

SPRING 2020
Vol 15 No. 3

the Flooring C O N T R A C T O R

CHALLENGES ON THE JOBSITE

UNCONTROLLED MOISTURE CAN DO DASTARDLY THINGS TO YOUR HARDWOOD FLOOR # MY JOURNEY TO BECOMING A PROJECT MANAGER

Proper Preparation for Luxury Vinyl Tile and Plank Installation # New ASTM International Test Standard # Platinum Product Spotlight



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the Flooring Contractor

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Advancing our Mission

BY PAT KELLY, FCICA CHAIRMAN

OUR STRATEGIC PLANNING

COMMITTEE has continued its focus on our FCICA Mission. Our objective is to make sure we are continuing to provide the resources (time and money) that align with our **Mission Statement**. This will allow our association of premier commercial flooring contractors to continue to grow and succeed! I would like to briefly share some of the initiatives FCICA is doing to support this objective.

“Promoting the advancement and continuous development of Certified Installation Managers (CIMs)”. Our CIM Steering Committee continues its great work with this very important mission. FCICA has currently scheduled four 3-Days to CIM education sessions this year. Two of these are scheduled at the same locations as our Mid-Year Conference in Atlanta and our Convention in Dallas. Our Associate Members are also hosting 3-Days to CIM

at their facilities Mapei (Deerfield Beach FL) and Ardex (Dallas/Ft. Worth). Our online program has been expanded to include the option to have scheduled online sessions with a moderator. We want to make it easier and more convenient for very busy project managers to be able to benefit from a CIM Certification. The CIM Steering Committee is also working on updating each module.

“Providing technical education, business support and industry expert networking.” There are no better opportunities than the two conferences held each year. We recently had record attendance at our Mid-Year Meeting this past October in Atlanta and look forward to a Nashville in March. Our members will “Take Center Stage” in the Music City with a number of fun networking opportunities and informative education sessions led by Contractors (CIMs) and our great Associate

Member partners.

“Delivering skills and knowledge to enhance the professionalism of commercial flooring contractors.” The weekly webinars available to all FCICA Members at no charge provide us the opportunity to continue to learn the newest developments in products and installation “best practices”. We are also in the process of updating the Carpet and Resilient books of the FIT (Floorcovering Installation Training) program. The demand for skilled installation personnel has never been higher, yet training opportunities so few. The FIT curriculum was established to meet this need, and to create a minimum standard for installation training.

A sincere thank you to all our members who continue to devote their time, energy, and expertise to making FCICA better! ■

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VISION:

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Promoting the advancement and continuous development of Certified Installation Managers (CIM).

Providing technical education, business support and industry expert networking.

Delivering skills and knowledge to enhance the professionalism of commercial flooring contractors.



What Challenges on the Jobsite can you think of?

BY KIMBERLY E. ODERKIRK

THERE IS NOTHING WORSE THAN SHOWING UP ON YOUR JOBSITE AND SEEING A MESS JUST LIKE SHOWN ON OUR COVER. In this issue many of our members will write about various challenges they have had to deal with on their jobsites. Our featured article, written by Huseyin Koca, CIM of Partner Flooring discusses working around other trades and can be found on page 10. Mike Pigeon, another CIM, with Roppe Holding Company also shares his perspective on this topic of working around other trades. Obviously, an important topic to a flooring contractor. Check out his insight on page 12. What about other jobsite challenges such as acclimation, floor preparation or moisture testing? Mike Sahli, CIM from Evoke Contract helps you out with this discussion on page 13.

Christopher Capobianco with Spartan Surfaces starts on page 14 with job site challenges as they specifically relate to resilient. What do you need to know when installing resilient that might be different with any other type of flooring? What about hardwood and moisture? Read Jason Spangler's article on pages 18 – 21 and get a better insight into controlling moisture. Another featured article is on

the proper preparation for luxury vinyl tile and plank installations. Starting on page 29 learn what Ron Sheldon of H.B. Fuller Construction Products has to say on this subject. Hydrostatic pressure is another challenge. Do you even know what it is and does? Jason Spangler with Wagner Meters helps us understand this important topic starting on page 31.

Another challenge that many do not think about is women in the workplace. While you might not think of it as a challenge, to them it is. Read about Amy Johnston, CIM's journey to becoming a project manager on pages 22 and 24 and then check out the side bar on page 25 written by Cecily Hill an apprentice in the flooring industry. A very interesting perspective!

This issue also contains our Annual Platinum Member spotlight – showcasing products and services from our platinum members. From page 38 – 44 check out these spotlights. If you have a question make sure you visit them at their booths at the Commercial Flooring Trade Show on Tuesday, March 10, 2020 at the Sheraton Music City in Nashville where I will see you all there! ■

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ON THE COVER

Here is a picture from Huseyin Koca, CIM, Partner Flooring (Severn, MD), one of our members, when he was told they were ready to install the flooring. Obviously, a challenge on the jobsite!

Read more on page 10

UPCOMING EDUCATION WEBINARS

10
MAR

No Webinar! Join us at Convention 2020

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March 10-12, 2020 in Nashville, TN

Adhesives 101

Presented by Don Jewell, Loba-Wakol
April 16, 2020 at 11:00am EST

16
APR

21
MAY

Navigating Self Leveling and Primer Options

Presented by Jeff Johnson, MAPEI
May 21, 2020 at 11:00am EST

LVT Maintenance

Presented by Spencer Luallen, CIM, Roppe Holding Co.
June 18, 2020 at 11:00am EST

18
JUN

16
JUL

Topic to be Announced

Presented by Mike Sahli, CIM, Evoke Contract
July 16, 2020 at 11:00am EST

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CALENDAR OF EVENTS

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www.fusealliance.com

March 7 – 9, 2020
3 Days to CIM
 Sheraton Music City
 Nashville, TN
www.fcica.com/CIM

March 10 – 12, 2020
FCICA Convention
 Sheraton Music City
 Nashville, TN
www.fcica.com

March 10, 2020
Commercial Flooring Trade Show
 Sheraton Music City
 Nashville, TN
<http://www.fcica.com/trade-show>

March 23 – 25, 2020
ICRI Convention
 Vancouver, British Columbia

March 25, 2020
FCICA Product Webinar –
www.fcica.com/webinars

April 2020 (Date TBD)
FCICA Webinar – adhesives 101
 Don Jewell, Loba-Wakol
www.fcica.com/webinars

April 2, 2020
FCICA Product Webinar –
www.fcica.com/webinars

April 8, 2020
FCICA Product Webinar – Ardex Americas
 Seth Pevarnick
www.fcica.com/webinars

April 20 – 23, 2020
Coverings
 New Orleans
www.coverings.com

April 21 – 23, 2020
AEC Build Tech
 Donald E Stephens Convention Center
 Rosemont, IL
www.aecbuildtech@events-bnp.com

April 28 – May 1, 2020
NWFA Wood Flooring Expo
 Milwaukee, WI
www.nfwaexpo.org

April 29, 2020
FCICA Product Webinar –
www.fcica.com/webinars

May 7, 2020
FCICA Product Webinar – Loba-Wakol
 Don Jewell
www.fcica.com/webinars

May 13, 2020 OR May 27, 2020
FCICA Product Webinar – HPS Schonox
 Shane Jenkins
www.fcica.com/webinars

May 14 – 17, 2020
StarNet Spring Meeting
 Amelia Island, FL
www.starnetflooring.com

May 21, 2020
FCICA Webinar – Navigating Self Leveling and Primer Options
 Jeff Johnson, Mapei
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Challenges on the Jobsite

BY HUSEYIN KOCA, CIM, PARTNER FLOORING

There are many challenges that can occur at a jobsite. These challenges can be due to many different reasons from material, scope of work, employees, and more. This article will focus on the challenges associated with working around other trades on the job site.

We run into other trades usually when working on a project that has a much greater scope of work, and the project schedule is controlled by a general contractor (GC). As the nature of our business, the flooring is generally scheduled to be installed towards the end of the project. Ideally, by the time we get into the building, everyone should be out of the area where we are going to perform the installation. We will start and finish the project within the giving time frame and perhaps return one more time for the final punch list items. Unfortunately, that is not the reality in most projects.

Projects fall behind schedule due to various reasons that might not have anything to do with flooring installation. In order to meet the original deadlines, GC's might ask the flooring contractor to speed up and reduce the time allowed for the flooring installation. In certain situations, this could be possible, but in others, it cannot be. Especially if you walk into the area where you are supposed to install flooring, and you find other trades still working there. A crew sanding drywall to prep for painting, electrician needing access to the electrical panel and so on. This will impact the daily output you expect from your crew. If you are the owner of the flooring business, you run the risk of paying more for labor and not finishing the project on time. When such situation occurs, you must discuss the impact of having other trades in your work area with the GC immediately. In most cases we can accommodate other trades,

but sometimes it will be more efficient to wait until all of the other trades are out of your work area prior to starting.

Another challenge is the damages caused by other trades in your work area. Since most trades are focused on completing the task at hand and getting out of the job site, they don't really care about the work that is being performed by others. If another trade damages your newly installed floor, who is responsible for fixing it? Who will pay for the return trips to fix the damage? Can the repair wait until you are back on site for the next phase of the project? You must have a plan of action and best practices in place for such situation. The GC might require repairs to be completed sooner due to an inspection, and that cannot wait for you to be back on site for the next phase of the project. As a flooring contractor, we like to discuss such topics ahead of time with our customers and come to a mutual understanding of expectation. Otherwise, returning to the jobsite to fix damages caused by other trades can start to eat up the profit of the project.

In the end, all the trades at the job site have the same goal. We all want to do excellent work, complete the project on time, and not get a return call. Therefore, it is best to build a rapport with other trades when you are at the job site. In many situations, you might be able to work with the other trades to resolve the conflict instead of involving the GC. This will eliminate the noise at the job site and potentially bring more business from the GC. You could also run into the same crews from the other trades when you are working on another project. If you build a rapport with other trades, it will build a mutual respect and make things easier at the job site for everyone. ■

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Working Around Other Trades

BY MIKE PIGEON, CIM, ROPPE HOLDING COMPANY

Wow...one of my favorite topics of all time. Where to start? OK, everyone out of the room “the floor layers are here, the floor layers are here!” Don’t you just wish it were that easy... but the reality of it all is that no one cares. Remember the days when one trade followed the other and everyone respected each-others space? Well those jobs are far and few between. With today’s schedules and timelines it is almost impossible to get to a jobsite and not have to work around other trades. It is expected and guaranteed and the best way around it is communication.

Establishing the workload, volume of area, manpower and expectations is key for a successful, smooth flowing installation. But it really is up to the general contractor to give you what you need. After all it is their jobsite. It seems these days no matter what, the schedule just cannot be condensed enough making for crowded work conditions. In reality it usually works out better to leave the GC out of the shuffling arrangements and establish your area with the other trades.

As always, I will talk about being at the job meetings earlier than most. When flooring is still not a hot topic yet, and still a ways out, I would recommend stopping in to a scheduling meeting at the job trailer just to see how things are moving. Here about all the trades doing the rough-in work and establishing whether or not everyone is doing what they are supposed to and ultimately, getting along. This is the time to find out who the different foremen are for the different trades. From my experience these are the guys that it’s good to establish a relationship with. Although it’s always good to keep the GC foremen involved, (after all it is their contract, job and schedule), but if they know there is good communication between the trades and its not impacting the schedule then it usually works out better. This is extremely helpful when something does impact the schedule

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Always respect the other trades work and work area just as they need to respect yours.

like a paint color change, air return vent relocation, or even a sprinkler adjustment that can result in a week of RFT’s that trickles down the line of trades. These delays are often heard of sooner thru the trade relations rather than hearing it from the GC.

But...sometimes things are just so overcrowded that it’s a straight up fight for position. No matter how much you try to coordinate with everyone the schedule will not allow our trade to have their own

space. In this case what everyone needs to understand is that our space/canvas/substrate/focus, whatever you want to call it is where everyone walks. We are not concentrated on a single outlet or light fixture or doorway, or cabinet...we need the entire space that other trades conduct their work “from”. It is not productive or profitable to take a section of a room, or have to clean up drywall mud, or sweep electrical clippings, or have to come back because the cabinets are not installed. I could go on forever. This is where the GC has to understand that sometimes its better and walk away from the job for a couple days than to trip stumble and fall all the way to the finish line. If you are a flooring contractor that has not worked or not familiar with a GC they will not know how efficient your crew is. How many of you out there have had the GC base your shop performance off the last experience they had with another flooring contractor? You know, the old “well the last crew we worked with took forever even with a wide-open jobsite”. Well what they don’t know you need to show them and efficiency does not start with stumbling over other trades messes and equipment. If this is truly the way the job will be from start to finish then multiple trips, unnecessary call backs mean more money. As a contractor buddy of mine said, “if you hit them in the pocketbook, they will understand immediately.”

Regardless, what it boils down to if this is the condition we are given then it’s all about patience, planning and more importantly... communication. Whether it’s with the GC or the other trades directly, remember everyone has a job to finish, and a timeline to stick to.

The last thing I want to talk about is respect. Always respect the other trades work and work area just as they need to respect yours. As flooring contractors, we have one MAJOR issue always working against us...Gravity!!! For all the sunflower seed eaters, gum chewers, drink spillers, tobacco chewers, sloppy painters and drywall mudders, fire sprinkler installers, and on and on, remember everything falls on our floors. Make it very clear, very early to EVERYONE that this will not be tolerated and will definitely affect attitude, schedule and pocketbook if it becomes a problem. A clean jobsite is a happy jobsite!! ■



Jobsite Challenges

BY MIKE SAHLI, CIM, EVOKE CONTRACT

The potential challenges faced on commercial sites won't come as a surprise to any experienced flooring contractor or general contractor, things like building acclimation, moisture testing, availability of power and lights, floor preparation requirements, parking and access to the work site, product delivery schedules and so on are common to all projects, that being said it's difficult to understand why so many projects run into problems with meeting manufacturer warranty requirements and installation completion schedules, the answer can be a complicated one but generally will come down to lack of a proactive or "Team" approach to the project by both the flooring contractor and general contractor. challenges not addressed fully before the start of installation often lead to a multitude of time and quality issues that can range from simple delays in completing the installation all the way to a failed installation with legal ramifications.

The process of minimizing job site challenges should start well before installation begins and part of the process should include gauging the general contractors knowledge and awareness of what conditions are required to perform a warrantable installation, having a representative from the flooring contractor performing regular site walks and attend weekly job shack meetings leading up to the scheduled start of installation is a great way to not only inform the general contractor of any concerns about meeting the specified site condition requirements but also tell you a lot about the general contractors attitude and willingness to meet the requirements. Anyone who has been involved with a project that had a general contractor willing and able to provide the conditions that are necessary to maintain installation schedules and meet warranty requirements knows the value of the team relationship and how powerful it is in eliminating challenges. Flooring contractors that have project managers visit the job site on a regular basis may be seen as pests to some general contractor but in doing so they eliminate the possibility of the GC not being aware of where they are at any given moment in meeting their responsibilities under the division 9 section of the contract, the flooring contractor will also have a much better awareness of

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Qualified flooring contractors know about and are prepared with the fact that challenges will come up on projects and these challenges will require flexibility...

how well they are doing as far as meeting installation schedules and making sure the quality of installation will meet expectations after installation begins.

Proactive preparation will always be the best approach to controlling job site challenges but even the best of flooring contractors will at some point find themselves in a position where the general contractor can't or won't meet their obligations, there are steps the flooring contractor can take to strengthen their position when dealing with the general contractor in cases like this, consider bringing in the flooring manufacturers sales and technical rep to evaluate what the manufacturers position will be as far as providing a product and installation warranty under the current site conditions, general contractors are expected to supply

the end user or owner of the building with all product warranties in place and when told specifically that the warranty may be partially or fully void may change their position on meeting the specified and required conditions. Another option is use of a Hold Harmless agreement, basically the Hold Harmless Agreement can be worded to say that the flooring contractor and general contractor are aware of the potential ramifications of not meeting the specified site requirements and the general contractor will not hold the flooring contractor responsible in the event future flooring issues are the result of not meeting those specific requirements, check with your legal counsel on the use of the Hold Harmless Clause and requirements for its use.

Qualified flooring contractors know about and are prepared with the fact that challenges will come up on projects and these challenges will require flexibility in working with the general contractor to find solutions, solutions are easier to come by when there is a strong and respectful working relationship with the general contractors and many flooring dealers have achieved just that to some extent, regardless of how professional and prepared you are as a flooring contractor there will be general contractors that are contentious and difficult to work with, having a plan in place for dealing with this type GC will help mitigate many of the additional challenges you can expect. ■



“LET’S TALK RESILIENT” JOBSITE CHALLENGES

BY CHRISTOPHER CAPOBIANCO, SPARTAN SURFACES

I used “Let’s Talk Resilient” in my title as a tribute to the late Howard Olansky, Howard was a great supporter of FCICA and the installation industry in general and he is missed.

When I heard the theme for this issue of *The Flooring Contractor* was “challenges on the jobsite,” I remembered dozens of examples from my years as a technical support specialist in resilient flooring.

Dealing with site conditions is a challenge for flooring contractors, who are often asked to proceed with projects where the site conditions are not “in spec” per industry standards and manufacturer guidelines. If extra work needs to be done to make the site ready for the floor coverings, this work should be done and billed accordingly.

If you are told, “do the job anyway,” that gets into a potential legal area where you may be held liable even with a “sign off.”

I’ve had a good time going through my archives to give you some examples of challenges and suggestions on overcoming them.

Keep it Clean!

A distributor asked me to opine on a problem his customer had where magic marker that was on a concrete substrate bled through a heterogeneous sheet vinyl. The dealer hadn’t had this problem with homogeneous sheet goods, and claims it is a problem unique to this particular material. The distributor replied, “of course it would [bleed through], and by not cleaning the marker off the floor, you are in breach of ASTM F710*, section 4.1 [concrete floors to receive resilient flooring shall be... free of... paint, wax, oil,... and other foreign materials that might... affect... adhesion of resilient flooring... or cause a discoloration of the flooring from below].”

I agree with his assessment; there are lots of reasons not to use

Photos courtesy Christopher Capobianco

CONTINUED, PG. 16

Attention CIMs!

Maintain your certification with these CEU opportunities:



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- Company trainings or seminars
- Project management seminars or courses

To renew your CIM certification, you must obtain at least thirty (30) new hours of approved continuing education units (CEUs).

Questions? Don't see what you're looking for?
Contact Joyce: joyce@fcica.com or (248) 661-5015

floor covering adhesive over any type of potential contaminant on a floor. This magic marker discoloration of resilient flooring is not unique, and I've also seen similar cases caused by old black adhesive, spray paint and pipe cutting oil. Any time you are gluing resilient down, this is a potential issue. But maybe more concerning than discoloration is the chance of a bonding failure or chemical reaction between the contaminant and adhesive that can cause bonding problems with patching compounds, thin set mortar and all kinds of adhesive.

Bottom line: Address cleanliness as part of your substrate preparation, and don't assume you can just patch over it (see photo), because patching and leveling compounds also need a clean substrate. Not only does the ASTM standard call for it, but every manufacturer does too. There is no reason you can't do this work and charge for it accordingly to assure a clean substrate to install on. This may mean grinding or bead blasting to get concrete clean, but with advances in technology, some situations may be able to be treated with a primer and then patching/leveling compound, often a simpler preparation project.

Got Wood?

I often get asked about installing resilient over a strip hardwood floor. To save money on plywood underlayment, it's thought that sanding the floor would be enough so the floor is smooth, and the adhesive will bond to the clean wood. While this may be the case when the floor is first installed, I always worry that the slightest

imperfection will "telegraph" through the new floor covering. My dad used to say, "don't leave a business card behind" when installing smooth surface materials because that little of an imperfection could show through.

I never tested his theory, but the point is well taken - you are as good as what you cover. In the case of a stripwood floor, sanding it smooth may give a nice smooth substrate before the floor is installed, but the nature of wood is that it expands and contracts with changes in temperature and humidity. Even the moisture from the adhesive may be enough to cause boards to swell, and that would be visible through the new floor. *ASTM F1482, Standard Practice for Installation and Preparation of Panel Type Underlayments to Receive Resilient Flooring* covers this point as follows; "If the stripwood is 3" or less in width and is tongue and groove with a smooth surface, use a minimum 1/4" approved panel underlayment to reduce the potential of board telegraphing. For boards wider than 3", use 1/2" minimum ..."

To Test or Not to Test

I can't believe we are still having conversations about whether or not to do concrete moisture testing. I often get asked product specific questions about the need to test, such as for VCT or carpet. A common assumption is that carpet and VCT (Vinyl Composition Tile) "breathe" or are somehow more moisture tolerant other products. Neither of these assumptions are true, and there are still plenty of moisture related failures on these materials.

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The good news is we are seeing adhesives with moisture limits that are getting higher, but you still need to test to know what your moisture levels are! Regardless of what kind of floor covering you are installing – VCT or any other resilient, carpet, wood, tile or stone - you need to be sure the slab is tested for moisture. ASTM F710* says, “All concrete floors shall be tested for moisture regardless of age or grade level,” so don’t skip this part of preparation. The substrate needs to be dry, smooth, solid and dimensionally stable.

Acclimation is the Foundation of a Good Installation

If you’ve ever walked through a space like a retail store or school and seen vinyl tile, plank, wall base or reducers with gapping at the seams, I’ll bet the material was installed in the summertime with no air conditioning. Problems with resilient flooring related to job site conditions are seen most frequently in the form of gaps in floor tile, which is usually blamed on shrinkage. It’s not that the material shrinks after installation, but that it stretches during handling if it is warm or may “grow” slightly.

Rectangular products such as vinyl plank, base and reducers are easy to stretch during handling by carrying cartons over your shoulder and allowing the box to bend, pulling warm material out of the end of the carton, or stretching the material end to end as you are setting it into the adhesive. These actions can stretch the material ever so slightly.

The product goes in with nice tight seams until the temperature

cools to normal “in use” conditions, the material “relaxes” back to its original size and gaps become visible. If you ever notice an installation of vinyl flooring where the floor tile, the reducers or the wall base are gapped, it’s a good bet the job was done in the summer time and the material was not acclimated.

The same thing can occur with carpet if it is over stretched, which is not hard to do with a nice warm piece of carpet and difficult to do with a cold one. Over stretched carpet can pull away from walls if “relaxes” too much. The Carpet and Rug Institute specification says, “The carpet is to be installed when the indoor temperature is between 65-95oF (18-35oC) with a maximum relative humidity of 65%.”

There are many other examples of challenges on the job site when it comes site conditions and testing. It’s important that Installation Managers address these issues up front and be prepared with knowledge of industry standards and manufacturer guidelines when you have the conversation with the general contractor or owner so that you can made the case for the extra work required in order to complete the project “by the book.” ■

* ASTM F710, Standard Practice for Preparing concrete floors to Receive Resilient Flooring, and all other ASTM Standards available from ASTM International, 100 Barr Harbor Drive, PO Box C700, West Conshohocken, PA, 19428-2959 USA. www.astm.org

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YOUR FLOOR'S BEAUTY MAY BE HIDING A BEAST INSIDE

Uncontrolled Moisture Can Do Dastardly Things to Your Hardwood Floor

BY JASON SPANGLER, WAGNER METERS

You've worked hard, and you're extremely pleased with the results. You step back to admire the hardwood floor you've just installed. You've carefully attended to its every detail. Each board has been tightly and strategically fitted with its neighboring board to achieve a truly beautiful effect. You are confident that your customer will happily use this floor for decades. No doubt many important events, celebrations, and conversations will be enjoyed here. You take satisfaction in how your floor will quietly play a vital and significant role in each one.

