

POLYESTER CARPET

Polyester carpets offer good stain resistant properties but are not as resilient as nylon carpets



NYLON CARPET

Nylon carpets offer good resiliency but rely on stain & soil protection that wears and washes off over time leaving carpets vulnerable to stains



TRIEXTA CARPET

Triexta carpets provide the best of both polyester and nylon; it combines permanent stain & soil resistance with resiliency and durable wear.



Carpet – Manufacturing Process



BCF Versus Staple

BCF Preferred in:

- **High luster end uses**
- **Multicolor end uses**
- **Higher apparent value**
- **High twisted products**

**Example:
Play Action**

Staple Preferred in:

- **Subdued luster end uses**
- **Uniformity (Blending)**
- **Lower cost**
- **Lower end price sensitive products**

**Example:
Thoroughbred**

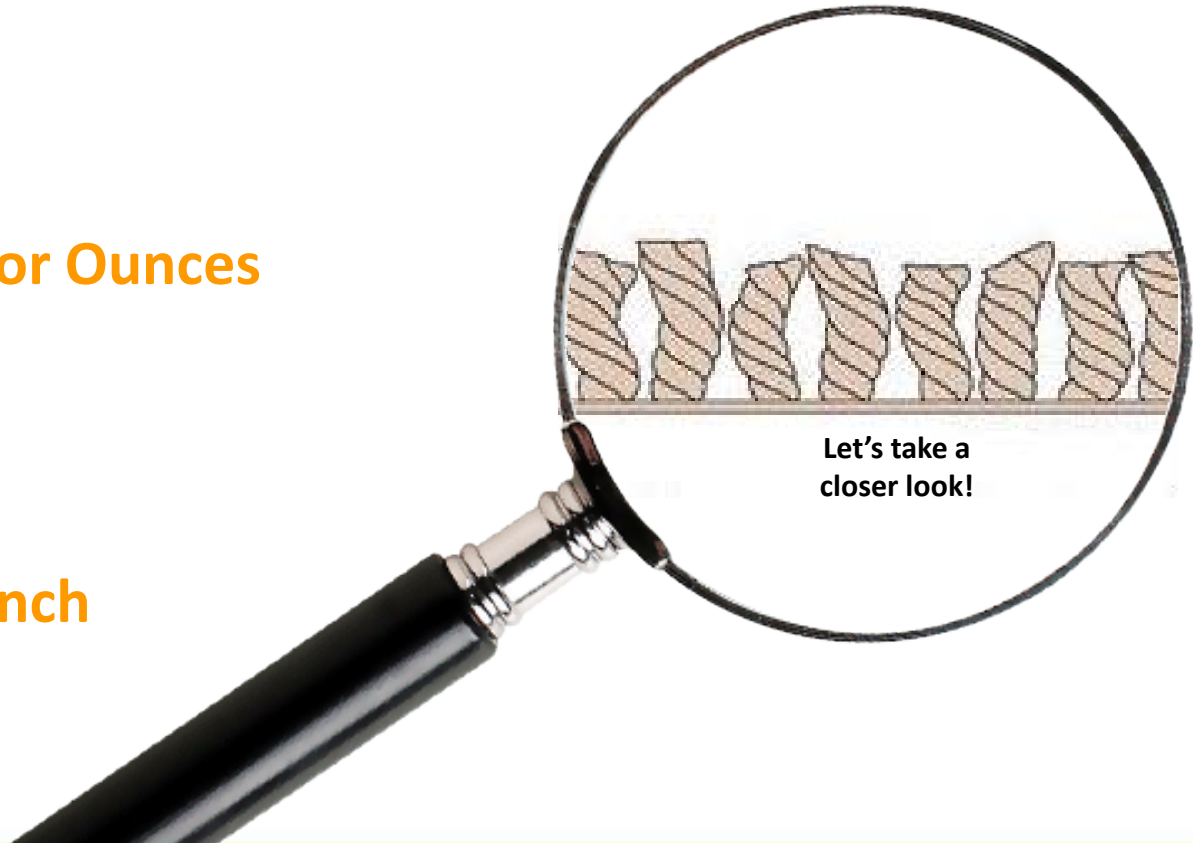
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Carpet Attributes

Carpet made from the best fiber will perform poorly, if not constructed properly. THD quality checks all products prior to adding to the store assortments.

