

WALL-2-WALL NEWS

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Top 10 Carpet Installs for 06/12

RANK	STORE #
1	6230
2	943
3	4122
4	4127
5	4140
6	4116
7	4115
8	6204
9	4608
10	930



Great job!

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

Thank you for all the hard work.

What Role Does Padding Play?

Carpet cushion (carpet padding) is the foundation for every residential carpet installation. Carpet padding plays an important part in the performance of a new carpet installation. However, the old adage that if you must choose between less expensive carpet and less expensive carpet padding, choose less expensive carpet is not true. Carpet selection and carpet cushion selection must enhance one another. Selecting either a poor quality carpet or poor quality carpet cushion ensures a carpet installation that is destined to disappoint.

Many consumers believe carpet cushion is used for the purpose of comfort under foot. While this a result of the use of carpet padding, the primary reason for carpet cushion is to absorb impact that the carpet would otherwise be subjected. This impact can cause synthetic latex to break down, backings to stretch, and separation of the primary backing from the secondary backing (de-lamination) and unnecessary stress on the face fiber. The best performing carpet cushion actually provides less comfort under foot, but extends the life of the carpet installation by absorbing the abuse.

Two of the most common mistakes by consumers is to purchase a carpet padding that is too soft or too thick. Carpet cushion that is too soft, bottoms out when exposed to foot traffic. This allows the carpet to assume the rest of the impact burden; thus shortening carpet performance life. The second most common mistake is to purchase carpet padding that is too thick. You may be told that a thicker carpet cushion will cause performance problems, but the primary reason for selecting thinner carpet padding is so the carpet is not so high from the floor that it will not hold on to the tack strip. The carpet industry has established a maximum recommended thickness of 7/16 inch, but you should never exceed 1/2 inch. The thought process here is if 1/2 inch is recommended, retailers will go to 5/8 inch. A 1/2 carpet cushion provides adequate cushion and still allows the carpet to hold on to the tack strip along the walls.

\$397 Click-Lock Promo Starts!

Click – Lock Promotion 7/12/12 through 10/17/12

\$397.00

WHOLE HOUSE

The requirements for this price are:

- **SPECIAL ORDER PRODUCT ONLY**
- No SF job size limitations (All S/O Click-Lock Wood purchases for this promotion)
- Two promo lines have been added to the current Wood Click SKU 270-731 and Tiered Wood Click SKU 963-589
- Excludes additional labor (e.g. moving furniture, removing and hauling away existing floors and stairs installation)
- Offer is for single family residential homes

Be careful of the following exclusions, as you review this promotion with your customers:

Effective Monday 12/26/11, we changed the installation method on Home Legends Solid Click Wood/Bamboo Products from Click-Lock to Glue Down or Glue-joint installation. This has been updated in Measure comp's system and Home Legends has updated store POP, SKU Descriptions, DIY instructions that come in the box.

Model #	SKU #	Description
HL200	181939	S/O4-3/4 SLD CLK WOV BAM ESP 9/16-19
HL203	182164	S/O4-3/4 SLD CLK WOV BAM CHY 9/16-19
HL204	697869	S/O 4¾" SLD CLK WOV BAM SAPELLI 9/16
HL205	699840	S/O 4¾" SLD CLK WOV BAM WALNUT 9/16
HL206	130952	S/O4-3/4 SLD CLK WOV BAM NAT 9/16-19
HL208	131301	S/O4-3/4 SLD CLK WOV BAM HAR 9/16-19