But what if there is a problem? A big problem. Something that will absolutely wreak havoc and ruin everything you've worked so hard to achieve with this floor installation. What if it's a hidden problem, one you can't even see or measure in the hardwood floor itself?

Do you know that the #1 problem that can mess with the beauty of a hardwood floor is moisture? And that even if you've measured the moisture content of the wood flooring and found that it meets the manufacturer's specifications for installation, you may not have touched where the truly troublesome moisture may be lurking.

"Inside" Moisture and How to Measure It

That hidden moisture may eventually make its way into the hardwood floor and cause a whole host of catastrophic issues. These can run the gamut from cupping, crowning, buckling, cracking, shrinking, and warping, to mold and mildew. Just one of these issues may mean a flooring failure that can cost at least as much to repair or replace as the original floor.

The real moisture culprit may be residing underneath the hardwood floor in the subflooring. Is it concrete? Then know that a key step in minimizing the risk of a moisture-related flooring failure is to assess the moisture condition of the concrete slab. That's because water is one of the most important ingredients in concrete. Surprising as it may seem, substantial water has to be present to give concrete its characteristic strength and durability. Just because a concrete floor slab looks perfectly solid and dry on the surface does not mean that water inside the slab won't do serious damage to your hardwood floor.

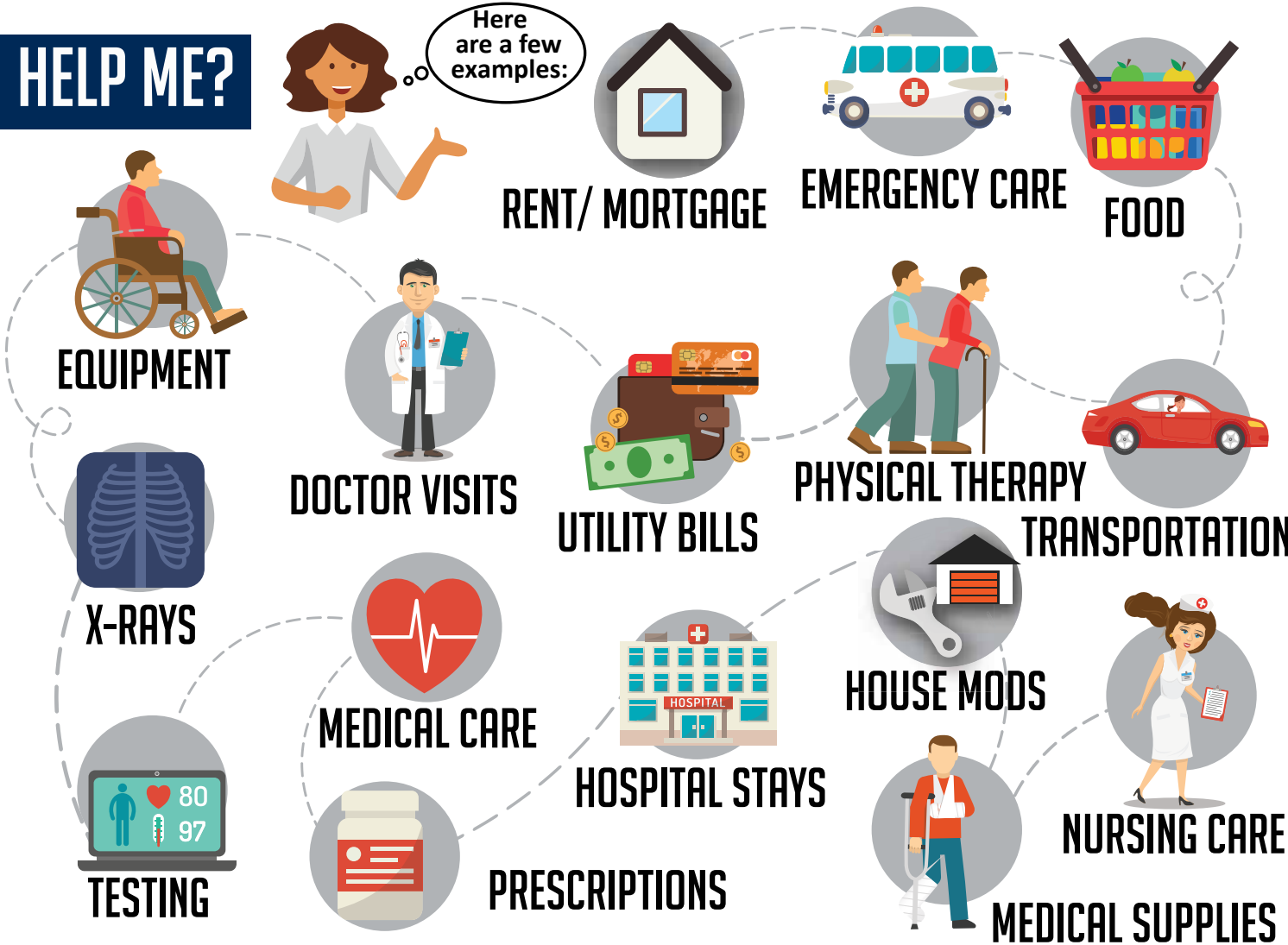
Always—yes always—assess the moisture condition of the concrete slab prior to your flooring installation. NEVER rely on

CONTINUED, PG. 20

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surface measurements only, such as the anhydrous calcium chloride test. Much of the moisture is likely to be hidden deep in the concrete but you can't expect it to just stay there. After your installation, some of that moisture will move to the surface and interact with the finished floor product. For this reason, it is important to assess with accuracy the moisture deep inside the slab. This means making sure the slab's moisture condition gets evaluated using the scientifically proven in situ relative humidity (RH) test.

The most popular of the available RH test kits is the Rapid RH L6 by Wagner Meters. It is accurate, reliable and simple to use and even allows you to download your data wirelessly to your smart device using a free app. As with all in situ RH tests, you can get your answer on the slab's moisture condition in as little as 24 hours once

the job site has been stabilized at service conditions for 48 hours. Service conditions are the building's temperature and RH when placed into service.

Always Assess the Wood's Moisture Content


Of course, minimizing the potential for moisture problems also means assessing the finished floor product itself. What is the ideal moisture content for wood flooring? The answer depends on the ambient temperature and RH conditions at your job site. Wood is hygroscopic and absorbs and releases moisture until it reaches equilibrium moisture content (EMC) with its surroundings. Therefore, the ideal moisture content for installation will be the EMC. If the wood flooring is at EMC, then it is fully acclimated to the environment, and that's what you want.

The EMC will vary by temperature and RH. If RH is between 40% to 45% and the temperature inside the building is between 75 to 85 degrees Fahrenheit, then the EMC of your wood should be about 7% or 8%. But if the job site is in a more humid environment, say along the coast, and average RH values are higher, your target EMC may be closer to 11%.

How should you check the moisture content in wood? The simplest way is to use a handheld moisture meter calibrated for the type of wood that you are installing. Not just any moisture meter will do, and lots of choices exist. Make sure the meter you use is highly accurate and can be easily checked for proper calibration. It won't do you any good if the meter you are using is out of calibration




The simplest way to monitor the moisture levels in your wood is to use a handheld moisture meter calibrated for the type of wood that you are installing.



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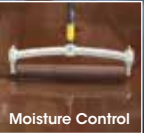
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or gives readings that aren't very close to the actual moisture content of the wood.

Wagner's Orion line of wood moisture meters makes a great choice. These meters feature built-in settings for lots of different species of wood. And because they can be calibrated in the field, you always have peace of mind that you are getting accurate readings. Use the Orion 950 and you can also readily assess the job site's ambient conditions with the integrated sensor for temperature and RH. It's a great way to monitor that the building is at service conditions at the time of your installation.

Ensuring Your Floor Performs Well After the Installation

Let's say you did your due diligence. You made sure prior to installation that the moisture condition of both the subflooring and the finished floor were within the manufacturer's specifications. Then you completed the installation with beautiful results. Does this mean there is no danger of a flooring failure due to moisture?

Lots of things, of course, can happen after the building is put into service. If care is not taken to keep the building within service conditions, wide swings can occur in the amount of moisture in the air. If you're in an area with humid summers and dry winters, for example, your wood floor can react to the changing humidity in the air. The wood can expand during one season and contract in another. These types of changes could spell trouble. Leaks, spills, or improper care or cleaning of the wood flooring can also lead to significant moisture-related problems.

The Smart Logger from Wagner Meters is a discrete temperature and relative humidity data logger that records up to 12,000 readings of ambient conditions data for up to 300 days of replaceable battery life.



Wouldn't it be great if you had a way of monitoring ambient conditions at the job site after your work is done? If a flooring problem were to occur later, you would have important information about whether the proper conditions for the long-term performance of the floor were maintained.

The solution? Install a small, portable device called the Wagner Smart Logger that measures and stores ambient temperature and RH even when you're not there. It's an additional way to show your customers that you are state-of-the-art, plus it's an opportunity to explain to them the importance of maintaining service conditions. And it gives you another touchpoint with your customer when you return later to retrieve your data logger.

For more information about wood or concrete moisture and how best to measure it, contact Wagner Meters at (800) 585-7619 or visit www.wagnermeters.com. You can also check out the valuable resources and training offered at the International Concrete Repair Institute (ICRI) at www.icri.org. ■

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MY JOURNEY TO BECOMING A PROJECT MANAGER

BY AMY JOHNSTON, CIM FLOORING SERVICES, INC.

In 1991, I started what has become my career as an assistant in our design center. I stocked shelves and ordered samples. As I am partially color blind, working in design really was not an option for me. My journey within our company continued with answering phones, assisting the accounting department, and landing in the warehouse as the assistant to the VP of Operations. It was working in this position that I was exposed to the day in and day out nitty gritty of being a contractor in the commercial flooring industry; payroll, scheduling, installation tools, installation methods, procurement and managing installation materials and sundries. For a third of my career this is all I knew.

DuPont Flooring was gone in 2004. I was working for the corporate DuPont office by this time supporting our accounting system by specializing in work orders, purchasing and inventory and I was laid off the first day that DFS was purchased and ultimately the branch sell-off began. What to do with myself after 8+ years? This was my chance to leave the flooring industry

and possibly find a job I could use my degree, Resource Ecology Management, in. What did I do? I went back to grad school to pursue a master's degree in Accounting, as the prior 3 years I had been supporting an accounting system. I continued working part time for the former VP of Operations at the Detroit branch as all of the union installers for our branch were now working for him at Flooring Services, Inc. I was still in graduate school with no intentions on staying in the flooring industry.

Flash forward 2 years, I was still working Flooring Services, Inc. doing everything I had as an assistant to the VP of Operations at DFS plus all of the accounting. I was 2 classes short of my masters in accounting when I committed all of my energy to Flooring Services. We continued to grow and had to hire more internal office staff to cover the accounting and other areas of the business that were not linked to daily installations, and I began to learn estimating. Estimating was the gateway to project management for my career.

CONTINUED, PG. 24



The Complete Guide on Developing Tile & Stone Specifications with Architects

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- Course Introduction
- Lesson 1: Selection Process and Considerations
- Lesson 2: Types of Architectural Specifications
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- Lesson 5: Getting Your Products Specified
- Lesson 6: Tracking and Protecting the Specification
- Lesson 7: Communication Skills and Strategies
- Course Conclusion

Training your employees will give you a return on your investment that never ends...

Tuition is \$300.00 per person. Once purchased, the course is accessible online for 14 days, 24/7. Depending on the pace of the student, and without interruption, the course can be completed within 8 to 10 hours.

Over 8 years ago, I went to my first project kick-off meeting in a job trailer at St. Joseph Hospital. I was substituting for the salesperson that was going to also be the project manager on this job. We had a meeting prior to my site visit, and I was prepared, or so I thought. I knew our scope, all of the safety requirements, everything about all of the materials and where they went as I did the estimate, how hard could this be? As they went around the table from trade to trade I was ready. What I wasn't prepared for was that everyone in that trailer anticipated that when it got to me I would not know anything. Being a woman must mean I know NOTHING about flooring, let alone construction. This was the first time I ever felt disrespected for being a woman in a trade industry when I was just an individual doing my job.

I was in my mid 30s and everyone at that table thought I would not know anything. If you count part time work, I had been working for the same flooring contractor (3 company names) since I was 16. It was at this point that I felt I needed to embrace the stupidity of others. I bought a pink hard hat and pink work boots. They were always spit shined. The first time I went to a job site meeting that is what I wore because if they thought I was stupid because I was a woman in the trades, I wanted to dress the part and prove them wrong. I was always prepared and knew every detail of our scope because I felt the need to prove myself. After that initial job meeting, I wore my normal hard hat and boots every meeting because it was obvious to others on that job by that point that I knew my stuff.

This ritual went on for about a year until I went to my first FCICA convention. It was in New Orleans that I met many women in the industry from the manufacturing side, and I knew then that I did not need to feed other trade contractor's ignorance anymore. A 20-minute conversation with my mentor, Cathy, taught me that. We did not discuss my situation or the disrespect I felt when I was on a job, but just the industry in general, and we discussed it as equals. As the convention continued, I spoke with many individuals, male and female, that treated me as an equal in the flooring industry. It was on this trip that I went from feeling unsure and feeding my own insecurity as a woman in a predominately male industry to let's just say growing up.

From this point on, I decided to just be me. I am a project manager that knows her stuff. To me, being a woman has nothing to do with anything. Just like any other job I could have had; I have worked hard to become well educated and great at what I do. I was the first Certified Installation Manager ever; I have well over 100 continuing education credits to back-up this designation. I have served on the Board of Directors at the FCICA, chaired the CIM Steering Committee, and am still an active member on several FCICA committees. Education, patience, confidence and learning later in my career to stay true to myself and my knowledge is what has made me a successful project manager. Being a woman has not defined me or my role in this industry, I have. ■



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BEING A WOMAN APPRENTICE - BY CECILY HILL

myself to travel on. Granted, the travel was an expedition, I never gave up on getting to where my heart beat the loudest. I was determined, more than ever, to finally make this as an accomplishment for myself. The opportunity arose once again, and so did my feet to contractors to find someone willing to hire me.

Can I paint a room, hang and finish drywall, hang doors and cabinets, change outlets and fixtures, install or fix a faucet and toilet? Yes, I can, but what about the main foundation on which all this stands? This was that skill that starts and completes the room, and I wanted in. Learning what it takes to have nice floor is more than a straight line drawn. Being part of an industry where you are more than outnumbered is the real challenge.

There will always be someone who feels you don't belong, but it's only you that can make that determination. Being a woman in this industry, you are your biggest challenge. The physical work may beat you down, but your mental strength will keep you standing. You are going to work as if you are two people at times, but the end result proves your ability to stand equal. There will be equipment and material that

you will not be able to lift and handle. This is should not serve as a deterrent to you being in the trade. Asking questions to show that you understand what is being done, shows your interest and willingness to learn. You will be ignored, but there will always be someone that is going to listen as well as teach. Being assertive, detailed oriented, organized, and receptive are qualities that you need to show on a daily basis. These qualities that you have as a woman in this type of industry shows that you can and will make it.

Making it in this trade gives others the confidence and encouragement to step outside of the circle and start their own path. There is nothing that you cannot achieve without stepping in the path of it first. Starting out may be rough, but my goal is to one day be the teacher which is why I continue. Giving back what was given to me to continue the process is why I will stay outside of the circle. I was told once that if you don't love what you're doing on a daily basis, then you will never be happy. Every day will present its own challenges, but I will continue to keep doing what makes my heart beat the loudest. ■

"There are times when you need a professional and there are times when you can DO IT YOURSELF. Having the ability to do these things without emptying your pockets and being proud of the achievement is an experience in itself. That was more than an attraction to me growing up. Having the skill set to live independently, as well as a functioning home was what I wanted. From Home Improvement, to Job Corp, and then to work in the field was the road that I set

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Capri Collections Eco-Clicks Cork Floating Floor at Capitol Hill Day School

BY MARGARET M. BUCHHOLZ, MARKETING DIRECTOR, LITITZ FLOORING COMPANY

The Capitol Hill Day School project in Washington, D.C. posed a unique set of installation challenges: the school had an old, rough existing wood substrate and, due to time restraints associated with school breaks, needed to install a new floor that was immediately useable. Additionally, the school requested a flooring product that added sound reduction capabilities to the installation – not just sound reduction within the room itself, but also from floor to floor. The Capri Eco-Clicks Cork floating floor was able to accomplish the school’s goals without adding significant time, cost or height to the installation.

Eco-Clicks Cork is a click-and-lock floating floor system that combines the natural aesthetics and unique performance characteristics of natural cork with a high-density fiberboard (HDF) core and an insulating cork backing. The cork surface is protected with a high-performance, water-based finish that has excellent resistance to wear, impact damage and scratching. Additionally, the locking mechanism is impregnated with a proprietary sealant that protects the locking mechanism from damage, topical liquids and moisture.

Rough substrates, especially above ground level, can create challenging situations for end-users, designers and contractors alike. While most flooring products require a flat substrate, flooring assemblies above the first floor may be constructed of wood, which can be laborious to repair and may carry associated weight or height restrictions. Due to the strength of the Eco-Clicks Cork locking mechanism, Capitol Hill Day School was able to install flooring with minimal substrate preparation, expense and time.

Aside from its advantages as a sustainable and rapidly renewable raw material, cork is comprised of a unique cellular structure that makes it an excellent insulator of both heat and sound. Specifically, cork can reduce the reflection of sound within an interior space as well as reduce the transmission of sound from room to room and floor to floor. With the Eco-Clicks Cork being installed in several rooms on the second story of the building, it gave the school added acoustical benefits.

Being a click-and-lock floating floor, Eco-Clicks Cork also offers accelerated installation time compared to traditional glue down cork. Eco-Clicks Cork does not require any adhesive during installation, nor any floor finish following installation, enabling the space to be completely useable immediately following installation. Eco-Clicks enabled Capitol Hill Day School to install furniture, fixtures and other materials right away, allowing the school spaces to resume use immediately following a school break.

Suitable for many commercial and residential areas, Eco-Clicks Cork can be installed on, below or above grade over numerous substrates. Coordinating flooring accessories including t-moldings, reducers and stair nosing are available for the 15 Eco-Clicks Cork colors/patterns. With a beauty only nature could create, the cork installed at the Capitol Hill Day School enhanced the other finishes in the space, met the installation challenges and provided flooring well suited to the activities of the students at the school.

Lititz Flooring Company is the national distributor for Capri Collections. Eco-Clicks Cork is readily available as it is stocked in the Lititz Flooring warehouse in Lititz, PA. ■

ARDEX Introduces ARDEX FEATHER FINISH XF™

ARDEX Americas, a leader in the manufacture of specialty building products, announced the launch of ARDEX FEATHER FINISH XF™ Self-Drying, Cement-Based Finish Underlayment.

ARDEX FEATHER FINISH XF joins ARDEX FEATHER FINISH® and ARDEX' full line of high-quality patching compounds designed to eliminate flooring installation problems associated with disbonding, crumbling, mold, mildew and staining.

Like classic ARDEX FEATHER FINISH, ARDEX FEATHER FINISH XF is a self-drying, finishing underlayment, designed to provide a smooth surface prior to the installation of floor covering over a variety of substrates. It installs from a true feather-edge, up



to unlimited depth in defined areas and can receive floor coverings in as little as 15 minutes. Also suitable for castor wheels, ARDEX FEATHER FINISH XF is mold and mildew resistant.

Jody Proudfit, ARDEX Product Category Manager Patching and Finishing, said, "ARDEX FEATHER FINISH XF is a welcome addition to our patching solutions. It's a great product that you can trust to deliver the highest quality just like our classic FEATHER FINISH." He added, "FEATHER FINISH XF offers our customers another excellent choice when it comes to patching solutions, one worthy of carrying the esteemed FEATHER FINISH brand."

To learn more about the ARDEX FEATHER FINISH XF, and all of our patching solutions, please visit www.ardexamericas.com. ■



Tarkett Launches the Lino Collection: LinoFloor and LinoWall

Tarkett, a worldwide leader in innovative and sustainable flooring and sports surface solutions, launches the Lino Collection, including LinoFloor and LinoWall, a natural, versatile and sustainable linoleum, combining over 120 years of tradition, craftsmanship and innovation. LinoWall opens up a world of coordinated design possibilities, connecting color and texture on every plane of the design. Easy to install, clean and maintain, LinoFloor and LinoWall are ideal for a variety of spaces such as healthcare, education, retail, hospitality and corporate settings.

This fresh, distinctive collection blends pattern and color to create stylish, innovative flooring and wall treatments. The Lino Collection includes Tarkett's xf2 surface treatment technology for excellent durability and easy cleaning and maintenance. Tarkett's Lino Collection is naturally antimicrobial, easy to maintain, and designed for heavy everyday use. The material allows custom cuts to combine color and shape in interesting designs for an eye-catching visual focal point that creates a unique experience.

A Rich Heritage

The Tarkett linoleum plant in Narni, Italy began its production at the end of the 19th century. The plant represents one of the first industries in the region, which shaped the industrial development of Narni and the surrounding area. Tarkett's Lino Collection is made from all-natural ingredients at the Narni plant, using the same original recipe since 1898. This has enabled Tarkett's team to develop an intimate understanding of every natural ingredient and the expertise to adapt manufacturing to the subtle variations in each year's crop.

This linoleum material offers a timeless design and a robustness that stand the test of time. Tarkett constantly innovates



its production processes, developing colors and new striking designs and improving its flooring technical characteristics for specific

uses, such as acoustic control in education, and two new pattern introductions, Trentino and Mineral, for LinoFloor. Tarkett's Lino Collection combines tradition and innovation to meet the functional and design needs of today's spaces.

LinoWall: With a palette of six nature-inspired colors, the new LinoWall is a great alternative to traditional wall décor as it's durable and easy to clean and maintain. Its acoustic properties help keep spaces quiet and comfortable for end users.

LinoFloor: Our updated collection of lino flooring offers a large variety of designs, from traditional to contemporary aesthetics. With 14 new colors and extreme durability for high-traffic areas, LinoFloor's easy maintenance reduces water and chemical expenses to promote healthy spaces.

