

# WALL-2-WALL NEWS

Visit our helpful website: <http://store.acsouth.com>

We have added more helpful information to this web page for you, check it out today!

Comments or ideas please email [acsnews@acsouth.com](mailto:acsnews@acsouth.com)

Editor: Desiree Debiak

## Top 10 Carpet Installs for 05/12

RANK	STORE #
1	4140
2	4122
3	947
4	2560
5	6204
6	1264
7	2578
8	3401
9	906
10	4126



Great job!

Who will be in the Top 10 SQ YD report next month?

**Thank you for all the hard work.**

## Carpets Fiber Information

With all the talk about new carpet fibers, improvements to existing fibers, recyclability and sustainability what are you to believe? How much of this is marketing hype, how much is truth and most importantly what exactly is the difference? There are four primary fibers used to make carpet they are Nylon, Polypropylene, Polyester and Wool.

Nylon is first since it is the most widely used fiber by about 65%. There are two types of nylon; nylon 6 and nylon 6,6. Nylon 6,6 has a denser molecular structure. Nylon 6 dyes easily and will release color more easily. More and more of the nylon used is BCF – Bulk Continuous Filament – think fishing line.

Olefin or polypropylene has been the second most widely used fiber. It is less expensive, inherently stain resistant and less affected by moisture, in fact it is hydrophobic – it pushes water away. It is the least resilient fiber and it is oleophilic, which means it has an affinity for oil. This is used to absorb oil when there's a spill. All polypropylene is continuous filament and solution dyed. Most of it is used in loop pile construction such as Berber and lower grade commercial carpet and as outdoor carpet.

Polyester is being used more and more in two forms. PET most of which comes from recycled beverage bottles and PTT which is a new product. Polyester is also inherently stain resistant. The new polyesters which are processed better, more twist and heat set, perform extremely well. In fact PTT will actually outperform nylon as it has all of the characteristics of nylon and polyester rolled into one.

Wool is the oldest fiber used to make textile floor coverings. All the other fibers used for carpet are synthetic which means they are basically plastic. They can dull, scratch, abrade, melt, mat, crush and lose their crisp appearance. This doesn't happen to wool. In fact much of the carpet in all the largest casinos in Las Vegas and high end hotels all over the world use wool for this reason. Wool will also not melt when burned. It chars and the char can be scraped off simply by using your finger nail.

## How Should Your Floor Feel?

- Will anyone be standing or walking for a long time on the floor? If so, the comfort offered by a resilient or cushioned floor may be important. Vinyl's natural resilience makes vinyl floors very comfortable. Hardwood floors are also resilient, but less so than vinyl. Laminate floors achieve remarkable comfort by "floating" on top of a cushioning system that absorbs the stress of each step and then rebounds, giving a slight spring to your step.
- Is the feel of the floor important? If people will frequently sit or lounge on the floor, how it feels is very important. If people will mostly just walk on the floor, its durability and resistance to dirt may be more important than its feel.
- If you choose carpet, a premium carpet pad will ensure maximum comfort underfoot. A thicker, denser pad will feel softer and more resilient, and will prolong the life of your carpet. A premium carpet pad also muffles noise better than other pads and provides the best insulation.

## Labor Option Dictionary To Use

Home Depot has done a major update on the Labor Option Dictionary. This can be found on my apron by using the search key and typing in **Labor Option Dictionary**.

This document has been expanded to include the following: All flooring SKU's, SKU status, program information and sign SKU's. It identifies, if the product is sold through the Home Depot or the installer, along with program details and the explanation of program options.

This can be helpful as a training tool when the interpretation of a program option is questioned. A significant updating of this document was done and is now on MY APRON.

## While Choose Installed Sales?

Often, many customers coming through the Home Depot's doors are do-it-yourselfers looking to save as much money as possible. But by trying to save a few dollars today can cost lots of dollars down the road. This holds especially true in the flooring department. Installing flooring can require numerous special tools and experience to overcome unique and difficult installation problems. And if your customer installs their new flooring incorrectly, the resulting costs in replacement materials and time and effort can be overwhelming. Or worse, they may not have the financial ability to replace the floor and have to live with a subpar job and frustration of seeing it day after day. It is often a good idea to use this fact as a selling tool with customers. If they have the flooring installed through Home Depot, then they have the full backing of HD when something unforeseen comes up. They have the full resources of knowledgeable associates as well as the expertise of fully licensed and insured installers. Your customer can have the peace of mind of knowing they are being installed by the best!