

WALL-2-WALL NEWS

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Top 10 Carpet Installs for 9/14

RANK	STORE #
1	4115
2	4140
3	6204
4	4136
5	4126
6	901
7	915
8	4131
9	4123
10	4117



Great job!

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

Thank you for all the hard work.

Hard Surface Installs

When installing a Hard Surface product in a home, the following needs to be considered:

- Where are you installing – what level?
- What is the condition of the “sub-floor”?
- Do you have a moisture issue to consider?

No matter what level you are installing, a moisture test should be done. It should be done at the time of measure, before the install is started and after it is completed. Manufacturers have very rigid guidelines as to what moisture level is acceptable for their material, and trying to get around these now may have disastrous consequences later.

Your home is classified as above-grade, on-grade or below grade and each offers different choices.

Above-Grade - This is just as it sounds. This is the area of your home that is above ground. All types of floors can be installed, Tile, Vinyl, Laminate, Engineered or Solid Wood.

On-Grade - This is level to the ground and you still have the same choices as above- grade but moisture begins to play a larger role and it is recommended that a moisture test is done. You may need a moisture barrier on this level.

Below –Grade - This is usually a basement or room below ground level. These areas can have higher moisture due to temperature changes or ground water infiltration. There are fewer options available. Tile, Vinyl, “Click” Allure - A moisture test is a must! Moisture issues can be solved using rubber membranes like RedGard, poly sheeting, or dehumidifier systems.

Your subfloor, or the structure under the finished flooring, needs to be sound, flat and stable. Whether it is concrete, plywood, or tongue and groove slat boards, a good base provides for a good finished project. Dips, crowns, humps, slopes, and other imperfections can add a significant amount of work and cost to a project in order to bring the subfloor “to spec” – meaning getting the subfloor to within a manufacturer’s tolerance for the product being installed. If the subfloor doesn’t meet spec (or specification), the manufacturer will deny any responsibility for product failure later. Subfloors can be repaired using self-leveling compounds or building areas up with plywood or luaun and feathering the edges. Tile jobs should be sold with cement backer board and mortars to further build up the foundation. You must also take into account whether the joists supporting the subfloor will be able to handle the additional weight. In the case of humps or crowns, the subfloor may need to be sanded or ground down. Vinyl jobs should have a smooth subfloor surface so that nothing from the subfloor “telegraphs” through the vinyl. OSB should be covered with a layer of luaun to cover the OSB flakes that could show through the vinyl.

CARPET WARRANTIES

The most common carpet warranty is a “wear” warranty. The definition of “wear” in the consumers mind may be somewhat different than “wear” in the manufacturers mind. Wear warranties were initiated when nylon was attempting to replace wool as the fiber of choice in carpet constructions. Since wool was a natural hair fiber, it had the tendency to “wear” down through abrasion. Bald spots would actually develop in highly trafficked pivot areas. In other areas, the wool fiber would become so thin, the backing could easily be seen. Since nylon was highly abrasion resistant, foot traffic had very little effect on this tough new fiber. To capitalize on this, a five year wear warranty was issued with all nylon constructions to publicize the fact that nylon would not wear away.

Unfortunately, in the consumer’s mind, the definition of wear has changed. Currently, the consumer has the impression that “wear” relates to maintaining appearance of traffic areas levels. However, most wear warranties cover a loss of pile fiber rather than a change in appearance. What the customer believes is wear may actually be related to other issues such as matting, crushing or texture retention. Matting is the intermingling of yarn tips or untwisting of the yarn. There may be an acceptable loss of twist built into these warranties that may be unacceptable to the average consumer. These are not absolute warranties. Crushing, or the flattening of the pile, may have a clause that states if the pile can be restored to within a certain percent of the original pile height. Hot water extraction and a pile rake will usually restore pile height which upholds the warranty.

Improper care and maintenance related problems are another common consumer complaint. Often, appearance changes in traffic areas, color changes, excessive soiling, and staining can be attributed to improper care and maintenance. Some warranties require that receipts for professional cleaning services be supplied for verification of proper care. Some carpets require hot water extraction, some dry cleaning, and all require regular vacuuming. Every manufacturer has specific requirements for cleaning and maintenance in order for the warranty to remain valid and customers should be provided with those requirements.

Another common warranty issue is the incidence of water intrusion or flood damage. Most carpet manufacturers void warranties after flood damage has occurred. Most insurance companies prefer to restore carpet that has been subjected to water damage. Since manufacturers rarely become involved in the details of these water intrusion events, they are uncertain how the carpet will continue to perform after flooding.

Finally, many carpet complaints can be attributed to misinterpretation of specific warranties. The most common warranty misinterpretations are related to wear and stains. Most stain warranties cover common food and beverage stains, but consumers often file claims prior to adequate removal attempts. Newer stain warranties require the consumer to contact an area carpet cleaner and the manufacturer will intervene only if the stain cannot be removed. Other items that are not covered under stain warranties include bleaching agents, chemical agents, and fading. For a complete description of all items covered under all warranties, obtain a written copy of all warranties prior to carpet installation.