Sustainable Innovations

If invented today, linoleum would be a sustainable revolution. Always mindful of the environment, Tarkett has made innovative improvements in its production processes to reduce operational impact. As a result, Tarkett's Lino Collection blends craftsmanship with the most advanced technology. The Narni production facility operates on a closed-loop water system and 100% renewable electricity. Tarkett's linoleum material was the first in the industry to earn Cradle to Cradle Certified™ Silver. All of the raw materials have been assessed by the EPEA and the certifications include:

- Cradle to Cradle Certified™ Silver v 3.1
- Meets Health Care Without Harm Silver requirements
- FloorScore® certified
- Tarkett Indoor Air Quality Platinum Label / Optimal Indoor Air Quality
- USDA Certified 100% Biobased Product
- Eligible for LEED v4 credits
- ISO 9001
- ISO 14067 (Carbon Footprint of Products)
- ISO 50001 (Energy Management)

More information about all of Tarkett's products can be found at www.tarkettna.com. High-resolution product images available upon request. ■



Proper Preparation for Luxury Vinyl Tile and Plank Installation

BY RON SHELDON, HB FULLER CONSTRUCTION PRODUCTS

Luxury Vinyl Tile and Plank (LVT/LVP) flooring continues to be a red-hot trend in 2020. In the current economic climate, consumers and businesses are looking for value, and LVT/LVP offers value with an abundance of style. New LVT/LVP designs have the versatility to mimic high-end natural wood, marble and stone, or create the bold graphic patterns popular right now. As LVT/LVP gains in market share, installers who follow the best floor preparation practices will not only be more efficient but also reap greater rewards with happier customers.

The most important goal of floor prep for LVT/LVP installations is to achieve a perfectly flat surface. LVT/LVP can be installed over a number of substrates, each one requiring careful evaluation to determine the proper preparation. For instance, a concrete substrate should be allowed to cure for at least 28 days. Also, a vapor barrier should be applied if moisture will be an issue. A wood surface under LVT/LVP will absorb moisture but may cause excessive noise transference. Contractors must check the sound reduction standards for the specific job type and location. There are both sheet products and coating underlayment options for reducing sound. Installing LVT/LVP over existing tile or stone requires filling in grout lines to make the surface flat. Again, a soundproofing underlayment may be necessary.

There are two types of LVT/LVP: 1) direct glue down and 2) snap together. While each type has unique installation instructions, they share the requirement that the substrate must be flat. In general, flat can be defined as rising or falling less than 1/8" over a four-foot expanse. Be sure to check the flooring manufacturer's instructions to verify a substrate's specific requirements. The first step in creating a flat surface is to remove all loose dirt or debris. Next the surface must be smoothed. In some instances, remnants of adhesive or other compounds attached to the substrate must be scraped off or mechanically removed.

To fill cracks, divots or gaps, installers can use a patch or leveling

product. Right now the industry is experiencing a trend where hand-held troweled patch products or skim coats are being replaced by new thinner self-leveling compounds. These new levelers can patch or level surfaces from 1/8" to 3/16" without cracking. Designed for high flow, the new levelers efficiently cover a surface to make it flat, readying it for LVT/LVP installation. These floor prep products are poured on and easily spread to the proper thickness with a gauge rake. Walkable in just two to three hours, installers gain valuable time on the job. When adhesive is needed to adhere the LVT/LVP flooring, additional dry time may be required. Also, glue down luxury vinyl requires a primer to ensure good bonding to the substrate.

Once installed, the most common problems seen with LVT/LVP installations are visible high spots and excessive flooring movement. If LVT/LVP is installed over a high spot, the area will telegraph through the vinyl and show wear much faster than lower areas. Making sure the surface is flat before the flooring is installed, will eliminate high spots. Floor movement is a more complex issue. Room temperature changes are unavoidable, and LVT/LVP will expand and contract with heating and cooling. To avoid buckling or gapping from heat expansion, identify areas that will be exposed to direct sunlight. Plan the installation so that the LVT/LVP seams run in the same direction as the sunlight entering the room. Also, always install LVT/LVP with a gap around the perimeter to allow for expansion. Glue down LVT/LVP will fail quickly if the substrate was not cleaned properly or primed, or the incorrect adhesive was used. Careful attention to the manufacturer's instructions for the LVT/LVP flooring and floor prep products will reduce the risk of most problems. An adage in flooring says, "any floor installation will only be as good as what it goes over." In other words, following best practices for floor prep will help ensure the best possible LVT/LVP installation, and a completely satisfied customer. ■

New California Law AB5 for Determining Independent Contractors

Baily Law Partners, in accordance with FCICA, is announcing important changes to the law regarding independent contractors which began on January 1, 2020. California employers are now subject to stricter criteria for determining whether a worker is an independent contractor. This change is primarily aimed at those in the so-called gig-economy (e.g., Uber, Lyft, etc.). Because of this, workers previously deemed independent contractors may now be deemed employees.

Briefly, the new law (AB 5) adopts the California Supreme Court decision in *Dynamex Operations West, Inc. v. Superior Court of Los Angeles* (2018) 4 Cal.5th 903 (*Dynamex*). Under *Dynamex*, each of the following must be satisfied to establish independent contractor status:

- (A) The person is free from the control and direction of the hiring entity in connection with the performance of the work, both under the contract for the performance of the work and in fact.
- (B) The person performs work that is outside the usual course of the hiring entity's business.
- (C) The person is customarily engaged in an independently established trade, occupation, or business of the same nature as that involved in the work performed.

Absent any one of these criteria, workers who perform services for a hirer are employees for purposes of claims for wages and benefits. AB 5 includes a number of carve-outs, including one for those in the construction industry and one for those who provide trucking services to the construction industry.

The construction industry carve-out essentially leaves the law applicable to the construction industry status quo. However, the construction industry carve-out requires that the contractor must demonstrate that all of the following criteria are satisfied to avoid application of the new law:

- (1) A subcontract must be in writing.
- (2) The subcontractor must be licensed by the Contractors State License Board and the work must be within the scope of that license.
- (3) If the subcontractor is domiciled in a jurisdiction that requires the subcontractor to have a business license or business tax registration, the subcontractor must have the required business license or business tax registration.
- (4) The subcontractor must maintain a business location that is separate from the business or work location of the contractor.

- (5) The subcontractor must have the authority to hire and fire other persons to provide or to assist in providing the services.
- (6) The subcontractor must assume financial responsibility for errors or omissions in labor or services as evidenced by insurance, legally authorized indemnity obligations, performance bonds, or warranties relating to the labor or services being provided.
- (7) The subcontractor must be customarily engaged in an independently established business of the same nature as that involved in the work performed.

If even one of these criteria is not satisfied, the new law applies.

An additional carve-out exempts those who provide "hauling and trucking services ... in the construction industry pursuant to a contract with a licensed contractor utilizing vehicles that require a commercial driver's license to operate or have a gross vehicle weight rating of 26,001 or more pounds." This second carve-out applies only if all of the following criteria are satisfied:

- (1) The subcontractor must be a business entity formed as a sole proprietorship, partnership, limited liability company, limited liability partnership, or corporation.
- (2) For work performed after January 1, 2020, the subcontractor must be registered with the Department of Industrial Relations as a public works contractor pursuant to Section 1725.5, regardless of whether the subcontract involves public work.
- (3) The subcontractor must utilize its own employees to perform the construction trucking services, unless the subcontractor is a sole proprietor who operates their own truck to perform the entire subcontract and holds a valid motor carrier permit issued by the Department of Motor Vehicles.
- (4) The subcontractor must negotiate, contract with, and be compensated directly by the licensed contractor.

Also, "for work performed after January 1, 2020, any business entity that provides construction trucking services to a licensed contractor utilizing more than one truck shall be deemed the employer for all drivers of those trucks." Individuals who own their own trucks may nonetheless be deemed employees and those employees who use their own truck for that purpose must be compensated for "reasonable" expenses incurred.

All individuals and companies who may be affected are encouraged to review their policies and procedures for compliance with this new law. ■



WHAT EVERY FLOORING INSTALLER NEEDS TO KNOW ABOUT HYDROSTATIC PRESSURE

BY JASON SPANGLER, WAGNER METERS FLOORING DIVISION MANAGER

Whether it is excessive concrete moisture or hydrostatic pressure, either can ruin a hardwood floor. But which one is more damaging to floors?

According to the World Floor Covering Association (WFCA) and the Floor Covering Installation Contractors Association (FCICA), concrete moisture is a major cause of flooring failures. As a result, it creates significantly greater economic damage than hydrostatic pressure. In fact, many industry experts believe excessive concrete moisture cost North American commercial property owners more than \$1 billion annually. This doesn't even count residential problems or the cost of downtime while a damaged floor is re-installed.

But What about Hydrostatic Pressure?

Certainly, hydrostatic pressure is a powerful natural force that can move rocks, buckle walls, and cause havoc with concrete, but it does not explain every instance of water intrusion in concrete. Yet, when discussing flooring failures, many contractors and others in the industry often attribute these failures to hydrostatic pressure. They use the term loosely to explain any moisture problem that occurs in a concrete slab.

So as to not confuse concrete moisture with hydrostatic pressure,

let's understand what hydrostatic pressure is. Simply put, it's the constant pressure exerted by standing ("static") water ("hydro"). It can be caused by floods, excess rainfall, foundations or basement walls built fully or partially below the water table, or water running down a hillside from above. Whenever there's excess water, it causes the soils around a home to be saturated. With nowhere for the water to go, it causes tremendous pressure against a concrete slab or foundation wall.

To illustrate, imagine a basement installed beneath the ground's water level. With water weighing slightly more than 60 lbs. per cubic foot, the pressure from the water can easily build against the walls of the basement. If the soil around the basement is saturated with water, there could be tens of thousands of pounds of hydrostatic pressure against the foundation. Over time, as the water pressure increases, so does the potential for leaks into the basement. In rare instances, hydrostatic pressure can even break through a concrete wall.

Basement foundations are especially vulnerable to hydrostatic pressure that sits beneath the soil in moist soil conditions. In fact, the deeper the foundation and the wetter the soil conditions, the greater the risk for structural damage. Note: Hydrostatic pressure cannot develop naturally in a slab on grade, but it can exist if a slab

is fully or partially below grade level.

However – and this is also important to note – hydrostatic pressure does not always occur in every slab below the soil line. Hydrostatic pressure impacts a below-grade concrete slab when it is below the water table or when the slab intrudes into a natural water pathway. At times, poor drainage may cause water to collect against a concrete foundation. But in most cases, the water will not build up the volume to cause problems from hydrostatic pressure.

Concrete + Moisture = Flooring Failures

Concrete is a hygroscopic material which absorbs and loses moisture. In other words, regardless of its composition, it acts like a sponge, absorbing moisture from the air or exposure to water. And if the humidity on one side of the slab is different from that on the other, it will transmit moisture through the slab.

Moisture vapor emission occurs when water migrates from an area of high vapor pressure – such as damp concrete or wet soil – to an area of low vapor pressure – like a dry building interior. Since concrete is highly alkaline in nature, as moisture naturally moves upward through the concrete, it carries the alkalinity with it, eventually collecting at the bond line between the concrete and flooring. This causes a breakdown of the adhesives, and consequently, the flooring.

Every concrete slab has moisture and will always have moisture. What you want is a slab that has an acceptable level of moisture to accept the flooring you want to apply. Concrete moisture can come

from both internal and external sources. Water mixed with cement is an internal source. Rainwater, a broken water pipe, poor drainage, flooding, and even humidity in the air are external sources.

Prevent Flooring Failures Quickly, Easily

Unless you properly measure the moisture level in a slab before the flooring installation, you can't possibly know whether the slab is ready. Two test methods are commonly used in the U.S. to determine a slab's readiness.

Since the 1940s, the flooring industry has used the calcium chloride (CaCl) test to determine the moisture conditions of a concrete slab. But the CaCl test only measures moisture at the surface of the slab. Since we know that moisture levels within a slab vary by depth, any moisture test that only measures moisture at the surface cannot give you consistently reliable, usable results. In fact, many CaCl test results have been proven to be either false or misleading.

Because the CaCl test is often unreliable, the ASTM F2170 in-situ Relative Humidity (RH) test has replaced it as the preferred industry test – a preference highly warranted. For instance, the F2170 RH test uses probes that take readings deep within the concrete, so they're not susceptible to ambient temperature and humidity conditions above the slab. In fact, scientific evidence consistently proves the F2170 in-situ concrete RH test is the most accurate and reliable method for determining when a slab is dry enough for flooring installation.

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It's why more professionals in the flooring industry today are switching to the in-situ RH test. And why many flooring manufacturers use the RH test as a condition of their warranty. In order to meet the ASTM F2170 standard, many flooring professionals use Wagner Meters' Rapid RH® L6 system for concrete RH testing. The Rapid RH test system affords contractors and flooring professionals a scientifically-proven, cost-effective, and accurate means of strictly adhering to ASTM F2170.

This system comes with a NIST-traceable factory calibration certificate and NIST-certified Smart Sensor probes, providing reliable accuracy and completely eliminating the need for periodic calibrations typically required by other sensing technologies. Installers place these single-use, factory-calibrated probes inside the slab at 40% depth. Then, with a simple hand-held device called the Total Reader®, RH measurements can be regularly taken at probe level to give instant feedback to the installer of how close (or far) the slab is to being properly dried.

If this reading is taken at close-to-mid slab depth, it will be representative of the level of moisture that the flooring will be exposed to after the slab is covered and a new equilibrium reached. Acceptable levels of RH within the slab range from 75-90% depending on the flooring installed, but it is important that you confirm the correct RH conditions from the manufacturer of the flooring and/or adhesive you intend to install.

With the Rapid RH in-situ concrete moisture testing system, installers can quickly and accurately track the RH in the slab's

multiple test locations. After an initial ASTM-required 24-hour equilibration period, the Rapid RH L6 in-situ test takes only minutes to give you a reading as to whether or not the concrete is ready for the flooring application or needs more drying time.

Changes to ASTM F2170 now provide even faster results. Official, documentable results from an RH moisture test once took 72 hours, but after ASTM International updated the Standard in early 2018, installers are now allowed to document and proceed with RH test results within 24 hours. Given that other test methods typically require up to 72 hours, the in-situ RH test is both faster and more reliable – allowing installers to accelerate their construction and remodeling projects.

The Major Cause of Flooring Failures

The major cause of both commercial and residential flooring failures is concrete moisture – not hydrostatic pressure. Give the realities of moisture in concrete and the necessity of measuring that moisture accurately, only one test method excels above all others: ASTM F2170 in-situ concrete RH testing. In-situ RH testing alone gives flooring professionals the best information for managing their flooring project successfully. Validated by scientific research and field experience, it ensures quality flooring, installed on time and on budget.

For more information about moisture testing with the Rapid RH L6 in-situ concrete moisture testing system, call (800) 207-2484. ■

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*Kimberly E. Oderkirk
Executive Vice President
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Flat and Level But Smooth?!

BY PAUL PLESHEK, NAFCT

I recently had a resilient floor inspection that was regarding subfloor irregularities that were telegraphing throughout the installation. According to the end user, the areas of concern appeared within a week of installation and have continued to worsen. The point of conflict was the opinion of the installer that the telegraphing was only visible at certain times of day, looking into reflected light, and was therefore, acceptable. This was versus the consumer's assertion that the issue was clearly visible for several hours every day and looked awful.

The material was a commercial homogeneous vinyl sheet with heat welded seams, installed by glue down application, over an on-grade concrete slab using a trowel on acrylic adhesive.

On initial inspection, from a standing position and looking into reflected light there were lines running straight across the floor as well as isolated areas where there were high spots that were generally round. Overall, the flooring was flat having no visible curl or bubbles that flattened with pressure. The floor also appeared clean and well maintained. On inspection, the high areas did not flatten with pressure and the lines were located over saw cuts or cracks. In the isolated areas there were spots of dry fall from the ceiling that were raised.

The question that needed to be answered was is the installer responsible to address these areas or are these minor imperfections that are to be expected with resilient flooring installation.

In installation, and therefore, inspections, the prevailing standard and first point of reference is always the manufacturers installation instructions. The manufacturer produces a product, warranties the material and sets forth in the warranty the parameters where the flooring is expected to perform up to standards and expectations. In this inspection the manufacturers installation instructions stated:

B. The concrete slab must be dry, clean, smooth, structurally sound and free of foreign materials that might prevent adhesive bond as described in the current edition of ASTM F710, Standard Practice for Preparing Concrete Floors to Receive Resilient Flooring.

The installation instructions also stated:

E. CONCRETE

New and existing concrete subfloors must meet the requirements of the

”
Consumers have high expectations of floor performance. Sometimes those expectations are unrealistic but in this case the installer failed to meet subfloor requirements clearly laid out by both the manufacturer and industry standard.

current edition of ASTM F710, “Standard Practice for Preparing Concrete Floors to Receive Resilient Flooring” available from the ASTM International, 100 Barr Harbor Drive, West Conshohocken, PA 19428; 610 832 9500; <http://www.astm.org>.

These installation instructions very clearly link proper installation to ASTM Standard. While industry standards always apply, the instructions refer the installer to a specific standard, F-710 which thoroughly outlines the expectations of a properly prepared concrete subfloor.

ASTM F-710 states:

4. General Guidelines

4.1 The surface of concrete floors to receive resilient flooring shall be dry, clean, smooth, and structurally sound.

4.2 *Surface cracks, grooves, depressions, control joints or other non-moving joints, and other irregularities shall be filled or smoothed with latex patching or underlayment compound recommended by the resilient flooring manufacturer for filling or smoothing, or both.*

We are always clear about the need for the subfloor to be clean, i.e. free of bond breakers that will reduce the level of adhesion to the subfloor and we often talk about flatness to prevent tile run off however the key word in section 4.5 is “smooth”:

4.5 *Concrete floors shall be smooth to prevent irregularities, roughness, or other defects from telegraphing through the new resilient flooring.* Section 4.5 gives a clear reasoning behind the word smooth indicating the purpose is to prevent telegraphing and even outlines the requirement to correct “roughness”.

The manufacturers installation instructions, as well as Industry standard, clearly implies telegraphing will result if the subfloor is not smooth, so the fact that the saw joints and debris were not smoothed or scraped prior to installation indicates the consumers concerns are a result of improper subfloor prep.

Consumers have high expectations of floor performance. Sometimes those expectations are unrealistic but in this case the installer failed to meet subfloor requirements clearly laid out by both the manufacturer and industry standard. ■

New ASTM International Standard to Test for Phthalates in Resilient

A new ASTM International standard aims to help those involved in manufacturing and selling resilient flooring to test for ortho-phthalate content.

According to ASTM International member Amy Costello, sustainability manager at Armstrong Flooring Inc., the new standard specifically aims to improve reproducibility and repeatability for phthalate content testing in resilient floors. She says the new standard could help flooring manufacturers and retailers, home improvement stores, and testing laboratories complete testing with greater consistency.

“Current test methods for ortho-phthalates were originally designed for products such as children’s toys, which typically consist of plastic-related materials,” says Costello. “Unlike a toy, many resilient flooring products are heterogeneous with various layers and fillers such as limestone.”

Such fillers, Costello notes, may cause phthalate esters to chemically breakdown, resulting in reports of lower-than-actual amounts of ortho-phthalates. The sample preparation section in the new standard addresses these issues by requiring a larger sample

size of the entire cross-section to be milled and tested. The new standard also establishes time limits as to how long a sample can be run after extraction and before re-extraction is required, she adds.

ASTM International’s resilient floor coverings committee (F06) developed the new standard, which will soon be published as F3414.

Costello notes that this effort relates to the United Nations Sustainable Development Goals #3 on good health and wellbeing and #12 on responsible production and consumption.

To purchase standards, contact ASTM International customer relations (tel +1.877.909.ASTM; sales@astm.org).

About ASTM International

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U.S. Patent 7,231,815, 8,047,056, 9,032,791 & 9,588,092. Additional patents pending.



this automated process also gave you significantly more data points to understand your slab's drying process? These questions can be answered with the Rapid RH L6 testing system, innovated with automated data gathering, superior responsiveness, and an unbroken data stream from the sensor to the final report. Up to this point, you had to be physically present at the concrete slab to take an RH reading manually. Let's be real, how many times did you actually have time for that? One or two times a month? And, if you could collect more data points than just two a month, we believe you'd have more confidence in your understanding of the slab drying time. That's why Rapid RH L6 is giving you those extra data points with automated "set it and forget it" technology while you're out using that extra time to quote the next job or plan that overdue vacation. We call it a leading-edge innovation. We'll understand, however, if you call it automated luxury. The DataGrabber with Bluetooth, a self-contained device designed to fit inside an L6 Smart Sensor, will periodically engage the sensor to store time-stamped concrete temperature and RH readings according to the time interval set by the user. The DataGrabber with Bluetooth connects directly to the free DataMaster L6 app for a wireless download of sensor readings and programming of sensor reading intervals.

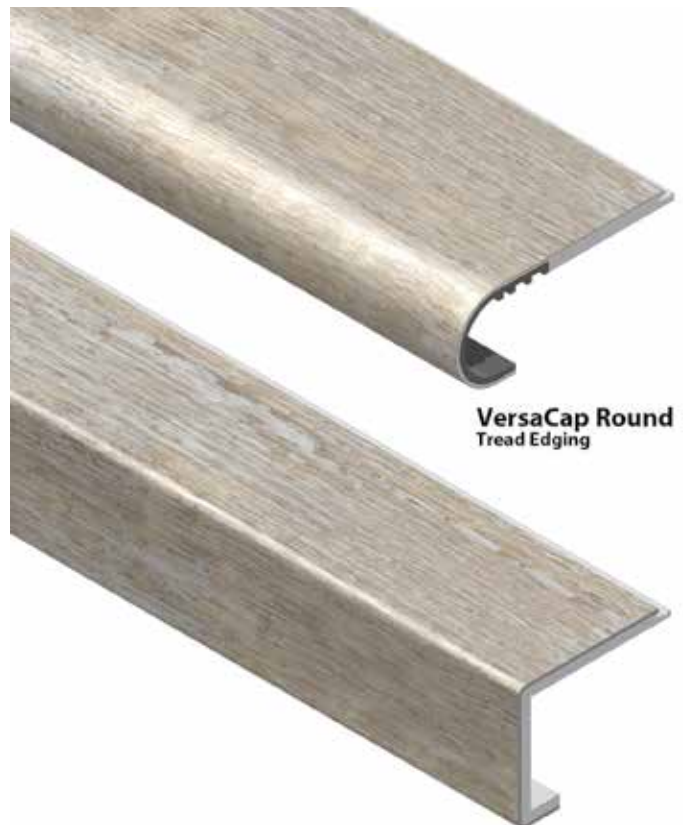
WAGNER METERS
THE RAPID RH L6 DATAGRABBER
AUTOMATES CONCRETE SLAB RH READINGS

What would you do with your extra free time if your concrete slab RH readings were being collected and stored automatically? And what if

A smaller version of the DataGrabber is configured by contacting the Rapid RH Total Reader to connect with the DataMaster L6 app. While connected with either version of the DataGrabber, you can also download all previous time-stamped concrete RH and temperature readings directly from the L6 Smart Sensor.

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Many companies have successfully created a tread system for your LVT/Vinyl staircases. However, how many of those companies have used the actual flooring to create a solution that can be modified to fit almost any staircase? Versacap is the latest stair solution offered exclusively by Versatrim. This stair solution is designed to create an edge for your LVT/Vinyl staircase using the manufacturers flooring. The greatest benefits to using our caps is that they are exact match because we use the actual floor. By using the manufacturers floor it allows for a flush mount or usage of the click system, you have the benefit of the same wear layer and core material as the rest of your installation and it is easy to use the caps to create left or right returns when needed. Versatrim provides user friendly installation instructions that include how to miter returns. We have successfully tested 33 collections offered by 20 different manufactures in various types of flooring. We are testing new floors daily.