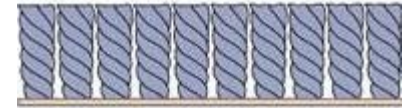
- Gauge
- Yarn Type
- Face Weight or Ounces
- Density
- Yarn Twist
- Pile Height
- Stitches per inch



Carpet Construction Types

Texture

- **Surface appearance is textured**
- **Helps hide footprints and vacuum marks**
- **Preferred style for busy households**



Twist

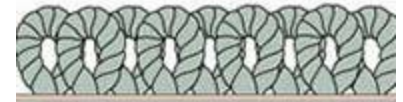
- **Very textured, knobby surface appearance**
- **Loose construction helps tip wear**
- **Shows fashionable highlights and accents**



Carpet Construction Types

Loop

- **Very durable, casual appearance**
- **Tight loop helps to hide traffic signs**
- **Easy to clean and maintain**



Pattern

- **Intermixed loops and cut pile, creates a patterned design**
- **Carved definitions**
- **Multi-color effects hide soil and stains**



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Carpet Cushion

Comfort is not the only reason to upgrade cushion...

- 1) Takes up to 90% of the walking impact
- 2) Doubles the carpet's acoustical properties
- 3) Improves the thermal insulation properties by a third.

Recent research into consumer complaints shows that 40% of consumer complaints about appearance-retention problems can be traced to cushion failure.



Carpet Maintenance

- 1) Choose the right color.
- 2) Control most tracked-in soil with walk-off mats at entries
- 3) Vacuum, vacuum, and then vacuum again.
- 4) Spot and remove spills promptly.
- 5) Deep clean periodically (12 – 18 Months)



Vacuuming is like brushing your teeth



Deep cleaning is like your Dental check up



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Qualifying the Customer

How will this room be used?

What type of flooring do you have now?

How long has your current flooring been down?

How has it held up for you?

What do you like best about your flooring?

Do you have a budget in mind?

What kind of traffic do you have in this area?

Do you have children or pets?

What is your time frame for completion?

Example

Living Room

Carpet

7 years

Not very good

Thin and staining

I like the color

\$750

Moderate

2 kids one cat

2-3 weeks

Soft Collection Texture or

Twist

New HD Carpet Buying Guide #D236762



THD's Program Collection

Good, Better, Best

- Roll Bar
- Furnish and Install
- TrafficMaster
- Soft Collection
- Rapid Install
- Special Buys
- Platinum Plus
- Martha Stewart
- New Zealand Wool

Good, Better, Best Strategy



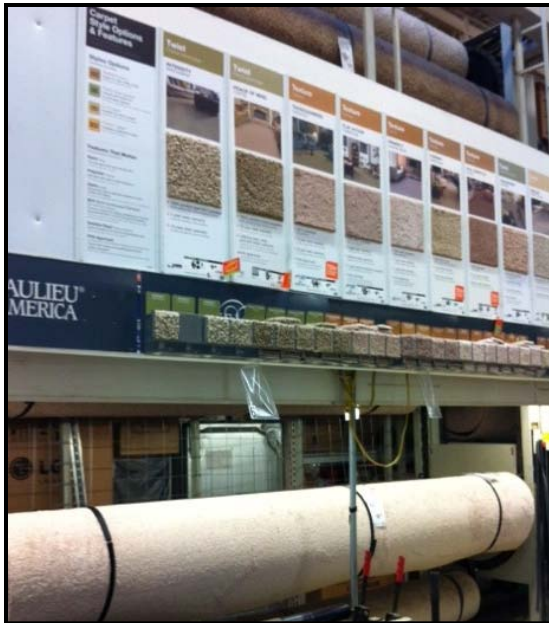
Each program is designed to meet the needs of unique customers!



Roll Bar, F&I, TrafficMaster

GOOD

- Roll Bar – contractors and DIY customers
- F&I – 72HR - Targeting customers who need quick installation
- TM - Targeting customers on a budget than want wide selection options



Special Buy, Soft Collection, RIP

BETTER

- **Special Buy - “Best of the Best” selection**
- **Soft Collection - Targeting customers looking for maximum “comfort” for their dollar**
- **7-Day – Rapid Install Wide selection and color options for quick installation**



Platinum Plus, Martha, New Zealand

BEST

- **Platinum Plus - Fashion forward, with wide selection of unique looks**
- **Home Decorators –**
- **Martha - Coordinates with other HD department Martha brands**
- **New Zealand - High fashion, targeting designers and retail buyers**



Warranty Levels



SoftSpring[™]
A PLATINUM PLUS COLLECTION



MARTHA
LIVING[™]

PLATINUM PLUS
COLLECTION

Durability - \$\$\$ >

Thickness : Medium - High
Platinum Plus[®] Lifetime Stain and Soil,
25-Year Wear and Texture Warranties

HOME
DECORATORS
COLLECTION

Broad Selection - \$\$ >

Thickness : Low - Medium
Select, Deluxe and Premium Warranties
- available from 5 to 15 years



trafficMASTER[™]

Commercial Value - \$ >

Thickness: Low
A variety of warranty coverages
available - 10 years or less

Questions on Carpet?