VersaCap Round
Tread Edging



UZIN UTZ

UZIN NC 150 LEVELING COMPOUND

UZIN NC 150 Leveling Compound is a Portland cement-based leveling and smoothing compound for depths up to 1". NC 150 works well for producing level, flat surfaces with high absorbency for standard preparation and cost-effective applications in areas with normal wear demands.



STAUF USA

STAUF R701, SUITABLE FOR ALMOST ALL TYPES OF FLOOR COVERING

Stauf's R701 is our toughest and strongest 2 component urethane on the market today. It comes in pre-measured containers. Simply add B to A, and you have resolved every moisture issue involved with any flooring install... including indoor, outdoor, and even underwater. Because of its ability to withstand the harshest of environments, it is ideal for high moisture, high humidity and problematic floors due to excessive moisture. While R701 is not a moisture barrier, it has no limitations with regards to RH or PH.



ROPPE CORPORATION

ROPPE LAUNCHES RUBBER STAIR TREADS WITH DUPONT™ KEVLAR®

Roppe Rubber Stair Treads with Kevlar® are engineered to resist damage from wear and abuse, and perform far longer than other rubber treads. They are the first and only resilient treads to incorporate DuPont™ Kevlar®, an innovative, lightweight material – also found in ballistic body armor. The breakthrough technology of Roppe Rubber Stair Treads with Kevlar® offers a solution to the problem of shredding – a peeling of the stair tread's nose that can create aesthetic and safety concerns, and require costly, disruptive stair tread repair or replacement. Available in eight profiles and 134 color options – 70 solid, 32 Symmetry and 32 ReNew – Roppe Rubber Stair Treads with Kevlar® are 100% recyclable and fully conform to industry safety, sustainability and performance standards. "The durability of stair treads is constantly being tested. We set out to create a vulcanized rubber stair tread that would last longer, perform better and bring higher value," said Bart Rogers, vp of sales and marketing for Roppe Holding Company

(RHC). "By incorporating Kevlar® fibers, Roppe Rubber Stair Treads with Kevlar® will look and perform like new not just for a few years, but for decades. The 25-year warranty attests to our confidence in their longevity. For facilities, this product represents a major advancement in operational efficiency and performance." Roppe Rubber Stair Treads with Kevlar® have been tested over thousands of hours in the lab and field. The company's engineers worked for years to meet the scientific challenge of reinforcing rubber stair treads with Kevlar®. "Roppe Rubber Stair Treads with Kevlar®, in which Kevlar® fibers are interwoven consistently throughout the rubber substrate, signify a true technological innovation for the industry," said Rahul Dhavalikar, RHC chief polymer chemist. "We chose Kevlar® because none of the other materials we tested – from steel to carbon and many more – produced the same high levels of durability, flexibility and resilience. Roppe Rubber Stair Treads with Kevlar® meet ASTM F2169, Type TS performance specifications, as well as the FloorScore® indoor air quality certification standard. They have also achieved NSF 332 Platinum resilient flooring sustainability certification, meet CHPS Criteria for environmentally sustainable schools, are free of Red List chemicals, plus are recyclable through Roppe's IMPACT program.



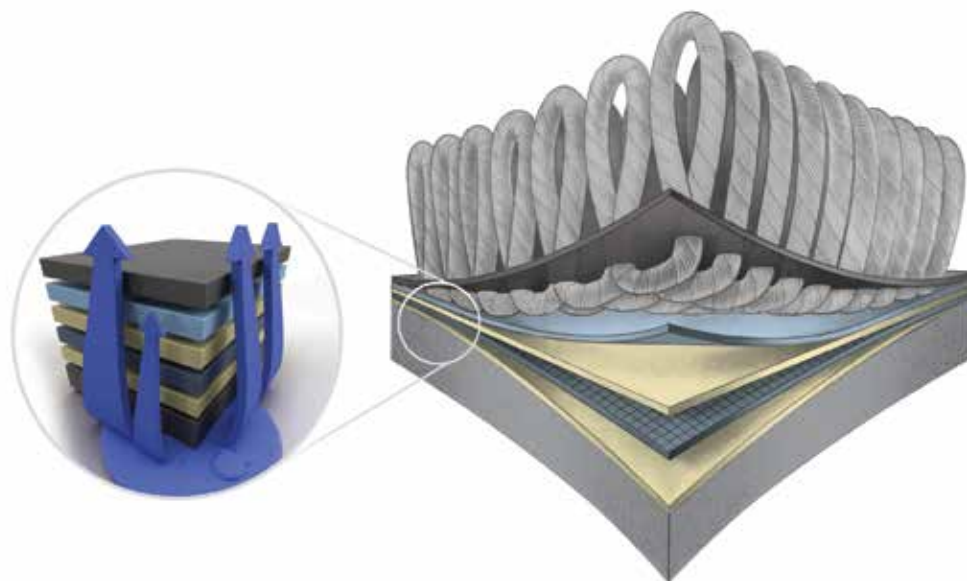
ROBERTS
DUAL EXPANSION JOINT SPACER FOR VINYL, LAMINATE AND HARDWOOD FLOORING

The ROBERTS® Dual Expansion Joint Spacers (#10-36) have been specifically designed to meet the demanding needs of today's flooring installer. The patent pending multi-sided design of these unique spacers offers a simple solution for expansion joints across multiple flooring installations including luxury vinyl, laminate and hardwood flooring and can be used for both floating or glued down installations. The 1/4" edge is perfect for maintaining the required expansions joints for luxury vinyl plank installations while the 1/2" edge is for engineered wood floors expansion joints. When standing upright, this spacer can also provide a 1" gap for installing thresholds. These versatile Expansion Joint Spacers are self-bracing so they won't tip over during installation and come 30 per pack. The Patent Pending ROBERTS Dual Expansion Joint Spacers are the only spacers you'll need for your floating and glue down vinyl, laminate and hardwood flooring jobs.

MOHAWK GROUP
MOHAWK INTRO ECOFLEX AIR CARPET TILE

Mohawk Group's EcoFlex AIR is the next evolution in cushion-backed carpet tile, offering substantial moisture management, sound

reduction and enhanced comfort under foot. Tiles manufactured on EcoFlex AIR are impervious to moisture damage from spills and water extraction cleaning. In most cases, no moisture testing is required prior to installation of the carpet tile. The technology works by allowing subfloor moisture vapor to flow through the backing and escape from the seams. EcoFlex AIR provides permanent tile dimensional stability



and carpet tiles on this backing absorb approximately 25% of ambient sound to create quieter commercial environments. EcoFlex AIR is also constructed to perform. The backing features superior tuft bind that is highly resistant to edge ravel. EcoFlex AIR also reduces the risk of severe injury in the event of a slip or fall. Red List-free EcoFlex AIR incorporates an average of 50% recycled content (pre- and post-consumer) by total product weight. Its PET cushion layer contains a minimum of 90% post-consumer recycled content and contains no plasticizers. EcoFlex AIR with attached cushion is available as an option on all Mohawk Group carpet tile orders that meet square-yardage minimums.



LEISTER

NEW CORDLESS GROOVING MACHINE FROM LEISTER

Introducing Leister's GROOVER 500-LP; the new, cordless grooving machine that uses a general-purpose milling cutter to mill grooves for weld seams and grouts when laying resilient, plastic floor coverings (PVC, PE, PUR) and natural materials (linoleum, rubber). The cordless drive eliminates tedious searching for electric outlets and the need to carry cable reels or extension cords, reducing the risk of tripping over or running out of cord. In addition, it makes switching from one room to another uncomplicated and significantly quicker. Lastly, the groover is equipped with two, rapid charging batteries that provide virtually no down time, enabling the fastest and most efficient installation. GROOVER 500-LP is suited for a variety of small and large floor covering surfaces such as gymnasiums, school halls, nursery schools and other public buildings. The sensing roller is designed to maintain a constant groove depth (selectable depth range from 0 - 6 mm or 0 - 0.236 in.) on both even and uneven floors. GROOVER 500-LP's practical side stop enables grooving along a guide rail and the angled dust tube allows the machine to cut grooves along walls or other objects as close as 25 mm (0.984 in.).



H.B. FULLER/TEC

TEC® LEVEL SET® 500 HF SELF-LEVELING UNDERLAYMENT

Introducing TEC® Level Set® 500 HF Self-Leveling Underlayment. No other product flows faster or provides a smoother surface. The resulting surface is so smooth, you can get up to 20% more coverage from your adhesives*. In addition, no sanding or skim coating needed – cutting labor costs by up to 66%. The product is very easy to mix and can be poured or pumped. It is easily feathered to adjoining elevations. It is walkable in 2-3 hours, and moisture-sensitive flooring can be installed in 15 hours, while ceramic tile can be installed in 2-3 hours. It is compatible with all types of floor covering - wood, vinyl planks & sheet goods, linoleum, rubber, ceramic LFT, VCT etc. Contractors who have used the product state that it flows and mixes better than their current brand. They love the ease of application and that you don't have to sand or do additional prep once the product has cured. Coming soon to your area. For questions, call 1-800-TEC-9002. Visit TECSpecialty.com for our full line of products.

*Results may vary depending on adhesive and substrate



GCP APPLIED TECHNOLOGIES

KOVARA® FLOOR MOISTURE BARRIERS DESIGNED TO PROTECT FLOOR COVERINGS

GCP Applied Technologies' KOVARA® floor moisture barriers, formerly known under the brand name VERSASHIELD®, are a portfolio of sheet membranes installed on the concrete slab before installation of floor coverings, such as carpet tile, LVT, sheet vinyl, ceramic tile and more. KOVARA® membranes are designed to protect floor coverings, as well as their adhesives, from staining, warping, degradation and mold. With thousands of installations performing in low and high-traffic environments, such as hospitals, schools, retail stores and commercial buildings KOVARA® membranes have a long track record of success. The KOVARA® line is expanding with the addition of the new KOVARA® AB 300 membrane, a patent-pending, self-adhered moisture barrier. The new product is suitable for use up to 99.5% relative humidity and is designed to bond directly to the concrete subfloor with its specially formulated moisture- and alkaline-resistant adhesive. The unique adhesive bond accelerates installation of the membrane, especially when heavy rolling loads and heavy foot traffic are expected. The new product joins KOVARA® 95 and KOVARA® MBX flooring underlayments that have been proven in the field for over 10 years. Like all KOVARA® moisture barriers, the new KOVARA® AB300 moisture barrier helps accelerate project timelines, features simple installation, reduced labor costs and speeds your clients back into business.



CAPRI COLLECTIONS

CAPRI COLLECTION UNVEILS RE-TIRE MEDLEY

Capri Collection's Re-Tire Medley mixes it up with unique blends of post-consumer and post-industrial recycled rubber products and cork dust. The nuances of the cork content add textural variations and interest to the recycled rubber category. Like all of Capri's Re-Tire recycled rubber, Medley is available in a variety of thicknesses, from 3.2mm to 12mm, in 12"x 24" or 24"x 24" square-edge tiles, 24"x 24" interlocking tile and 4' wide rolls. While Medley and all of the Re-Tire Collection are ideal for weight rooms, athletic facilities and corporate gyms, they also meet the requirements for a variety of other commercial areas. With great slip resistance, good sound absorption, comfort under foot, durability and the ability to handle heavy rolling loads, Re-Tire is well suited for offices, break rooms, classrooms, libraries, hotel guest rooms and more. USA made Re-Tire is Declare Label Status Red List Free and FloorScore certified.



BOSTIK

BOSTIK INTRODUCES BAM FIBER-REINFORCED TILE MORTAR

BAM is Bostik's latest high-performance, fiber-reinforced tile mortar. Formulated with RapidCure Technology, BAM offers maximum performance for installations of large and heavy tile, glass tile, mosaics, quarry, porcelain, ceramic, most natural stone tiles, and even gauged porcelain tile / panels. Most notably, its RapidCure Technology allows for a consistent cure resulting in tile being ready for grouting in just 4 hours. Additionally, BAM delivers exceptional bond strength that exceeds ANSI 118.15 requirements.



BONA

BONA® R540 AND BONA® PROFESSIONAL SERIES LUXURY VINYL FLOOR CLEANER

Taking care of flooring means beginning with the proper subfloor prep. Begin by using Bona® R540 which is a one-component, roll-on moisture membrane specially designed to mitigate vapor transmissions on subfloors. This will help mitigate potential issues such as cupping in new and existing construction. The polyurethane reactive primer is compatible with the entire Bona System. Bona® also offers floor care products to maintain and protect the surface of your floors. Our NEW Bona® Professional Series Luxury Vinyl Floor Cleaner is a pH neutral formula that dries fast with no streaks or residue. This product will keep your luxury vinyl floors looking beautiful for years to come.



**ASPECTA
NEW ASPECTA CONTOURS
COLLECTION INCLUDES FOUR
PATTERNS**

Aspecta has launched Aspecta Contours: a conceptual, boutique-style collection of large-scale patterned floors built on the foundation of the LVT leader's ISOCORE Technology®. The new multilayer WPC features four distinct floor designs, each sharing a common palette of 8 colors, that enable architects and designers to apply traditional parquet motifs in an oversized scale suitable for both commercial and residential settings. Aspecta Contours' patterns include the Chantilly whalebone pattern – a bold, oversized interpretation of herringbone; Chambord, a single plank, large-scale Chevron design; Tarascon, a modern take on basketweave; and Versailles, smaller-scale, pre-assembled chevron planks. Together they represent a key strategic design for a floating floor. With visuals trending towards more high-style, designer looks in wood grain patterns, these planks can inspire designers and architects to go beyond traditional parquet designs into quasi-custom looks, without the additional time and expense of specifying a custom product.

With an 8 mm gauge and a 22 mil/0.55 mm wear layer, Aspecta Contours is finished with Aspecta's proprietary Duraspect Extreme Surface Protectant™ for unrivaled abrasion resistance and stain repellency. A pre-attached HDPE (High Density Polyethylene) underlayment provides sound mitigation and enhanced comfort underfoot. The two Chevron formats – Chambord and Versailles – incorporate patent-pending technology from HMTX Industries. Nearly all Aspecta flooring products carry Declare labels and Health Product Declarations® (HPD). The company has issued several Environmental Product Declarations (EPD) for its Aspecta line and will complete EPDs for its entire line of Aspecta products by early 2020. Aspecta has also achieved BES 6001, a European standard for responsible sourcing of construction projects with a focus on the production process.



**ARDEX AMERICAS
ARDEX FEATHER FINISH XF JOINS PATCHING COMPOUND LINE**

ARDEX FEATHER FINISH XF just joined ARDEX FEATHER FINISH® and ARDEX' full line of high-quality patching compounds designed to eliminate flooring installation problems associated with disbonding, crumbling, mold, mildew and staining. Like classic ARDEX FEATHER FINISH, ARDEX FEATHER FINISH XF is a self-drying, finishing underlayment, designed to provide a smooth surface prior to the installation of floor covering over a variety of substrates. It installs from a true feather-edge, up to unlimited depth in defined areas and can receive floor coverings in as little as 15 minutes. Also suitable for castor wheels, ARDEX FEATHER FINISH XF is mold and mildew resistant. Jody Proudfit, ARDEX Product Category Manager Patching and Finishing, said, "ARDEX FEATHER FINISH XF is a welcome addition to our patching solutions. It's a great product that you can trust to deliver the highest quality just like our classic FEATHER FINISH." He added, "FEATHER FINISH XF offers our customers another excellent choice when it comes to patching solutions, one worthy of carrying the esteemed FEATHER FINISH brand." ARDEX Feather Finish delivers quality on the job when it counts the most. Now, ARDEX has a second option with the same trusted performance in a new technology! To learn more about the ARDEX FEATHER FINISH XF, and our other patching solutions, please visit www.ardexamericas.com.

FCICA Mid-Year 2019 in review

The 2019 Mid-Year Meeting brought together some of the brightest and most dedicated individuals in the commercial flooring industry, including contractors, manufacturers' technical representatives, distributors, and consultants to learn, network and discuss future initiatives for the association.

FCICA Executive Vice President Kim Oderkirk praised the successful event: "We had a record attendance of over 115 individuals joining us in Atlanta with speakers that presented on topics of great interest to our members. We all had a blast at our Live! at the Battery evening event, where we watched baseball on the 2-story TV screen, caught up with friends and played yard games in the covered patio, staying dry despite the rain!"



Prior to Mid-Year, 23 candidates completed the Certified Installation Manager Program through the 3 Days to CIM Atlanta event. FCICA also hosted the ICRI Concrete Slab Moisture Testing Certification on Monday, October 14 and Tuesday, October 15, 2019, at the Le Meridian. Peter Craig, an independent concrete floor consultant with Concrete Constructives and an active member of ICRI, ASTM and ACI, led the certification program. The two sets of attendees came together for a celebratory dinner on Monday evening.

With the assistance of The Packaged Good, FCICA and the Successors hosted a community service activity to start off Mid-Year. Care packages including hygiene items were put together to be donated to the local Veterans Empowerment Organization to aid homeless veterans. 100 bags were made and donated along with \$2,162.50, 10% of all FCICA raffle ticket sale and the money from the 50-50 raffle. Thank you to Curtis Blanton of DCO Commercial Flooring, who won the 50-50 raffle and donated his 50% to VEO!

The Opening Session preceded three educational sessions on Tuesday, October 15. Certified Installation Managers that recently completed the program were recognized along with new FCICA



members, Diamond, Ruby and Sapphire Club members, and first-time attendees.

The first education session was Completing Change Orders, presented by Doug Coombs, CIM, and Jesse Tranel, CIM. Continuing the CIM education track, Doug and Jesse presented best practices for creating and completing change orders, especially how to get paid!

The second education session, sponsored by the Successors in accordance with their directive to lead, inform, network and support the community, was Workshop Your Online Presence. Four flooring industry professionals talked about how they use social media for their companies and/or as professional individuals, and then broke off into small workshop groups for Facebook, Twitter, LinkedIn and Instagram.

Jeff Johnson of MAPEI and Seth Pevarnik of ARDEX took the audience through the differences between CSI Division 3 and Division 9 concrete standards in the third session, with suggestions for how to communicate and collaborate for a finished substrate that meets both Divisions' needs.

Peter Craig with Concrete Constructives and an active member of ICRI, ASTM and ACI started the next day off with an education session about concrete, including what it's made of, how it can be finished and what standards and tests apply and must be tested for prior to laying a floor.

MAPEI Americas and Metroflor Corporation then took the audience through product demonstrations. MAPEI demonstrated installation tips and techniques for the use of MAPECONTACT MRT and MAPECONTACT SRT, while Metroflor demonstrated Attraxion Magnetic Attachment Technology™, featured on Metroflor LVT Déjà New 20 mil LVT collection.

Contractors in attendance then headed over to Shaw Plant 15x for a tour of the carpet tile manufacturing facility. Back at the hotel, a reception and dinner took place where raffles were drawn and game winners won prizes!

Committee meetings were held on Thursday, October 17, providing members the opportunity to discuss the state of the association and share ideas to move the association forward. In addition to the committee meetings, the Certified Installation Managers Steering Committee and the Successors Committee met to further discussions of recruitment and engagement methods for those initiatives. Those that stayed Thursday night enjoyed a private dining experience at Brazilian steakhouse, Fogo de Chão.

Shalynn Rangel joins FCICA staff

FCICA, the Flooring Contractors Association, announced today that Shalynn Rangel has joined FCICA as the Administrative Assistant. Shalynn will support administration of the growing Certified Installation Manager (CIM) program and other educational offerings, as well as implementation of events. She is currently working to obtain a Bachelors of Social Work at Wayne State University.

"We are so excited to add Shalynn to our team. With her bubbly personality she will be a great first impression when she answers the phone. Her willingness to learn and help the Director of Programs will make that department much more efficient," says FCICA Executive Vice President, Kim Oderkirk.

"I am so excited to be a part of this dynamic team at FCICA. I am really looking forward gaining new skills and experiences that will help me throughout my future, as well as using my prior skillset to help make a difference here at FCICA" added Shalynn.

FCICA will host Artistic Finishes product webinar in December

FCICA, the Flooring Contractors Association, announced a December product webinar featuring Artistic Finishes.

FCICA invites you to join us on Thursday, December 5, 2019 at 11:00 am EST, for a free informative webinar featuring Artistic Finishes. The webinar will be presented by Bill Treiber, Technical Sales and Education Manager for Artistic Finishes.

Since every FCICA webinar is interactive, you'll get the chance to ask questions during the LIVE Q&A at the end of the session.

If you cannot make the LIVE webinar, register anyway and we'll send you the recording. The recorded session will also be featured



on FCICA's website www.fcica.com, and housed on the FCICA YouTube channel. Don't miss this FREE webinar!

These product webinars are free to all attendees regardless of FCICA membership status, but you must pre-register. Register now at <https://www.fcica.com/events/details/webinar-artistic-finishes-product-webinar-179>. Registration deadline is Tuesday, December 3, 2019 at 3:00 pm EST. Join FCICA for this FREE session on December 5, 2019 featuring Artistic Finishes.

Are you at Certified Installation Manager (CIM)? FCICA webinars provide one hour continuing education credit (CEU) toward your CIM renewal requirements. Visit www.fcica.com/CIM for more information.

Founded in 1985 by brothers Dennis and Tom Leach, Artistic Finishes got their start as a contract finisher of miscellaneous wood products. In 1995, Artistic Finishes evolved to specialize in pre-finished hardwood accessories manufacturing for the flooring industry. In 2017, the 1985 company and MoldingsOnline site became one entity, under the parent company's name – Artistic Finishes. Although the core of Artistic Finishes' work remains that of a craftsman, they also recognize the need for modern technology and innovation so that they can best serve their customers. With the merger, Artistic Finishes will continue to provide their retailers and craftsmen with The Perfect Finish. Every Time.

FCICA Announces 3 Days to CIM Dallas/ Ft. Worth

FCICA, the Flooring Contractors Association, is excited to announce a new regional certification training event: 3 Days to CIM Dallas/Ft Worth, being held at ARDEXacademy in Mansfield, TX, January 11 – 13, 2020. Attendees can register online at www.fcica.com.

Attendees will earn their project management certification in just 3 days with this intensive new approach to the Certified Installation Manager (CIM) program.

Event fee is \$100 and includes a graduation dinner hosted by ARDEX on Monday, January 13. Attendees must also purchase the full CIM program (\$1,225 members/\$1,570 non-members) and bring their own laptop or tablet.

Attendees are responsible for their lodging and travel. Nearby hotels include:

- Holiday Inn Express & Suites Mansfield
- Hampton Inn & Suites Mansfield
- Best Western Plus Inn & Suites Mansfield
- Fairfield Inn & Suites by Marriott Dallas in Mansfield

Learn about the FCICA Healthcare Program in December webinar

FCICA, the Flooring Contractors Association, announced a December product webinar featuring the FCICA Healthcare Program.

FCICA invites you to join us on Wednesday, December 11, 2019 at 1:00 pm EST, for a free informative webinar featuring the FCICA Healthcare Program. The Small Association Leadership Alliance (SALA) will be presenting the program components and answering all your questions.

The FCICA Healthcare Program provides a high-quality, affordable healthcare solution for employers, employees and sole proprietors. While not health insurance, the program provides 100% coverage for preventative care, options for co-payment features with 100% coverage, and addresses unforeseen medical expenses, such as illness and injury. Members will have a choice of two preventative care plans, each coupled with a medical cost sharing membership for sharing expenses related to unexpected medical needs. Participants can expect to save as much as 60% when compared to health insurance!

Key Takeaways:

- Must be an FCICA Member company in good standing
- Available to businesses AND individuals
- Available to full-time, part-time and seasonal staff
- The FCICA Healthcare Program, provided by SALA, lowers healthcare costs by as much as 60%!
- Enrollment is monthly – you may join at any time
- Offers a choice of two high-quality, affordable healthcare solutions

The FCICA Healthcare Program, in partnership with SALA, is one solution to the high cost of healthcare in the floor covering industry!

If you cannot make the LIVE webinar, register anyway and we'll send you the recording. The recorded session will also be featured on FCICA's website www.fcica.com, and housed on the FCICA YouTube channel. Don't miss this FREE webinar!

These product webinars are free to all attendees regardless of FCICA membership status, but you must pre-register. Register now at <https://members.fcica.com/webinars-calendar/Details/webinar-fcica-healthcare-program-141759?sourceTypeId=Hub>. Registration deadline is Monday, December 9, 2019 at 3:00 pm EST. Join FCICA for this FREE session on December 11, 2019 featuring The FCICA Healthcare Program.

Are you at Certified Installation Manager (CIM)? FCICA webinars provide one hour continuing education credit (CEU) toward your CIM renewal requirements. Visit www.fcica.com/CIM for more information.

FCICA announces Billy Smith as Metroflor CIM Scholarship winner

FCICA, the Flooring Contractors Association, in cooperation with Metroflor Corporation, is pleased to announce Billy Smith of DCO Commercial Floors is the recipient of the Metroflor Certified Installation Manager Program (CIM) Scholarship.

This scholarship, funded by Metroflor Corporation, was raffled off at FCICA's 2019 Mid-Year in Atlanta, GA. Only contractors were eligible to win the scholarship raffle. It provides for the entire program costs associated with the Certified Installation Manager (CIM) Program including application, content, and assessment fees, a value of \$1,225.



Billy Smith

"I am excited to take part in the CIM

Program," Billy said. "I'd also like to thank Metroflor for their partnership with FCICA and for supporting the CIM Program."

Before working for DCO, Billy served as a flooring supervisor in charge of tile projects at Hartsfield international Airport. He was the lead mechanic with a tile company for 10 years, five of which were spent installing at Hartsfield, and a tile subcontractor for four years installing tile. He worked as a subcontractor for the residential division, Dalton Carpet One, in the mid 2000's. His first role within DCO Commercial Floors began in January 2016 as a Site Super. He then moved into the role of Flooring Supervisor and has most recently earned the role of Installation Manager. He says that he enjoys the work chemistry with his teammates, as they all work together to make successful installs. Billy is certified in ProCore (project management, managing crises, and superintendent). When not supervising installations, he enjoys spending time with his family. He and his wife have three children, along with a grandchild. They love the great outdoors, fishing, hunting, and camping.

FCICA to host webinar on Claims: Before, During and After the Inspection Educational Webinar in December

FCICA, the Flooring Contractors Association, continues their live online educational series with a webinar on Thursday, December 19, 2019 at 11:00 a.m. EST. Paul Pleshek, NAFCT, will present Claims: Before, During and After the Inspection. A live Q&A will follow the presentation.

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- MAPEI's new flooring installation tapes provide moisture mitigation and sound reduction for instant installations. Both **Mapecontact MRT** and **Mapecontact SRT** mitigate moisture under resilient flooring, while **Mapecontact SRT** can also reduce sound and be used under wood. Other product features include:
- No moisture limits
 - No VOCs
 - No curing time
 - No waiting to place furniture

Simply apply the tape, install the flooring, place the furniture and recycle the packaging — including the core and release paper. You'll be done in a flash!

For details on **Mapecontact MRT** and **Mapecontact SRT**, visit mapei.com.



Join FCICA for this FREE to members webinar on December 19, 2019 at 11:00 a.m. EST; register today at <https://members.fcica.com/webinars-calendar/Details/webinar-claims-before-during-and-after-the-inspection-138408>. Registration deadline is Tuesday, December 17, 2019 at 3:00 p.m. EST. Not a member of FCICA? You can still attend the webinar; the non-member price is \$39.95.

Are you a Certified Installation Manager (CIM)? FCICA webinars provide one hour continuing education credit (CEU) toward your CIM renewal requirements. Visit www.fcica.com/CIM for more information.

Paul Pleshek has been in the floor coverings industry since 1990 and was first certified by the IICRC as a senior Carpet Inspector in 1995. The NWFA Wood Floor Inspector certification was added in 2005. The Vinyl and Hard surface inspector certification from Will Stoner at Inspector Training Services was added in 2014. Paul attends continuing education events every year, provided by organizations such as FCICA, NICFI and the Flooring Inspectors Education Guild.



Paul Pleshek

Register now for FCICA Convention 2020 and Annual Commercial Flooring Trade Show

FCICA, the Flooring Contractors Association, has opened registration for Convention 2020, Take Center Stage, hosted at the Sheraton Music City hotel in Nashville, Tennessee, March 10 – 12, 2020, with pre-convention events beginning March 9th.

Take Center Stage with FCICA! Convention 2020 attendees

will have the opportunity to attend five (5) engaging educational sessions, ample time to network and voice opinions during committee meetings and fun events, plus meet with over 50 exhibitors including flooring manufacturers, business services, and flooring industry partners during the Commercial Flooring Trade Show on March 10, 2020.

FCICA has a great line up for educational sessions led by industry experts, including the following topics:

- Launching the Job, presented by Mike Kelly, CIM, of Synergy Flooring.
- Project Management Technology for the Jobsite, presenters TBD.
- Stuck on the Numbers, presented by Jeff Johnson of MAPEI and Don Styka, CIM, of Tarkett.
- Acoustics and Flooring, presented by Mike Sahli, CIM, of Metropolitan / Evoke Flooring.
- Succeeding in a multigenerational Workplace, presented by Steve Hillis of Empowerment Partners.

Additionally, attendees can earn continuing education credits (CEUs) by attending the entire educational session. Those working on their Certified Installation Manager CEUs will receive a maximum of 7 credits by attending FCICA's educational sessions 1 – 5, both product demonstrations, and the Commercial Flooring Trade Show at Convention 2020.

FCICA and the Successors Committee invite you to help support

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Super fast - install wood flooring in approximately 2 hours
Simple - applies easily with a roller
Super simple - no moisture measurement necessary
Economical - one part: no mixing, no waste

Super fast working steps
 Install flooring 40-50 minutes after application of WAKOL PU 280 Moisture Barrier even under difficult construction site conditions. No other method is as fast.

Prime concrete subfloors lightning fast
 WAKOL PU 280 Moisture Barrier penetrates the concrete and solidifies weak concrete subfloors and strengthens them from within. It doesn't get any easier.



WAKOL®
Adhesive Compounds

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a local Nashville, Tennessee charity, the Monroe Carrell Jr. Children's Hospital at Vanderbilt, by donating items such as personal hygiene products, toys, new undergarments and clothing. FCICA will be collecting all donated items at Convention Registration. Additionally, ten percent of all raffle ticket sales will be donated to the Children's Hospital.

This annual event is open to all involved in the industry. Registration for the event can be completed online at <http://www.fcica.com/annual-convention>.

Interested in becoming a CIM? Also check out our guided 3 Days to CIM program, held March 7 – 9, 2020 at the Sheraton Music City hotel in Nashville, Tennessee. Register online at <https://fcicaflooringcontractorsassociation.growthzoneapp.com/ap/Events/Register/vP3qgDnr>.

FCICA Opens Registration for 3 Days to CIM – Nashville

FCICA, the Flooring Contractors Association, is excited to announce that registration is now open for 3 Days to CIM, being held at the Sheraton Music City hotel in Nashville, Tennessee, March 7 – 9, 2020. Attendees can register online at www.fcica.com.

Attendees will be able to earn their certification in just 3 days with this intensive approach to the Certified Installation Manager (CIM) program. Experienced CIMs will be there to moderate the event and keep attendees on schedule.

Program cost is \$100, which includes all breakfasts and lunches, plus a graduation dinner on March 9. Attendees must also purchase the full CIM program (\$1,225 members/\$1,570 non-members) by February 14. Also attending FCICA's Annual Convention and Commercial Flooring Trade Show in Nashville, TN? Register for both at <https://www.fcica.com/annual-convention>, or 3 Days to CIM alone at <https://members.fcica.com/cimcalendar/Details/3-days-to-cim-nashville-144203>.

FCICA LAUNCHES NEW WEBSITE

FCICA, the Flooring Contractors Association, is proud to announce an updated website for the organization.

FCICA has launched an improved website, www.fcica.com, that is mobile enabled and offers a clean look.

The website has different pages which showcase the education, events, and CIM program that FCICA has. It also hosts a searchable directory where visitors can search by Certified Installation Managers by company, location, categories and much more.

Sarah commented, "The new website definitely has a cleaner and more professional look to it. It is much more user friendly and will be a great tool for people looking to get more information about FCICA and its members."

The website also contains a new information hub for members where they can update their company and representative profiles and access FCICA resources.

Joyce Hollingsworth joins FCICA staff

FCICA, the Flooring Contractors Association, announced today that Joyce Hollingsworth has joined FCICA as the new Director of Programs. She will work to expand and continue the growing Certified Installation Manager (CIM) program, FCICA webinars, and

other educational offerings. Joyce has a passion of building the capacity of people to deliver quality service.

"Although we are sad to have Lizzie leave us, we are happy to welcome Joyce to the team. With a background that includes strategic planning, organizational development, designing and developing training sessions along with non-profit consulting experience, she will help FCICA reach its future education goals," says FCICA Executive Vice President, Kim Oderkirk.

"I look forward to working with flooring professionals to develop and continuously improve training for the Certified Installation Managers," added Joyce. She can be contacted at joyce@fcica.com.

Lizzie Taylor will resign to pursue other opportunities, effective January 2020.

FCICA will host ISE Logik Industries product webinar in January

FCICA, the Flooring Contractors Association, announced a January product webinar featuring ISE Logik Industries.

FCICA invites you to join us on Thursday, January 9, 2020 at 11:00 am EST, for a free informative webinar featuring moisture mitigation products from ISE Logik Industries presented by David Seland, Principal.

Products discussed will include a moisture vapor barrier adhesive for resilient flooring; a topical liquid membrane emission control; a bond promoter and a reduction admixture, designed to be used for moisture mitigation in new concrete that receives coverings and coatings. These products warrant to 100% RH and no moisture testing is required.



Since every FCICA webinar is interactive, you'll get the chance to ask questions during the LIVE Q&A at the end of the session.

If you cannot make the LIVE webinar, register anyway and we'll send you the recording. The recorded session will also be featured on FCICA's website www.fcica.com, and housed on the FCICA YouTube channel. Don't miss this FREE webinar!

These product webinars are free to all attendees regardless of FCICA membership status, but you must pre-register. Register now at <https://members.fcica.com/webinars-calendar/Details/webinar-ise-logik-industries-144241>. Registration deadline is Tuesday, January 7, 2020 at 3:00 pm EST. Join FCICA for this FREE session on January 9, 2020 featuring ISE Logik Industries.

Are you at Certified Installation Manager (CIM)? FCICA webinars provide one hour continuing education credit (CEU) toward your CIM renewal requirements. Visit www.fcica.com/CIM for more information.

ISE Logik is committed to providing the best in technology and service for concrete moisture control with sustainability at our core. Our products provide the Lean Construction choice for concrete moisture control, for both new concrete and existing concrete slabs. Our focus is changing how project teams address concrete moisture beginning in the design phase, with 100% RH warranted one-part

topical applied liquid membranes and advanced hybrid admixtures for concrete moisture control.

FCICA to Host Attributes of a CIM Educational Webinar in January

FCICA, the Flooring Contractors Association, continues their live online educational series with a webinar on Thursday, January 23, 2020 at 11:00 a.m. EST. Doug Coombs, CIM, DCO Commercial Flooring, will present Attributes of a CIM. A live Q&A will follow the presentation.

Join FCICA for this FREE to members webinar on January 23, 2020 at 11:00 a.m. EST; <https://members.fcica.com/webinars-calendar/Details/webinar-attributes-of-a-cim-154255>. Registration deadline is Tuesday, January 21, 2020 at 3:00 p.m. EST. Not a member of FCICA? You can still attend the webinar; the non-member price is \$39.95.

Are you a Certified Installation Manager (CIM)? FCICA webinars provide one hour continuing education credit (CEU) toward your CIM renewal requirements. Visit www.fcica.com/CIM for more information.

Doug Coombs Jr. is a Senior Project Manager for DCO Commercial Floors who arranges, coordinates and manages information, assets and activities for commercial flooring projects. He earned his CIM designation in 2017. With a diverse professional background that includes construction management, financial analysis, retail supply chain logistics management, lean-six sigma, operations and third-party management, Doug is familiar with a variety of management

methods that can drive productivity, quality, customer service and profitable results.

FCICA will host Sunbelt Rentals product webinar in January

FCICA, the Flooring Contractors Association, announced a January product webinar featuring Sunbelt Rentals.

FCICA invites you to join us on Wednesday, January 29, 2020 at 1:00 pm EST, for a free informative webinar featuring moisture mitigation products from Sunbelt Rentals presented by Rory Saleh.

Since every FCICA webinar is interactive, you'll get the chance to ask questions during the LIVE Q&A at the end of the session.

If you cannot make the LIVE webinar, register anyway and we'll send you the recording. The recorded session will also be featured on FCICA's website www.fcica.com, and housed on the FCICA YouTube channel. Don't miss this FREE webinar!

These product webinars are free to all attendees regardless of FCICA membership status, but you must pre-register. Register now at <https://members.fcica.com/webinars-calendar/Details/webinar-sunbelt-rentals-144256>. Registration deadline is Monday, January 27, 2020 at 3:00 pm EST. Join FCICA for this FREE session on January 29, 2020 featuring Sunbelt Rentals.

Are you at Certified Installation Manager (CIM)? FCICA webinars provide one hour continuing education credit (CEU) toward your CIM renewal requirements. Visit www.fcica.com/CIM for more information.

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FCICA announces MARCOM safety and HR courses

FCICA, the Flooring Contractors Association, is excited to announce new safety and regulation courses on the FCICA Education Platform. All course materials are produced and provided by MARCOM Ltd. and will help companies create a safer, more productive workplace.

January's featured video from MARCOM's Safety Meeting Kit Series is focused on Winter Safety and reviews the hazards that winter can bring and discusses how to enjoy the season safely. Topics in the program include how to keep warm in the cold, driving safely in sloppy weather, having fun and staying safe outdoors, avoiding the hazards of holiday decorations, celebrating the season responsibly, and more.

The Winter Safety course is accessible through the FCICA Webinars page. Click on the button to "Find HR and Safety Webinars" to purchase the course! More courses will be added to the platform within the month, so stay tuned for upcoming educational opportunities.

Meet the New Certified Installation Managers

FCICA, the Flooring Contractors Association, is proud to introduce new CIMs as of January 22, 2020, including the graduates of 3 Days to CIM Deerfield Beach and 3 Days to CIM Dallas/Ft. Worth!

The following professionals have completed all requirements of the Certified Installation Manager (CIM) Program to enhance their core skill set, experience, and knowledge base, which are necessary to successfully manage commercial flooring installation projects.

Congratulations to the following:

- Desire Arnold, CIM - Mr. Davids Flooring Int. LLC / Itasca IL
- Lindsay Bucher, CIM - Mr. David's Flooring – Itasca, IL
- Devon "D" Clark, CIM - Fishman Flooring Solutions
- Danielle Cotharin, CIM - Mr. David's Flooring – Tampa, FL branch
- Karen Coyle, CIM - Mr. David's Flooring International, LLC, Tinley Park Office
- Josef Cruz, CIM - DCO Commercial Flooring
- George Ebel, CIM - Atlanta Flooring Design
- James Fisher, CIM - Mr. Davids Flooring International LLC-Itasca
- Nate Fisher, CIM - DCO Commercial Flooring
- Dusti Gocken, CIM - Mr. David's Flooring International LLC // Central // Fithian, IL
- Zachary Goldberg, CIM - M. Frank Higgins & Co., Inc.
- Daniel Grant, CIM - Ardex Americas
- Jessica Haluska, CIM - Mr David's Flooring International – Itasca, IL
- Rob Jacot, CIM - Mr. David's Flooring International; Jacksonville branch/Jacksonville, FL
- Brian Kudron, CIM - Standard Interiors
- Gina Lazowski, CIM - Mr. Davids Flooring – Tinley Park, IL
- Yahira Olmos, CIM - Mr. David's Flooring/Itasca
- Andrew Penwitt, CIM - Mr Davids Flooring International, LLC Itasca, IL Branch
- John Ridge, CIM - Mr. David's Flooring International, LLC. Indianapolis Branch

- Kristy Riffey, CIM - Mr Davids Flooring, Indianapolis
- Bill Roach, CIM - Atlanta Flooring Design
- Jill Smith, CIM - Mr. David's Flooring – Tampa, FL.
- Billy Smith, CIM - DCO Commercial Flooring
- Ryan Sowma, CIM - Mr. David's Flooring, Int. - St. Louis, MO
- Jimmy Strickland, CIM - Atlanta Flooring Design
- Snehal Talati, CIM - Mr. David's Flooring International LLC ; Branch: Itasca
- Mitch Wiberg, CIM - Mr. David's Flooring, Itasca, IL
- Micaela Wilbourn, CIM - Mr. David's Flooring International, LLC – Itasca
- D'Angelo Wynn, CIM - Mr. David's Flooring International/Itsaca, IL

FCICA is hosting another 3 Days to CIM event: 3 Days to CIM Nashville, being held at the Sheraton Music City Hotel in Nashville, TN, March 7-9, 2020. Attendees can register online at <https://members.fcica.com/cimcalendar/Details/3-days-to-cim-nashville-144203>. This event is held just before FCICA's annual convention and Commercial Flooring Trade show!

FCICA Convention 2020 Education Sessions announced!

FCICA, the Flooring Contractors Association, is excited to announce the education sessions lined up for the 38th Annual Convention, to be held March 10 – 12, 2020 at Sheraton Music City Hotel in Nashville, TN:

- Launching the Job, presented by Mike Kelly, CIM and Brian Ratkay, CIM
- Project Management Technology for the Jobsite, a lunch and learn!
- Stuck on the Numbers, presented by Jeff Johnson and Don Styka, CIM
- Acoustics and Flooring, presented by Mike Sahli, CIM
- Succeeding in a Multigenerational Workplace, presented by Steve Hillis of Empowerment Partners.

Stay an extra day and participate in an optional training – Building Dynamic Relationships with Steve Hillis! This is a 4-hour long session sponsored by successors and presented by Steve Hillis. The training takes place on Friday, March 13 from 7:30am-12:00pm, and the cost is \$349.

The 2020 Commercial Flooring Trade Show will take place during Convention on March 10, 2020 from 2 – 6 p.m. The trade show provides attendees the opportunity to network with technical representatives, learn about new products and solutions, and ask questions.

Two interactive product demonstrations will take place on Wednesday, March 11 in between sessions 3 and 4, presented by Sika Corporation and Ardex Americas.

Attendees can earn continuing education credits (CEU's) by attending the entire education session. Those working on their Certified Installation contractors), Manager CEUs may receive a maximum of 7 credits by attending FCICA's educational sessions 1 – 5, the demonstrations, and the Commercial Flooring Trade Show.

FCICA announces Eduardo Martinez is Bruce Newbrough Scholarship winner

FCICA, the Flooring Contractors Association, in cooperation with ARDEX Americas, is pleased to announce the next recipient of the Bruce Newbrough Memorial Certified Installation Manager Program (CIM) Scholarship.

Eduardo Martinez is a project manager with Martinez Carpet Installations. "I don't remember a time when I wasn't near my dad working with floors. I have tried my best to follow in his footsteps, always having my share of failures I continue to move forward with those lessons. I'm a third-generation installer and very passionate about what I do. This isn't a job to me, it's a lifelong mission to promote trades and trade education as an honest and great choice for any young man or woman trying to decide their future. I am absolutely grateful for the opportunity to become a CIM."

This scholarship, created in remembrance of Bruce Newbrough from ARDEX Americas, provides for the entire program costs associated with the Certified Installation Manager (CIM) Program including application, content, and assessment fees.

Scholarship applications are accepted throughout the year! Applications are available on the FCICA website: www.fcica.com/CIM.

About the Bruce Newbrough Memorial Scholarship

The Bruce Newbrough Memorial Scholarship was established to provide educational opportunities to floor covering Installation Managers who have demonstrated exceptional commitment to and excellence in proper substrate preparation and installation of floor covering. Bruce Newbrough, as ARDEX Director of Technical Services and later Applications Development, tirelessly utilized every opportunity to further his vision and passion for industry education and training on proper substrate preparation, all for the purpose of achieving successful installations. This is the foundation on which FCICA, the Flooring Contractors Association was built and the reason that Bruce was a dedicated ambassador of this organization.

FCICA Announces Product Demo Lottery for Mid-Year 2020

FCICA, the Flooring Contractors Association, is excited to announce a lottery drawing for the 4 Product Demonstration slots for Mid-Year 2020!

Four (4) product demonstrations will take place at Mid-Year 2020 at Hotel Arista in Naperville, Illinois. Demo spaces will include a table, protected flooring, and electricity. The cost of one of these slots is \$1500 per demonstration, and the demonstrators must also register to attend. Companies will be chosen in a lottery drawing at Convention 2020 in Nashville, TN. To enter the lottery, complete the online form at <https://www.fcica.com/mid-year-meeting/> by February 20, 2020.

Haven't registered for FCICA's annual Convention and The Commercial Flooring Trade show yet? Register here now!

FCICA announces all MARCOM safety and HR courses are released

FCICA, the Flooring Contractors Association, is excited to announce the release of all of the new MARCOM safety and regulation courses on the FCICA Education Platform. All course materials are produced and provided by MARCOM Ltd. and will help companies create a

safer, more productive workplace. This is a member only opportunity! Each course can be purchased at the rate of \$24.95 per employee, per training.

The courses are all accessible through the FCICA Webinars page. Click on the button to "Find HR and Safety Webinars" to purchase the course. Each month, a new course will be highlighted on the FCICA website, including:

- Silica Safety in Industrial and Construction Environments
- Hand and Power Tool Safety
- Heat Stress in Construction Environments
- Preventing Sexual Harassment for Employees (Managers & Supervisors course also available)
- Personal Protective Equipment in Construction Environments
- And more!

More courses will continue to be added to the platform, so stay tuned for upcoming educational opportunities.

FCICA Announces CIM Live Online Course

February 3, 2020 (West Bloomfield, MI) – FCICA, the Flooring Contractors Association, is thrilled to announce another set of the Certified Installation Manager (CIM) Live Online Program!

The Live Online Course will be hosted online by an FCICA staff member, allowing CIM candidates to complete the program on a schedule, but still from the comfort of their home or office. The Live Online sessions will be held on every other Tuesday at 1:00 pm Eastern/10:00 am Pacific, starting March 24, 2020 and ending July 28, 2020. For more information, and to register for the program, Click here!

There is no additional fee to join the scheduled Live Online Course, but registrants will still need to pay the cost of the CIM Program: \$1,225.00 FCICA Members; \$1,570.00 Non-Members (includes all modules and assessment tests).

FCICA will host Empower Partners product webinar in February

FCICA, the Flooring Contractors Association, announced a February product webinar featuring Empower Partners.

FCICA invites you to join us on Thursday, February 13, 2020 at 11:00 am EST, for a free informative webinar featuring Empower Partners presented by Steve Hillis. This session will promote Steve Hillis' half-day session "Building Dynamic Relationship" which will be on Friday, March 11 at FCICA's Convention held in Nashville! It will also showcase Empower Partners, a consulting training and coaching company. To register for this webinar, click here.

Since every FCICA webinar is interactive, you'll get the chance to ask questions during the LIVE Q&A at the end of the session.

If you cannot make the LIVE webinar, register anyway and we'll send you the recording. The recorded session will also be featured on FCICA's website www.fcica.com, and housed on the FCICA YouTube channel. Don't miss this FREE webinar!

These product webinars are free to all attendees regardless of FCICA membership status, but you must pre-register. Register now at. Registration deadline is Tuesday, February 11, 2020 at 3:00 pm EST. Join FCICA for this FREE session on February 13, 2020 featuring Empower Partners.

Are you at Certified Installation Manager (CIM)? FCICA

webinars provide one hour continuing education credit (CEU) toward your CIM renewal requirements. Visit www.fcica.com/CIM for more information.

**Certified Installation Manager Program
Scholarship available**

FCICA, the Flooring Contractors Association, in cooperation with ARDEX Americas, announced that the next Bruce Newbrough Memorial Scholarship for the Certified Installation Manager Program will be announced in April 2020.

The deadline to submit scholarship applications is March 31, 2020. The application is available at <http://tiny.cc/36cwdz>.

The scholarship, valued at \$1,225, will enable a flooring professional to distinguish themselves from their peers by enrolling in and completing the Certified Installation Manager (CIM) Program.

The Bruce Newbrough Memorial Scholarship was established to provide educational opportunities to floor covering Installation Managers who have demonstrated exceptional commitment to and excellence in proper substrate preparation and installation of floor covering. Bruce Newbrough, as ARDEX Director of Technical Services and later Applications Development, tirelessly utilized every opportunity to further his vision and passion for industry education and training on proper substrate preparation, all for the purpose of achieving successful installations. This is the foundation on which FCICA, the Flooring Contractors Association was built and the reason that Bruce was a dedicated ambassador of this organization.

Individuals interested in applying for the Bruce Newbrough Memorial CIM Scholarship can visit www.fcica.com/CIM for more information and to download the application. To submit your scholarship application or ask questions regarding the scholarship, contact Shalynn Rangel at shalynn@fcica.com.



CIM
Live Online Course
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MEETS
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- Every other Tuesday at 1pm ET/10 am PT
- Starting March 24, 2020
- Moderator online to keep you accountable
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Empower Partners

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Protect-All Flooring

February 26 at 1:00 PM EST



No Webinar! Join us at Convention

March 10-12 in Nashville, TN



ARDEX Americas

April 8 at 1:00 PM EST



Loba-Wakol

May 7 at 11:00 AM EST



Schönox, HPS North America

May 13 at 1:00 PM EST

Register now for FREE at www.fcica.com/webinars

Interested in hosting a product webinar?

Contact Joyce Hollingsworth at joyce@fcica.com

125 TRI MAX™ by LATICRETE Recognized as One of the Industry's Best Products

Building Design + Construction has named LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, a '101 Top Products' award winner for 125 TRI MAX™, the flooring industry's first-ever three-in-one adhesive, sound control and crack isolation product that eliminates the need for sound and anti-fracture mats and membranes. Now in its third year, the annual program recognizes the best new or upgraded products for the building design and construction industry.



125 TRI MAX was named a winner in the 'Flooring' category and allows for faster, more effective tile and stone installations.

High-performance benefits of 125 TRI MAX include fiber reinforcement to produce a stronger adhesive bond and a "Heavy Service" rating per TCNA performance levels to support traffic in high volume areas. 125 TRI MAX has also been independently tested to meet ANSI A118.12.5.4 "High Performance" specifications for superior crack isolation protection, with the ability to prevent the transmission of cracks up to 1/8 inch (3 millimeters), and ASTM E2179 and ASTM E492 for sound reduction.

125 TRI MAX contains 36% post-consumer recycled materials to contribute to LEED points and is GREENGUARD certified for sustainable building.

Bostik Hires Jake Stadler as Market Manager

Bostik, Inc. recently announced that Jake Stadler joined its team as market manager for hardwood and resilient installation systems.

Stadler, who holds a degree of marketing from the University of Wisconsin-Whitewater, comes to Bostik from Champion Power Equipment where he served as a product

manager. Prior to Champion, he worked at Milwaukee Electric Tool as associate product manager. Stadler will be based out of Bostik's Wauwatosa, Wis., stateside headquarters.



"I'm excited about my new position," said Stadler. "I've always been drawn to product marketing. In particular, with the process of taking a new product from 'the idea to the shelf.' Bostik has brought so many 'firsts' to the industry, and we plan on continuing to bring in even more. I can't wait to be part of that process."

Scott Banda, Bostik's director of marketing and business development, added, "We clearly believe that Jake, with his background in product management, will be an excellent fit. Currently, Bostik has a number of new products in development, which will be ready to roll out in the not-too-distant future. We're confident that Jake's focused contributions will make these exercises even more successful than originally planned."

For more information, visit www.bostik.com.

Darlene Miller and Sarah Person named among WomenInc's Annual Listing of Most Influential Corporate Board Members

WomenInc. Magazine, a business magazine reporting on women's success and achievements, announced the release of their 2019 WomenInc's Most Influential Corporate Directors listing in the upcoming winter 2019 edition. Among the list of women executives were Federated Mutual Insurance Company Board of Directors Darlene Miller and Sarah Person. These two women were recognized for their contributions and leadership to Federated's Board.

"Federated Insurance is honored to benefit from the vision, integrity, and purpose Sarah and Darlene bring to their leadership roles at our organization," Federated Chairman and CEO Jeff Fetters said. "We thank them for sharing their extraordinary talents with

Federated and the thousands of business owners who trust us to protect their life's work."

Sarah Person, a Board Director for Federated Insurance since 2015 and current chair of our Nominations committee, also serves on the International Board of the American Gem Society (AGS). Presently, she is the Chair of Education for AGS. In addition to her leadership with Federated and her trade, she is an active citizen in the Mankato business community including serving on the Executive Committee for the Jonathan Zierdt Cancer Fund. In recent years, she has served on the executive boards of nonprofits such as the YMCA, United Way, and the Feeding Our Communities Partners - Backpack Food Program.

Darlene Miller, a Board Director for Federated Insurance since 2018 and current chair of our Investment committee, also serves on the Delegation for Friendship among Women Board of Directors and is very engaged in promoting women entrepreneurship internationally and in the United States. In 2011, Darlene was appointed to the President's Council on Jobs and Competitiveness. Darlene is active in manufacturing associations such as MPMA and PMPA – having served on their boards and being the first and only female president in 80 years at PMPA. In April of 2016, she was inducted into the Minnesota Women Business Owners Hall of Fame.

DCO Commercial Floors Announces New Director of Business Development

DCO Commercial Floors announces the appointment of long-term employee, Luke Canup, as Director of Business Development. In this new role, Luke will join the leadership team of the company and will be responsible for leading the sales team, understanding client and market needs, and developing strategic growth initiatives that support the future goals of the company.

Curtis Blanton, President of DCO Commercial Floors says, "We are very excited for Luke to step into this role. He exemplifies the values of DCO and will be a positive addition to the leadership team; he is well respected in our company, industry, and community. As we continue to grow and expand our presence, leaders like Luke will make a positive impact on the success of



the employees and the company.”

Luke is eager for the opportunity to support team members in reaching their own individual goals and supporting the growth of the company. He feels honored to be a part of the leadership team.

“As we grow and add staff, communication becomes more of a challenge. It is crucial that all employees understand the goals of the company. Luke, who is a walking

embodiment of the company’s vision, naturally permeates the right message throughout the company every day,” expresses Blanton.

Luke has been involved in the construction industry since he was only 16 years old and has been passionately driven since embarking into the industry. He studied Architecture at Clemson and currently holds a bachelor’s degree in Construction Science & Management from Southern Polytechnic State University. Luke has aided in the company’s success and established a presence in the Atlanta market during his eight years with the company.

Luke says, “DCO is a family company that is founded on core values I genuinely share. I firmly believe in the success of this company and feel that increasing our presence in the flooring industry will be the key to that success.”

Fishman Flooring Solutions Names Ana Dimeo to Lead Its Architecture, Design and Facility Team

Fishman Flooring Solutions, a leading distributor of flooring and flooring installation products, has named Ana Dimeo manager of its Architecture, Design and Facility (ADF) function. In her new role, she will oversee Fishman’s team of ADF professionals, who work with architects, designers, specifiers, facility managers and others to simplify, expedite and successfully complete the process of selecting and installing flooring in commercial and multi-family buildings.



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“We believe there is untapped potential for our ADF consultants to make an even greater difference in the marketplace under Ana’s leadership,” said Greg Vale, vice president of sales for Fishman. “In today’s fast-track construction environment, consultants who can ensure that flooring installation projects flow seamlessly from concept and specification to completion, even in the face of unanticipated problems, are highly valued.”

Collectively, the Fishman ADF team has more than 90 years of experience in the flooring distribution industry, according to Vale. Among the team’s unique strengths is an understanding of the range of flooring and flooring installation products on the market, which enables them to recommend products that are best suited to meet an end-user’s specific needs and solutions that can best address specific problems. This results in time and cost savings during the construction process, fewer headaches for everyone involved and, ultimately, satisfied clients and end users.

Dimeo joined Fishman’s ADF team in July 2017, bringing with her experience in commercial and food service design. She is a graduate of the University of North Carolina with a Bachelor of Fine Arts degree. She resides in Charlotte, North Carolina.

■ ■ ■ Fuse Alliance Announces 2020 Annual Conference

On March 1-4, the Fuse Alliance will meet at the Hyatt Regency Indian Wells Resort & Spa in Palm Springs, Calif. The Annual Conference is the perfect venue for Fuse network members and preferred suppliers to share, learn and connect.

This year’s Annual Conference, “Lighting the Future,” focuses on the contributions of the professional commercial flooring contractors’ expertise, in partnership with the manufacturers, to ensure a successful flooring project for the end user. The partnerships between manufacturers and flooring contractors continue to be essential as most projects include multiple flooring surfaces and complex installation schemes.

With a strong network of flooring experts, Fuse Alliance is poised to educate, advise, and inform everyone involved in commercial interiors projects about effective flooring solutions. The conference is designed to

help members and suppliers collaborate on being relevant to what is happening in the industry today, adjusting focus to stay ahead of the curve, and creating a stellar future for the entire network. The four-day event will include educational and technical sessions, supplier presentations, keynote speakers, networking events, awards, and Sunday’s golf outing.

Registration is open here. For more information, visit www.fusealliance.com.

■ ■ ■ Gene Corvino Named President of Distributor William M. Bird

Southern Diversified Distributors announced today that Gene Corvino will serve as president of William M. Bird and senior vice president, chief financial officer of Southern Diversified Distributors. Corvino has worked at William M. Bird for 31 years and has experience with all aspects of the business.

Maybank Hagood will continue in his role as chief executive officer of Southern Diversified Distributors and William M. Bird.

Robert Hagood will serve as president of Twenty & Oak, LLC and president of Southern Diversified Distributors. Robert has worked at William M. Bird for 27 years.

In a related move, Mark Stacy has been promoted to corporate treasurer of William M. Bird. Stacy will continue to serve as controller of TranSouth Logistics. Stacy has worked at William M. Bird for nine years.

■ ■ ■ HMTX Promotes Routman and Altman

HMTX Industries’ Rochelle Routman has been given a new title, chief sustainability and quality officer, and David Altman has been promoted to vice president of product and customer support, a newly created role for which he is uniquely qualified.

Since Routman came on board in 2016 as chief sustainability officer, she has led a team that oversees sustainability and transparency, along with product evolution, including innovation, testing, performance,

and customer support. Over the past year, the team has expanded its focus on quality.

Altman will provide strategic direction and leadership that will deliver the exchange of resources, information and communications necessary to support a global vision of product excellence. Altman has a breadth and depth of experience spanning diverse product categories as well as familiarity with manufacturing.

HMTX Industries is a global luxury vinyl tile manufacturer. The HMTX family includes Halstead; Metroflor; Teknoflor; Aspecta; and Vertex.

■ ■ ■ Understanding & Choosing Reliable Concrete Polishing Training & Certification

World of Concrete is the commercial construction industry’s first, largest and most important annual event for concrete and masonry professionals. The 2020 conference will welcome 60,000 industry professionals to the Las Vegas Convention Center from February 3-7. INSTALL will join the United Brotherhood of Carpenters and Joiners of America in Booth C6261.

INSTALL Executive Director John T. McGrath Jr. will present a wide-ranging seminar on concrete polishing training and certification on Tuesday, February 4 from 10am to 11:30am.

Understanding & Choosing Reliable Concrete Polishing Training & Certification will address the standards necessary for reliable, non-proprietary, industry-endorsed concrete polishing education. Concrete polishing successes and failures will be explored through case studies, in addition to the foundation of legitimate concrete polishing training and certifications. At the conclusion of the course, attendees will better understand the value of existing programs, helping them make informed labor decisions that will positively impact their bottom line.

Attendees will learn:

1. How to assess educational provider standards
2. How to evaluate an education program’s structure, materials and practices
3. Necessity of in-person and hands-on training evaluations
4. Differences between training and certifying



Solutions to the Labor Crisis, Keys to Reliable Labor – Recruiting, Training and Retaining

Presented by Southeastern Carpenters Regional Council Representative Daniel Hicks, Solutions to the Labor Crisis, Keys to Reliable Labor – Recruiting, Training and Retaining will introduce DOMOTEX USA 2020 attendees to some of the most pressing skilled labor challenges facing the floorcovering industry today.

The conference brings together over 5,000 flooring professionals from across North America and the rest of the world. This includes contractors, builders, merchandisers, retailers, wholesalers, architects and designers. It is scheduled to run from Feb. 5-7, 2020 at the Georgia World Congress Center in Atlanta, Georgia.

Solutions to the Labor Crisis, Keys to Reliable Labor will be held February 6 from 10:30am-11:30am. It covers the many components a business needs in securing a reliable, professional labor force. This

INSTALL to Present at World of Concrete 2020 and DOMOTEX USA 2020

INSTALL, the flooring industry's most specified training program, will kick off two years of growth and educational development with major speaking engagements at World of Concrete 2020 and DOMOTEX USA 2020. These annual gatherings bring together nearly 70,000 construction professionals from around the world. INSTALL Executive Director John T. McGrath Jr. will present "Understanding & Choosing Reliable Concrete Polishing Training & Certification" at World of Concrete 2020. Southeastern Carpenters Regional Council Representative Daniel Hicks will discuss "Solutions to the Labor Crisis, Keys to Reliable Labor – Recruiting, Training and Retaining" at DOMOTEX USA 2020.

Each presentation highlights major trends effecting the floorcovering installation industry. In addition, each will discuss key concepts influencing INSTALL's growth and educational/training developments over the next several years.

includes recruitment, retention programs, reliable training standards and installer certification.

Kicking Off Two Years of Growth and Educational Development

Each presentation above discusses key concepts that will influence INSTALL's mission, growth and future educational

developments. 2020 kicks off two years of significant development for the organization. This includes continued expansion into major markets, a focus on Infection Control Risk Assessment (ICRA) outreach programs for healthcare environments, plus new training and certification programs for polished concrete and ceramic tile flooring. Keep up to date on these key developments here.

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base sales volume for 2019, is the most prestigious of the awards. In addition to the award, the winners receive an \$8,000 to \$10,000 cash prize.

Mats Inc. Names Rich Ruhlin Chief Growth & Product Officer

Commercial flooring company Mats Inc. announces the promotion of Rich Ruhlin to chief growth and product officer, reporting to CEO Barry Hume.

Ruhlin has more than 25 years of sales, marketing and account management experience. He has been with Mats Inc. since 2000, serving in various roles during that time, including New England regional sales manager, vice president of healthcare development, senior vice president of sales and chief marketing officer.

In his new role as chief growth and product officer, Ruhlin will be responsible for developing and implementing key account growth strategies, collaborating with sales partners to enhance client relationships, serving as a cross-functional leader to strengthen manufacturing connections and

leading the design and development of future product introductions.

Metroflor Launches Accessories Program

Metroflor has introduced a range of waterproof accessories for the Engage Genesis rigid core collection and the new Engage Inception SPC collection to ensure that retailers and installers can create a seamless-looking, premium effect.

Trim options for Engage Genesis and Engage Inception extend its style to the moldings by using the same film as the floor chosen for the best match possible. Made with a grey structural core, the waterproof profiles offer durable, reliable performance with fast and easy installation and maintenance.

Gary Keeble, director of marketing for Metroflor, suggests that when installing matching trim with high-contrast designs, especially for stairs, installers should set aside pieces of flooring that best match the trim provided before beginning the flooring installation. This will deliver a more consistent and visually pleasing effect. For

at The International Surface Event (TISE) in Las Vegas. At the Foundation Room in Mandalay Bay, Metroflor's sales team presented "best of the best" accolades for 2019. Some highlights include:

Once again, Tri-West, Ltd. received the most awards for a total of three: The Paramount Award, honoring Metroflor's single largest distributor based on overall sales volume across all products and brands in 2019; the Metroflor LVT Distributor of the Year; and the Western Region Sales Champion Award, bestowed to Kris Gunckel.

Kirk Sandifer and Nick Melnyk of newcomer Cain & Bultman, which became a Metroflor distributor-partner last year, received the Visionary Award for best embracing Metroflor's brands and products.

Following is a complete list of all the Metroflor distributor award winners:

Metroflor LVT Distributor of the Year:

Tri-West, Ltd.

Engage Genesis Distributor of the Year: L.

Bornstein & Company

Engage Inception Distributor of the Year:

Herregan Distributors

Eastern Regional Sales Champion:

Leigh Sterrett, Cain & Bultman Midwest

Regional Sales Champion:

Larry Roder, Herregan Distributors

Southwest Regional Sales Champion:

Angela Brooks, Adleta Corporation

Western Region Sales Champion:

Kris Gunckel, Tri-West, Ltd.

Visionary Awards:

Kirk Sandifer and Nick Melnyk, Cain &

Bultman

Paramount Award:

Tri-West, Ltd.

President's Award:

Ohio Valley Flooring

more information, visit metroflor.com.

Metroflor Names Winners of Distributor Performance Awards

Metroflor Corporation bestowed its annual distributor performance awards

MAPEI wins 2019 GreenStep International award

MAPEI received the 2019 GreenStep International award at the GreenStep Environmental Awards banquet, which was held by *Floor Covering Weekly* magazine at the Dalton Golf & Country Club in Dalton, GA, on Wednesday, September 18. The International award is presented to companies with an international presence, and a clear focus on sustainability and transparency.



MAPEI has a strong global commitment to sustainable environmental practices.

Since 1994, the year that MAPEI's first Quality Management System was certified, 42 of MAPEI's subsidiaries have been certified as ISO 9001 – Italy (7); Europe (19); North and South America (6); and Asia, Australia and Africa (10). In addition, 31 of MAPEI's production facilities are certified as ISO 14001 and 17 are certified as OHSAS 18001/ISO 45001.

Jim Whitfield, MAPEI Corporation's Director of Technical Services, and Brittany Storm, MAPEI Corporation's Sustainability Manager, were both on hand at the event to accept the award for MAPEI. "MAPEI is honored to receive this GreenStep International award from *Floor Covering Weekly*," Whitfield said. "This award recognizes our commitment, not just in the U.S., but internationally, to transparency and to being good environmental stewards."

"This award is the culmination of extensive research and communication between the U.S. and Italian sustainability and executive teams. It is a tribute to the open lines of communication that exist within and between the different branches of MAPEI – the very communication necessary for such a strong sustainability policy to exist. We may be an international company, but our commitment to sustainability is common and clearly focused," Storm said.

She added, At MAPEI, this commitment is built into everything we do and reflects in our triple bottom line – People, Products and Planet – whether it is employee training, product documentation and transparency, or operating processes that are designed to reduce our carbon footprint and maximize our environmental handprint."

Whitfield agreed, stating, "As MAPEI continues to grow, here in the U.S. and internationally, we will continue to lead the way, providing system solutions that not only save time and money, but also the planet. That really is the definition of working smarter."

Mipolam Symbioz from Gerflor USA Debuts Revitalized Color Line

Color matters. Research regularly proves its impact on everything: color can improve productivity, boost mood and balance emotion, and even promote health and wellness. Recognizing the importance of color in healthcare design, Gerflor recently refreshed the color palette of Mipolam Symbioz homogeneous resilient sheet flooring.

First introduced in 2011, Mipolam Symbioz is a homogeneous sheet flooring made with 100% bio-based plasticizer. Featuring the patented Evercare Surface Treatment, which provides resistance to stains and chemicals found in acute care hospitals, Mipolam Symbioz is ideal for highly trafficked healthcare environments. It is FloorScore certified with close to zero VOC emissions, nearly 100 times lower than today's green building requirements, and is also HPD and EPD certified. But it's the added value of a

thoughtful, modern color line that makes Mipolam Symbioz a designers' choice product, not only in healthcare but also for education interiors and other large, public spaces.

Informed by input from designers, as well as industry trends, the revitalized color line features 14 new colors, including blues, purples and greens, as well as more accent hues and neutrals. Mipolam Symbioz is now offered in a total of 31 contemporary, tone-on-tone, non-directional colors.

The new generation of environmentally responsible homogeneous flooring, Mipolam Symbioz is available in 6'6" x 66' 2mm thick rolls and is ISO 22196-certified to inhibit the spread of bacteria. Made from 75% sustainable or renewable resources, Mipolam Symbioz is 100% allergen-free, antimicrobial and REACH compliant, and is 100% recyclable at the end of its useful life. HPD and EPD Type III certificates are available.

For more information, visit gerflorusa.com.

Mohawk Returns to Greenbuild as Premier Sponsor

Mohawk Industries is once again a premier sponsor of the Greenbuild International Conference and Expo. The flooring manufacturer continues to press for more sustainable options in flooring through its support of this important movement and showcasing innovative solutions that illustrate sustainability. Mohawk's growing portfolio of residential and commercial flooring solutions designed to minimize environmental footprints while increasing social "handprints" will be exhibited at booth# 805.

"For more than a quarter century, USGBC has been working with partners like Mohawk to advance our goal of green buildings for all and Greenbuild is where we come together to shape the next phase of that journey," said Mahesh Ramanujam, president and CEO, U.S. Green Building Council. "Mohawk has been a committed partner of USGBC's and is a driving force for the green building industry. We are grateful for its support and presence as Greenbuild heads to Atlanta."

George Bandy Jr., chief sustainability officer of Mohawk Flooring North America, will welcome guests and officially open the second day of Greenbuild, Wednesday, Nov.

20, ahead of this year's much-anticipated keynote speaker: President Barack Obama.

"We are incredibly honored to welcome the green building world to our very own backyard," said Bandy. "Each year the possibilities for living sustainably grow because of the dedicated people who attend this conference and because of manufacturers and other companies that deliver the most sustainable solutions to the marketplace. We at Mohawk are driven by innovation and transparency, so that every day we approach our design and manufacturing processes with the mindset to create better products for a better world."

Mohawk possess large portfolio of thoughtfully designed solutions across hard and soft surface, for both the home and the workplace. Attendees at Greenbuild can experience a number of these floor coverings, including the manufacturer's latest Living Product collection—a carpet plank system designed by Jason McLennan in collaboration with Mohawk Group and inspired by the plumage of North American owls—as well as Air.o, the first 100%



recyclable soft floor covering that is also hypoallergenic, easy to clean, and VOC-free.

For more information, visit www.mohawksustainability.com.

■ ■ ■ Mohawk's Air.O Achieves Declare and Health Product Declaration Certifications

Mohawk Industries announced the

company's Air.o Unified Soft Flooring (USF) line has achieved Declare and Health Product Declaration (HPD) certifications. Air.o was showcased as part of Mohawk's portfolio of flooring solutions designed to minimize environmental impact at Greenbuild. The Air.o display at Mohawk's booth helped the manufacturer earn the coveted Green Exhibitor Attendee Choice award.

Engineered with just one material and latex-free with no "new carpet" smell, Air.o is 100% recyclable. The line continues to expand to meet growing popularity demands and serve the needs of families. Air.o gives consumers greater design capabilities while offering an easy-to-clean, VOC-free option to serve their homes.

"Declare labels and HPDs help us expand our commitments more strategically and better communicate, organize and connect Mohawk's holistic approach to sustainability across our family of brands," said George Bandy Jr., chief sustainability officer at Mohawk Flooring North America. "The next generation is very cognizant of the types of companies and organizations with which they do business. We know that this next step in our journey will allow us to reach new customers and spread our message of sustainability further than ever before."

Mohawk holds current and relevant certifications that illustrate its leadership in product transparency and its commitment to manufacturing products that help contribute to healthy spaces. The International Living Future Institute's Declare program provides a clear, elegant and informative "nutrition label" for building products. Declare aligns with Mohawk's commitment to transparency in support of the Living Building Challenge's Red List and Responsible Materials Imperatives to streamline material documentation and project certification.

A Health Product Declaration (HPD), developed by the Health Product Declaration Collaborative, is a standard format for reporting product ingredients and associated health information. HPDs objectively provide the critical information needed to support accurate supply chain disclosure and informed decisions by building designers, specifiers, owners and end users.

"Consumers want to know that a company like Mohawk has a commitment to transparency, effectiveness, performance,

design and overall corporate social responsibility," added Bandy. "It's not just about creating better products, but also about educating our consumers at the point of sale around the types of solutions that are better for them and their families."

For more information, visit www.mohawkflooring.com.

■ ■ ■ Mr. Davids' Safety Department Elevates Standard Practice to Business Function

Mr. Davids Flooring International is taking workforce safety and health awareness from standard practice to strategic business function with the launch of its safety department. "Safety is always a priority, but we saw an opportunity to make safety part of our core business," said Leonard Zmijewski, co-founder of Mr. Davids Flooring International.

A new head of safety has been added to the business leadership team and a new safety department has been launched to ensure that safety is strategically planned and managed in collaboration with traditional core business functions such as finance, sales, and operations.

■ ■ ■ QEP Unveils New Flooring Division – Harris Flooring Group

As the next step in the integration of the recently acquired Naturally Aged Flooring™ and Kraus® brands, Q.E.P., Co. Inc. is proud to introduce Harris Flooring Group™. Harris Flooring Group includes the acquired brands, Naturally Aged Flooring and Kraus, in addition to the legacy Harris® brand.

"Harris Flooring Group was created to reflect our commitment to our customers, and ultimately to our end users," said Renee Tester, Harris Flooring Group's Senior Product and Marketing Manager. "Since 1898, Harris has been serving the flooring industry by hand crafting hardwood flooring of exceptional quality in the United States. Now, we are branching out to offer two additional high-quality flooring brands, Naturally Aged Flooring and Kraus, and their collections, which provide an expanded innovative and stylish flooring assortment."

For decades, Naturally Aged Flooring has been dedicated to the art of hard surface flooring specializing in unique yet timeless

Miami Marlins Will Install Shaw Sports Turf at Marlins Park

The Miami Marlins will install a synthetic grass surface at Marlins Park as part of a multi-year corporate partnership with Shaw Sports Turf. With the enhancement to the playing surface, the club is also adjusting the outfield dimensions in center field and right-center field, moving the fences in towards home plate.

“In going through the process of evaluating the playing surface at Marlins Park in 2019, we set out to find a solution to combat the challenges we have experienced with growing natural grass in Marlins Park,” said Derek Jeter, Miami Marlins CEO. “We appreciate the extensive research and new technology from our partners at Shaw Sports Turf to help us deliver a consistent playing field designed to enhance the safety for players and the playability for baseball.”

The B1K: Batting A Thousand by Shaw Sports Turf is a dual fiber turf system comprised of Shaw’s high-performance Strenexe XD slit film and Bolt monofilament. This system provides durability and functionality by minimizing infill “splashing,” maintaining adequate infill levels across the field. The Bolt fiber provides realistic ball roll, friction and natural grass aesthetics. These characteristics ensure the experiences of the players and fans will be maintained at the highest level.

“Shaw Sports Turf is very excited for the opportunity to partner with the Miami Marlins on this project; the franchise is one that values innovation, but also proven quality,” said Chuck McClurg, vice president of Shaw Turf. “We are confident that the B1K Baseball System for Marlins Park will provide an exceptionally consistent, elite playing surface that will rival the best natural playing surfaces in Major League Baseball.”

The Geofill Performance Infill



within the blades forms a firm surface similar to natural soil with lower energy rebound levels that closely mimic high-performance natural grass. Geofill is composed of 90% coconut and 10% naturally derived plant-based matter. The B1K surface also creates natural baseball bounce. The accompanying shock pad in the synthetic-grass system provides additional safety and performance benefits, including shock attenuation from contact with the surface.

Two other MLB teams have utilized the Shaw Sports Turf product. The Arizona Diamondbacks, who experienced similar environmental challenges with growing natural grass, installed the synthetic grass in their retractable-roof field prior to the 2019 season, and the Texas Rangers opted for B1K for their new retractable-roof ballpark, which opens in March 2020. BrightView Design Group will complete the installation project of the B1K Baseball System at Marlins Park.

More than 40% of NFL teams currently use a synthetic-grass playing surface due to the improved technology over the last several years. Synthetic-grass surfaces are now a commonplace throughout collegiate and professional sports, with numerous top college football and baseball programs making the

switch to synthetic turf.

“While playing the Diamondbacks in Arizona, we were able to get a close look and examine the new surface at Chase Field,” said Michael Hill, Miami Marlins president of baseball operations. “We agreed as an organization that this change was for the best after our players and staff had encouraging remarks regarding the playability of the playing surface.”

By switching to a synthetic-grass surface, the Marlins organization is reinforcing its commitment to sustainability. Operational changes associated with installing the new synthetic grass will help Marlins Park save water, decrease energy usage for cooling the seating bowl, and help protect the internal structure of the ballpark from environmental exposure to the sun. Marlins Park is the first-ever retractable-roof LEED Gold Certified facility in the world. The ballpark’s environmentally friendly design incorporates conservation, sustainability, and energy efficiency.

The new synthetic grass surface will have additional ancillary benefits, allowing use of the playing field throughout the year as Marlins Park continues to develop into a world-class entertainment destination venue.

For more information, visit www.shaw sportsturf.com.

Novalis to Begin U.S. LVT Manufacturing in Q3

Novalis Innovative Flooring announces plans to expand its LVT manufacturing footprint with the addition of its first production facility in the U.S.

Novalis has dedicated a capital investment of \$30 million dollars to the project in Dalton, Georgia, which will be adjacent to its newly opened North American headquarters and North American innovation center. Plans for the production facility will highlight the most advanced technologies in rigid core LVT manufacturing and will house the latest in automation. Production is expected to start in Q3 of this year.

hardwood flooring and luxury vinyl plank fashions. Kraus provides a quality offering of both soft and hard surface flooring including carpet tiles as well as luxury vinyl and laminate collections.

"Bringing these brands together allows us to provide our customers with a simpler experience, one with better service, and increased value," continued Renee. "We will be able to leverage greater capabilities and global scale to offer the best products and service to help our customers profitably

grow their business."

New branding will be revealed at the upcoming Surfaces trade show, along with new products in support of each of the brands. In partnership with our most valued asset, our customers, we ask you to be part of our family tree at booth 2223!

Shaw Showcases Sustainability Efforts at Greenbuild

For the third year in a row, Shaw Industries Group, Inc. hosted an Education Lab as part of the annual USGBC Greenbuild conference and expo in addition to showcasing a test installation of an innovative new trade show carpet product and highlighting the sustainability focuses of the company's Patcraft, Shaw Contract, and Shaw Floors Builder Group brands.

Shaw offered five CEU-credit approved education sessions in its Education Lab. The sold-out sessions provided fresh thinking and continuing education opportunities for approximately 500 attendees. Featured speakers

included subject matter experts from The International WELL Building Institute, Health Care Without Harm, Purpose Built Communities, Enterprise Community Partners, Veneklasen Associates, Greystar, Center for Active Design and the University of Georgia's New Materials Institute in addition to Shaw.

Echoing the U.S. Green Building Council's commitment to sustainable and resilient communities and cities, Shaw's participation in Greenbuild centered on highlighting best practices and lessons learned in specific sectors such as affordable housing, health care, multifamily and residential housing. "The spaces where we learn, create, and come together to solve our greatest challenges have a significant impact on wellbeing," said Susan Farris, vice president sustainability and corporate communications at Shaw Industries. "That's why at Shaw we're keenly focused on the ingredients that go into our products and the impacts of sound, moisture and other design elements on people in addition to global challenges like climate change and ocean plastics"

The conference provided an opportunity for various Shaw brands to showcase their sustainability efforts, including: Shaw Contract's 2 Degrees sustainability journal; Patcraft's sustainability themed Idea Book; healthy home market insights from the Shaw Floors team; and Shaw Specialty Markets's innovative, new trade show carpet COMFOR3T.

"We are proud to be a part of Greenbuild again," Susan Farris added. "At Shaw, we work closely with a large network of partners and organizations to help us continue to take the next step forward, across every element of our sustainability strategy to support the wellbeing of people and the planet." For more information, visit shawinc.com.

Third-Generation Rothberg Takes LATICRETE Flag Deep into the Amazon

LATICRETE, a leading manufacturer of globally proven construction solutions for the building industry, sponsored a wilderness expedition into the mountainous region of the Colombian Amazon known as Chiribiquete. Daniel Rothberg, Regional Manager of Flooring in Latin America proudly represented the company as he and his

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New Product Innovations Provide Growth Opportunities for Synergy Flooring

What Pat Kelly, president, of Synergy Flooring in Kennesaw, Ga., loves most about the flooring industry is that it provides ample opportunities for entrepreneurs to start businesses and to succeed. As Synergy Flooring continues to grow, the company looks to new product innovations to service its growing customer base.

Q: How did you get started in the flooring industry?

I started with Milliken & Co. when I graduated from the University of Georgia, and worked for more than 25 years in the commercial carpet business.

Q: What is your favorite thing about the flooring industry?

The flooring industry provides excellent opportunities for entrepreneurs to start a flooring business and succeed.

Q: How's business? What opportunities and challenges are you seeing?

Our business has continued to grow and expand over the past 10 years. We have had to adjust to varying business conditions and we continue to diversify our customer base. New commercial flooring products are providing significant new business opportunities. Our challenge is to make sure we have the capability of servicing our growing customer base.

Q: How do you see the state of the industry right now?

The state of the flooring industry is in a relatively good position. New, innovative products are creating opportunities and providing new solutions. But the industry is challenged with the decreasing number of qualified flooring installers.



Q: How did you become involved with FCICA and what benefits does the group offer?

I was recruited to FCICA by a fellow flooring contractor, Bruce Reeve. FCICA has proved to be a great resource for me to network with other highly successful commercial flooring contractors and the best flooring suppliers in the industry. The educational opportunities provided by FCICA have helped everyone on the Synergy Team, and we currently have five Certified Installation Managers (CIM).

crew, which consisted of two American rock climbers, one American kayaker, one Polish explorer, one Colombian naturalist professor and three local indigenous Colombians, voyaged along a river dubbed 'Caño LATICRETE'. The group's goal was to go upriver in a motorboat as far as possible and then climb up and across the mountains scouting for unknown cave paintings rumored to be in the area before finally descending downriver in portable rafts.

"As a global company, we believe learning the culture of communities far and wide allows our teams to have a better understanding of the wide scope of ways we can provide unmatched support," said Rothberg. "Our group had an incredibly successful trip getting to experience one of the last unexplored places on earth. With the help of local guides, we learned about the history and culture of the Chiribiquete and discovered scientifically significant archaeological sites.

Discovering multiple layers of paintings on a mountainside depicting figures hunting and dancing, animals, trees, handprints, and spectacularly, an almost life-size jaguar complete with spots, Daniel and his crew had succeeded in their mission. Together, they uncovered a trove of valuable ancient rock art informing the scant record of prehistory in the Amazon.

LATICRETE supports the community in a variety of ways every year, including sponsoring workers alongside former President Jimmy Carter on a Habitat for Humanity project, funding a girls school in Ghana, sponsoring Earth Day celebrations and funding a five-year Yale Medical School surgical mission to Uganda.

"The underlying goal of corporate citizenship at LATICRETE remains clear: create a better world in which to do business and a better world in which to live," said David Rothberg, Chairman and CEO of LATICRETE.

UZIN Adds Hank's Specialties as Distributor Partner

Uzin Utz North America, Inc. announced recently that Hank's Specialties, Inc., based in New Brighton, Mn., will be its newest distributor Partner in the upper Midwest.

Hank's Specialties started in 1976 when Hank Grachek and his two sons, Randy and Bruce, began selling floor covering supplies out of a 20x40 ft rental garage. Today, with Randy and Bruce at the helm, Hank's boasts 17 locations around the upper Midwest and continues to serve the floorcovering contractor and installer with one of the largest inventories of quality flooring and floorcovering supplies.

"We are excited to partner with Hank's and their knowledgeable, experienced and professional staff," said Brian Preuss, vice president of sales for the UZIN brand. "We look forward to a long and mutually

profitable relationship with them.”

UZIN will supply its full range of substrate preparation products through all 17 branch locations serving customers in North and South Dakota, Nebraska, Minnesota, Iowa and Western Wisconsin.

Uzin Appoints Technical Sales Representative

Uzin recently announced the addition of Matt Law as technical sales representative to the Uzin Mid-Atlantic team. Law most recently worked as an assistant project manager for a major commercial floor covering contractor in Cherry Hill, N.J. He brings with him six years of floor covering industry experience to the Uzin sales team. He will report to Drew Jubis, Uzin regional manager.

Uzin Utz North America Adds Safety Specialist

Uzin Utz North America has announced the addition of Jerome Mester as its new environmental health and safety specialist. Mester brings over 30 years of health and safety engineering experience to the Uzin Utz North America group. Most recently he was the director of environmental health and safety with an Alaska Native Regional Corporation headquartered in Anchorage, Ala., where he developed and managed their institutional safety program. His other work experience has been as the clinical safety director at the University of Texas Health Science Center and as an occupational safety and health officer with Johnson



Controls. Mester will report to Pieter de Lange, director of Manufacturing.

Tarkett Helps Fishman Flooring Solutions Conclude Its Year-Long Centennial Celebration

Tarkett hosted a lunch at Fishman Flooring Solutions headquarters in Baltimore on December 11, 2019 to conclude Fishman's year-long celebration of 100 years of continuous business success.

“It's important to note that Tarkett was a key part of our centennial celebration from the very beginning and not just at the end,” said Bob Wagner, president and CEO of Fishman Flooring Solutions, a distributor of Tarkett products. “They hosted celebratory lunches throughout the year at each of the 37 Fishman branches and we're extremely grateful for their support, as well as for our excellent partnership with them.”

A feature at the 37 lunches was a banner provided by Tarkett that recognized Fishman for its long-term leadership in the flooring marketplace. The banner was signed by Tarkett's sales teams and Fishman employees at each branch. The final stop for the traveling banner was Fishman's Baltimore headquarters, where it was signed

by employees and senior managers from both companies and where it will be on permanent display.

“One hundred years of success in today's business world is a unique accomplishment,” said Debbie McLaughlin, Tarkett vice president for distribution. “Sponsoring the 37 lunches and presenting the signed banner was our way of recognizing that unique accomplishment in our unique way.”

Fishman first opened its doors in Baltimore in 1919, selling thread and sewing supplies to workrooms under the name L. Fishman & Son. Over the years, it has evolved into a supplier of more than 36,000 products to flooring installation contractors. Fishman, which is 100% employee-owned, changed its name to Fishman Flooring Solutions in 2012 to better reflect the value it brings to the flooring marketplace.



Schönox Announces Winners of 6th Worst Subfloor Contest

The winners of the sixth annual Worst Subfloor Contest were announced January 29 at a special Schönox On It Hour event in Las Vegas, Nevada. The judges-including Sim Crisler, Peter Craig, Lewis Migliore and Paul Pleshek-said the competition this year was fierce, and it was a challenge narrowing down the winners. This year's projects were bigger and better than ever, with over 500 pictures submitted and more than 950,000 square feet in projects represented.

The winners of the sixth annual Worst Subfloor Contest are,

First Place: D&R Commercial Flooring-Brooklyn Heights, Ohio

Distributor: CDC Distributors

Team Members: Dan Schrickel, Bob Bassett, Matt Bassett and Allan Bassett

Schönox Representative: Clay Criswell

Type of Project: Corporate

Prize: Offshore Deep Sea Fishing Trip

Second Place: Pro Com Flooring-Greensboro, North Carolina

Distributor: William M. Bird

Team members: Mike Bowers, Jeff Berg, Santis Team

Schönox Representative: Doug Young

Type of Project: Healthcare

Prize: 256 GB Apple iPhone 11

Third Place: Music City Floors-Nashville, Tennessee

Distributor: William M. Bird

Team Members: Jason Frazee, Chris Glass, Blake Burton and Bobby Clymer

Schönox Representative: Tristan Schoeneweiss

Type of Project: Corporate

Prize: 44mm Apple Watch

Honorable Mention: Garage Experts of North Atlanta-Braselton, Georgia

Distributor: Jon Don

Team Members: Jason Lindsey, David Ciontos and Harold Marulanda

Schönox Representative: Doug Young

Type of Project: Commercial



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ANY MANUFACTURER
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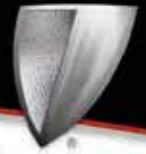


ANY COLLECTION
solid, engineered,
multi-layer, exotic



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FINISHES



Risk Management: Prevention Could Mean Profits

Establishing and promoting a culture of risk management can have a silent, but significant, impact at your business. Prioritizing safety and judgment can help protect your people and your profits. Emphasis on workplace safety and loss prevention — from senior management to front line employees — helps businesses run more efficiently and avoid errors that could dent or break the bottom line.

Every injury, every lawsuit, every poor hire, every missed opportunity to plan can pull money out of your pocket. Insurance helps pay for the direct costs of a loss, such as property damage, medical bills, and legal expenses. But your business is responsible for some related expenses — hiring and training new employees, lost productivity, low morale, damaged reputation, and potentially higher insurance premiums.

Hard to Detect, but Still Worth It

Workplace safety, employee screening, sound policies, and other risk management practices are essential. The tricky part is that the outcomes of a good risk management program are difficult to demonstrate. When everything goes right, you don't have any examples to prove how effective your efforts were. There's no paperwork, no accident site photos, no medical bills. But think about it: A chunk of your profits can disappear every time an employee slips, strains a muscle, falls, or fails to follow company policies and procedures. In this case, the absence of proof is the proof.

Constant Improvement

Your policies follow the guidelines and you post appropriate signage, so there's nothing more to do, right? Not so fast. Even the best businesses can get better.

Federated Insurance clients repeatedly echo four points regarding the value of risk management culture and its positive impact on businesses. Keep the following in mind, and always be looking out for potentially hazardous situations.

It has to start at the top. Management should model good behavior, reinforce a "safety first" message, and invest time and resources to implement sound policies and procedures. Without their buy-in, it's difficult to establish a successful risk management culture.

Empower employees. Give employees the tools and incentives to take ownership in a risk management culture. Set clear expectations and reward positive behavior.

Take control. Many claims are preventable. Create and enforce policies related to safety, conduct, and hiring. Designating a risk manager to address these critical practices is one way to take the reins.

It has a financial impact. Hidden expenses can quickly add up. Additionally, losses can impact your workers compensation experience modifier, which may lead to higher insurance costs.

In a competitive business world, where turning a profit is often the highest priority, it's tempting to sweep risk management under the rug with the expectation that an injury or accident won't happen. That could be a costly mistake. Focus on risk management, and you can positively impact your bottom line.

This article is for general information and risk prevention only and should not be considered legal or other expert advice. The recommendations herein may help reduce, but are not guaranteed to eliminate, any or all risk of loss. The information herein may be subject to, and is not a substitute for, any laws or regulations that may apply. Qualified counsel should be sought with questions specific to your circumstances. © 2019 Federated Mutual Insurance Company.

FCICA announces MARCOM safety and HR courses

FCIICA, the Flooring Contractors Association, is excited to announce the release of 50+ MARCOM safety and regulation courses on the FCICA Education Platform. All course materials are produced and provided by MARCOM Ltd. and will help companies create a safer, more productive workplace. This is a member only opportunity! Each course can be purchased at the rate of \$24.95 per employee, per training.

The courses are all accessible through the FCICA Webinars page. Click on the button to “Find HR and Safety Webinars” to purchase the course. Each month, a new course will be highlighted on the FCICA website, including:

- Silica Safety in Industrial and Construction Environments
- Hand and Power Tool Safety
- Heat Stress in Construction Environments
- Preventing Sexual Harassment for Employees (Managers & Supervisors course also available)
- Personal Protective Equipment in Construction Environments
- And more!

More courses will continue to be added to the platform, so stay tuned for upcoming educational opportunities.

FCICA, headquartered in West Bloomfield, Michigan, is the resource for premier commercial flooring contractors. Promoting the advancement and continuous development of Certified Installation Managers (CIM). Providing technical education, business support and industry expert networking.



Delivering skills and knowledge to enhance the professionalism of commercial flooring contractors. FCICA is an international association whose contractor members serve the continental United States, plus Burma and Canada. For more information about FCICA: visit our website www.fcica.com or call 248-661-5015; toll free (877) TO-FCICA. ■





SPOTLIGHTING CIMS

BILLY SMITH, CIM

Company: DCO Commercial Floors

Title: Installation Manager

Years at current company: 4

Years in the flooring industry: 20

What does your current position entail?

As installation manager, I'm constantly vetting crews who are up to industry standards and pairing them with projects that best suit their installation experience. I work side by side with sales, estimating, project managers, installers, GC's, scheduling, warehousing and deliveries to have a successful project.

Why become a Certified Installation Manager?

I wanted to become a CIM in order to keep growing by learning from industry leaders and having a resource for continuing education.

How did you end up in flooring?

I was lucky enough to have found my soulmate, whose family has been installing tile for over 50 years.

What inspires you?

What inspires me is faith, family and hard work.

What's an interesting thing about you that most people don't know?

I love to fabricate and weld. I hold welding certifications with the American and Canadian welding associations.



JOHN GILLESPIE, CIM

Company: The Gillespie Group

Title: Vice President

Years at current company: 10

Years in the flooring industry: 28

What does your current position entail?

Overseeing the year over year success of the Gillespie Group and our 7 offices nationally including sales, estimating, project management, client & vendor relations, and office management/scheduling.

Why become a Certified Installation Manager?

To increase my knowledge as a project manager on the projects I am running. Also, to help grow my other project managers skillsets to help them in their careers

How did you end up in flooring?

I was born into the flooring world, left it for a few years and did basement waterproofing and residential radon fan installations then came back to it.

What inspires you?

Helping others learn new things and seeing people grow in all aspects of our industry. Seeing the generation below me coming into the workplace and how they do things differently. Being part of something larger than myself and being a part of building new buildings that change the skyline.

What's an interesting thing about you that most people don't know?

I enjoy summertime more than winter time, I am an avid fisherman, boater, and beach goer. I travel as much as I can to see new places and meet new people. I perform my best in high stress situations.



EDUCATE.



NETWORK.



LEAD.



“I have gained a family of very knowledgeable friends that I have used as mentors to grow our business and value to our clients.”

Bruce Reeve, CIM | Flooring Services, Inc.



“If you participate fully in FCICA, you will not only improve the quality and the ability of your company, but you will be able to make more profit at the end of the day.”

Mike Roberts | Bonitz

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Monroe Carell Jr.
children's Hospital
at Vanderbilt

MONROE CARELL JR. CHILDREN'S HOSPITAL AT VANDERBILT

FCICA and the Next Gen group invite you to join us in supporting Monroe Carrell Jr. Children's Hospital at Vanderbilt. We will also be collecting items from the below list to be donated to the hospital. Please note, because it is a hospital, Monroe Carrell Jr Children's Hospital is unable to accept donations except those listed below. Donations will be accepted at the registration desk throughout Convention 2020. 10% of all red raffle and 50/50 ticket purchases will also be donated to the Children's Hospital.

PRESCHOOL AGE NEEDS:

- Building Legos
- Playbooks
- Puzzles
- Fisher Price medical toys

INFANT/TODDLER NEEDS:

- Crib side aquariums
- Rattles and teethingers
- Activity balls
- Activity cubes
- Onesies
- Plastic mobiles
- Light up toys

GENERAL NEEDS:

- Individual Play Dough
- Stress balls
- Crayons, washable markers, colored pencils
- Bubbles
- Coloring books
- Playing cards
- Children's books
- Children's movies
- Stuffed animals
- Portable DVD players
- Socks
- Shirts
- Maxi pads
- Tampons
- Underwear
- Travel size shampoo, conditioner, body wash
- Plastic bins
- Grab and Go toys
- Small fans

BIG WISH ITEMS:

- Disney Light Spinners
- Sound spa machine
- Bumbo

SCHOOL AGE NEEDS:

- Legos
- Board games
- Puzzles
- Match box cars
- Train set
- Superhero and princess figures
- Barbies

TEEN NEEDS:

- Board games
- Playing cards
- Jewelry making kits
- Journals
- Canvases
- Craft kits



1



1. DAP® Introduces ‘Heavy Duty’ Construction Adhesive with Enhanced Formula

DAP* now offers the reformulated DynaGrip® Heavy Duty which offers 50% more instant grab than the previous DynaGrip Heavy Duty formulation. This powerful instant grab makes DynaGrip Heavy Duty a great solution for both interior and exterior construction and remodeling projects. According to the company, DynaGrip delivers a powerful instant grab to hold vertical projects in place instantly.

DAP’s DynaGrip Heavy Duty is easier to gun for greater efficiency and consists of a low odor formula that is compliant with stringent VOC regulations. DynaGrip is a must-have for the installation of subfloors, drywall, heavy remodeling and new construction.

The adhesive is offered in 5 oz., 9 oz. and 28 oz. For more information, visit www.dynagrip.dap.com.

2



2. LATICRETE Expands HYDRO BAN® Line with New Shower Pan Kit and Shower Pan

LATICRETE has launched the HYDRO BAN® Shower Pan and the HYDRO BAN Shower Pan Kit, which provides everything needed for a shower installation in one package.

HYDRO BAN Shower Pan is packaged with a pan and HYDRO BAN Sheet Membrane to cover the pan. The product provides the option to waterproof the shower walls using Sheet Membrane, liquid over cement board or with HYDRO BAN Board, each sold separately.

Both the HYDRO BAN Shower Pan and Shower Pan Kit are designed to be installed with the HYDRO BAN Bonding Flange Drains. They are suitable for use to construct pre-sloped showers, as well as stalled communal showers and pet showers.

3



3. MAPEI’s Ultrabond Spray RFA and CTA: An Evolution in Spray Adhesives

MAPEI introduces Ultrabond Spray RFA and Ultrabond Spray CTA, two new spray adhesives that represent a revolution in carpet and resilient flooring installations. Designed to replace trowel-applied adhesives, these aerosolized, water-based, high-performance, acrylic adhesives allow installers to stand upright during the application process.

Ultrabond Spray RFA is intended for use with resilient flooring, while Ultrabond Spray CTA is designed for use with carpet tiles. Both sprays feature high moisture resistance for bond durability, superior tack for secure floor placement, and extended coverage when compared to trowel-applied adhesives; one can of Ultrabond Spray RFA or Ultrabond Spray CTA is the equivalent of one gallon of traditional adhesive. For more information, visit www.mapei.com.

4



4. SAM 3 from NAC Products applicable to various substrates

SAM 3 sound abatement membrane works with or without a sound rated ceiling assembly and is lab tested, achieving an IIC of 70 for impact sound reduction and an STC of 67 for airborne sound reduction. SAM 3 resists MVT and provides crack isolation protection up to 3/8". For more information, visit www.NACproducts.com

5. Shaw Contract Introduces Desert Lights

Shaw Contract introduced Desert Lights, a new carpet and rug collection that draws inspiration from the American Southwest, as well as the brilliant hues and subtleties of desert light.

Desert Lights features two different construction methods. The first is broadloom carpet utilizing Tailor Tuft, a custom tufting broadloom machine and proprietary technology that produces cut-and-loop construction. The second is broadloom carpet utilizing Canvas, a high-speed printed production in 76 dpi high-definition. Two of the custom patterns in the rug offering are available as running line rugs or broadloom. These rugs are finished with surged edges for a more high-end residential aesthetic.

With twenty-one custom patterns of sculptured texture and high-definition, Desert Lights presents a breathtaking view carved from nature. For more information, visit www.shawcontract.com.



6. Stauf Introduces R701

Stauf's R701 is our toughest and strongest 2 component urethane on the market today. It comes in pre-measured containers. Simply add B to A, and you have resolved every moisture issue involved with any flooring install, including indoor, outdoor, and even underwater. Because of its ability to withstand the harshest of environments, it is ideal for high moisture, high humidity and problematic floors due to excessive moisture. There is no flash time required so installation can commence immediately.

While R701 is not a moisture barrier, it has no limitations with regards to RH or PH. R701 is suitable for almost any type of floor covering including synthetic turf, rubber, vinyl, VCT and LVP just to name a few, and it remains flexible throughout the seasons.



AVA EDUCATION

AVA® LVT delivers a variety of options for education, including colorful styles featuring easy maintenance and more scratch resistance over typical coatings. Discover a wide selection of choices at avaflor.com or call 877-861-8592.

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 TACKSTRIP ADHESIVE & CRACK/JOINT FILLER

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- Low viscosity two-part system; mixes within nozzle tip
- Stretch carpet in 20 minutes
- Use with a standard caulk gun

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7



7. New Schönnox AP Rapid and AP Rapid Plus Synthetics With Hybrid Active Dry Technology

Introducing Schönnox AP Rapid and AP Rapid Plus synthetic gypsum hybrid self-leveling compounds. Offering the benefits of both worlds by combining the versatility, strength and durability of synthetic gypsum with the speed of fast-curing cement. Dust reduced properties and low VOC content only add to the many advantages of AP Rapid and AP Rapid Plus. The products are

100% Active drying, rapid curing, pumpable self-levelers.

Schönnox AP Rapid and AP Rapid Plus synthetic hybrid self-leveling compounds are ideal for application in healthcare, education, multi-family, hospitality and more.

AP Rapid ready for covering in as little as 6 hours, AP Rapid Plus overnight.

8



8. DEWALT Offers New 10-In. High Capacity Wet Tile Saw

DEWALT® announces the new 10-In. High Capacity Wet Tile Saw (D36000). It's a lightweight, accurate, and portable choice for cutting small and large-format tile used by tile setters, remodelers, and even landscapers.

The wet tile saw provides capacity for up to 37-in. rip cuts, as well as cutting 24-in. by 24-in. tile on a diagonal. It also offers 18-in. cutting clearance to the left of the blade and 8-1/2-in. cross cut capacity before the column. At just 91lbs., it can be conveniently moved on and off the job. The stable, rubber-matted cutting cart provides consistent accuracy to within 1/32-in. over a 30-in rip cut. This tile saw provides excellent water containment, allowing for set up in a finished space.

9



9. Whittaker Introduces New Smart Care® TRIO Carpet Care Machine

Whittaker introduced a new 12-inch Smart Care® TRIO machine for low-moisture encapsulation carpet cleaning. It features a machine-mounted solution tank, making it easier to conduct interim carpet maintenance.

The Smart Care® TRIO machine is equipped with three counter-rotating brushes for greater mechanical action for heavily-soiled and high-traffic areas. It also features an integrated collection hopper for debris pick-up, landing gear to protect the brushes when not in use and lite-touch control for easy operation. The TRIO machine is also available in 15-, 20- and 25-inch options.

When the TRIO machine is used in conjunction with Whittaker's CRYSTAL® Chemistry line, organizations can enhance the appearance and color of their carpets and extend carpet life. For more information, visit www.whittakersystem.com.

10



10. DalTile Unveils RevoTile for Fast Installation

DalTile has launched RevoTile, a patented porcelain tile floating floor system that installs two times faster than traditional tile. RevoTile installs in just three easy steps: 1) Place underlayment 2) Click together tiles and 3) Grout.

Once grouted, the perimeter of the RevoTile genuine porcelain tile floor is sealed and RevoTile creates a waterproof flooring system. DalTile offers RevoTile porcelain tile in 26 marble, wood, stone, and concrete looks. The collection features DalTile's state-of-the-art digital printing technology, Reveal Imaging. This proprietary innovation produces realistic color, detail, and veining that are unique on every single tile.

RevoTile is made in the U.S.A. using imported materials. Currently launching nationwide, DalTile's RevoTile is available through DalTile's 250+ company-owned sales service centers. For more information, visit <https://www.daltile.com/revotile>

11



11. Tarkett Adds Two New Patterns to Garden Walk Collection

Tarkett announced two new patterns (one Broadloom and one Modular) for the Garden Walk Collection: Solana and Allium.

Both new patterns feature soft geometric foundations, balanced by organic overlays. Solana features a brick-like inlay beneath wandering ivy vines. Available in broadloom, this style offers luxurious plushness with minimal pattern lines. Allium layers the impression of a garden trellis and scattered leaves beneath tip sheared accents of a large damask. The random cut of each modular tile creates a meandering, handmade feel.

Tarkett has divided the Garden Walk Collection into two portfolios: Modular/Pow-erbond constructions and Broadloom. Each design is created with 100% solution-dyed DYNEX yarn, making them colorfast to light, contaminants, and harsh cleaning agents. For more information, visit www.tarketta.com.

12



12. Daltile Launches New Porcelain Tile, Assemble

Daltile launches Assemble, a new porcelain tile collection comprised of unique-looks that combines terrazzo, an agglomerated visual, with the beauty of natural stone. Available in large-format sizes (30x30 in., 30x60 in.) and a 12x24 in. tile, as well as coordinating 2x2 in. mosaic and 2cm pavers (32x32 in.), designers can create seamless designs, integrating the indoors with the outdoors, for an uninterrupted contemporary and modern look. Assemble is suitable for floor, wall, countertop, and exterior use, and comes in a range of grey tones (Magistrate, Emissary, and Proxy) in a matte finish.

For more information, visit www.daltile.com.

13



13. Shaw Introduces Soft Floor Covering

Shaw Industries Group, Inc. unveiled a new soft floor covering at Greenbuild 2019 in Atlanta: COMFOR3T.

Made with 60-80% recycled content, COMFOR3T reduces the use of virgin materials by incorporating recycled content. The product can be reused multiple times and is 100% recyclable come time for replacement. The COMFOR3T can be returned to Shaw and will be recycled back into new COMFOR3T or other products. It is Cradle to Cradle Certified Bronze, having been assessed for material health, material reuse, renewable energy / carbon management, water stewardship and social fairness.

COMFOR3T maintains the high performance standards. It cleans easily and maintains its beauty over multiple uses. The product will launch in 2020 with a carefully selected color line. For more information, visit shawinc.com.

14



14. Multiply hardwood plywood underlayment for vinyl, ceramic, carpet, wood and laminate

Available from Ontario Plywood is Multiply high-performance hardwood underlayment panel. Multiply® panels are calibrated to offer accurate thickness and squareness and provide a precision fit for easy assembly. Multiply panels are made by a dedicated mill to assure consistency from panel to panel every time.

Professional installers and flooring retailers trust Multiply® because of decades of proven trouble-free performance. The panels meet or exceed all vinyl flooring manufacturers' requirements. Backed by a limited lifetime warranty.

Artaic Welcomes Ariel Schuster as Sales & Design Consultant

Artaic, designer and fabricator of architecturally compelling mosaics, is pleased to welcome Ariel Schuster as a new Sales & Design Consultant. Joining Artaic's Boston design studio, Schuster will serve as a leading resource for design inspiration, strategic processes and pricing in both residential and small commercial projects.

Schuster brings eight years of interior design knowledge to Artaic, with an eclectic background in both traditional and technology-driven design. Her time managing an interior design business combined with her experience using comprehensive software applications for e-commerce home furnishings make her well-suited for the Artaic's uniquely modern approach to a traditional mosaic design.

"Ariel's genuine passion for the design industry combined with her extensive background in the craft makes her an excellent fit for our team," says Ted Acworth, Founder of Artaic. "We look forward to seeing how her fresh insights and expertise will impact the growth of our business."

In Schuster's new role, she'll work closely with homeowners, interior designers, and architects, through the design process step-by-step, whether it be working with an existing design plan or starting from scratch. With a knack for client relations, Schuster hopes to best illustrate how mosaic tile has a unique ability to transform any space.

"It's a privilege to work with such a talented team that is dedicated to giving new life to the mosaic artform through innovation," says Schuster. "Artaic is forward-thinking and revolutionary in its production methods and materials. I hope to bring a fresh set of eyes and a new perspective to support Artaic's continued growth."

To learn more about Artaic, please visit www.artaic.com.

NAFCD Announces 2020 Officers and Board Members

The North American Association of Floor Covering Distributors (NAFCD) is pleased to announce the organization's Board of

Directors for 2020. The NAFCD Board is comprised of senior executives from both distributor and supplier member firms representing all types of floor covering materials, related supplies and accessories.

"We are pleased to welcome an impressive group of leaders to the 2020 NAFCD Board of Directors," said NAFCD Executive Vice President Kevin Gammonley. "I am confident that this year's Board will continue with the momentum of past leadership to carry out NAFCD's strategic plan in 2020 and onwards."

The 2020 NAFCD Board of Directors includes:

Executive Officers:

- President: Dunn Rasbury, A&M Supply, Marietta, GA
- President-Elect: Shane Richmond, Fishman Flooring Solutions, Baltimore, MD
- Vice President: Kyle Gorny, Blakely Products, Warren, MI
- Treasurer: Robert Marra, Abraham Linc, Bridgeport, WV
- Immediate Past President: Steve McKenna, McKenna Distribution Ltd., Regina, SK

Distributor Directors:

- Dori Blitzstein, Roesel-Heck Company, Inc., Baltimore, MD
- Pat Theis, Herregan Distributors, Eagan, MN
- Brian Green, J.J. Haines, Glen Burnie, MD
- A.J. Warne, Abraham Linc, Bridgeport, WV

Supplier Directors:

- Steve Bjorklund, USG, Chicago, IL
- Mark Johnson, Traxx Corporation, Pomona, CA
- Joe Cavanaugh, Tarkett, Salon, OH
- Jim Nielsen, FloorSource, Lafayette, GA
- Mike Croes, Sika USA, Lyndhurst, NJ
- Dave Wallace, Precision Flooring Products, Morristown, TN

Pantone Announces 2020 Color of the Year: Classic Blue

New York, NY, December 6, 2019-Pantone has announced its 2020 color of the year: Classic Blue.

A timeless and enduring blue hue, Pantone 19-4052 Classic

PAINTERS' UNION DEBUTS RENEWED INSTALLATION/FINISHING ARM

The 2019 Finishing Industries Forum (FIF) launched on December 9, in Las Vegas, Nevada. The three-day event opened the announcement of the new identity of their reinvigorated joint labor and management initiative, Painters and Allied Trades Labor Management Cooperative Initiative (LMCI), to Finishing First.

Finishing First directly reflects its role as a resource of the finishing trades--giving union contractors and the craftspeople they employ a single, unified voice to address relevant industry issues. The Finishing Trades--

which include industrial and commercial painting, drywall finishing, glazing, sign and display, and floorcovering installation-- add beauty, value and longevity to virtually every structure, from ship hulls and stadiums to historic buildings like the U.S. Capitol and Parliament in Canada.

In addition to the new name, the Finishing First new identity includes a redesigned logo, new marketing materials, refreshed programs and a new website that highlights the quality, expertise, safety and value resulting from a successful labor and management partnership.

Blue is elegant in its simplicity. Suggestive of the sky at dusk, the reassuring qualities of the thought-provoking Pantone 19-4052 Classic Blue highlight our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.

Imprinted in our psyches as a restful color, Pantone 19-4052 Classic Blue brings a sense of peace and tranquility to the human spirit, offering refuge. Aiding concentration and bringing laser like clarity, Pantone 19-4052 Classic Blue re-centers our thoughts. A reflective blue tone, Classic Blue fosters resilience.

■ ■ RFCI Launches Assure Certified Program for Rigid Core LVT

The Resilient Floor Covering Institute (RFCI) and SCS Global Services announce a new program, Assured Certified, to ensure the continued growth and popularity of rigid core luxury vinyl tile (LVT) marketed and sold in North America.

“As part of our mission to support the interest of resilient flooring, RFCI and member manufacturers determined there was an urgent need to establish industry-wide standards for rigid core LVT quality, no matter where it’s made,” said Dean Thompson, president and CEO of RFCI.

Rigid core LVT is the fastest growing resilient flooring category. It has evolved quickly from an multilayer resilient concept—first as expanded polymer core (also called WPC), and quickly adding solid polymer core (SPC)—to a very popular, resilient waterproof flooring solution offered by many brands. Assure Certified flooring will be positioned as “Smart. Durable. Responsible.”

SCS Global Services (SCS), an international leader in third-party certification and standards development, will provide certification services and direct the testing protocol. This includes an assessment of the manufacturing quality control procedure for material suppliers, product traceability, chain of custody, internal QC testing and segregation of non-conforming products and materials. It also includes an on-site manufacturing facility audit, as well as performance testing in compliance with the rigid core ASTM standard, testing for heavy metals and ortho-phthalates content, and FloorScore testing for indoor air quality.

FloorScore, another RFCI program managed by SCS Global Services, is an industry-recognized indoor air quality (IAQ) certification standard for hard surface flooring materials, adhesives, and underlayments.

“The standards for the Assure Certified program will be the best protection and quality assurance for all rigid core manufacturers, suppliers, distributors, retailers and, of course, consumers and end users,” Thompson said.

“Flooring customers are very informed and engaged in choosing safe, high performance flooring for their homes, offices, and other indoor uses,” said Nicole Muñoz, vice president of environmental certification services at SCS. “Assure Certified is a timely label for this rapidly developing flooring category.”

Rigid core manufacturers can contact SCS Global Services directly to start their certification process now, the organization said.

For more information, visit RFCI.com site and the SCSGlobalServices.com site.

■ ■ NAFCD Announces 2019 Award Winners

The North American Association of Floor Covering Distributors (NAFCD) recognized 2019 NAFCD award recipients at the 2019 NAFCD Annual Convention in New Orleans.

The recipient of the NAFCD Lifetime Achievement Award was Arden Kelley of Commercial Flooring Distributors (Debarry, Fla.). Kelley was introduced by his son, Mike Kelley, at the NAFCD member meeting. The NAFCD Lifetime Achievement Award recognizes an individual who has shown exceptional leadership and made outstanding contributions that have led to expanding the vision of the floor covering distribution channel.

“NAFCD is thrilled to present Arden Kelley of Commercial Flooring Distributors with our 2019 Lifetime Achievement Award as he represents a professional who has dedicated his entire career to our industry and has made many positive contributions along the way,” said Kevin Gammonley, NAFCD executive vice president. “Arden has been very good to the NAFCD and is a positive role model within the distributor community.”

The recipient of the NAFCD President’s Award was Steve McKenna of McKenna Distribution Ltd. (Regina, Canada) who served as president of NAFCD in 2019. The award was presented by Dunn Rasbury, NAFCD’s president-elect.

CFI TO OFFER SURFACE PREP TRAINING CLASS IN KENTUCKY

Ross Tarrant Architects, Louisville Tile Distributors and CFI have joined forces to present the first ever CFI Surface Prep Training Class in Louisville, Kentucky, March 27 and 28.

This two-day installer training course has been over a year in the making and provides a comprehensive look at evaluating and resolving surface prep issues in the floorcovering and ceramic industries.

The course covers many topics, including moisture testing, proper underlayment selection and installation, checking for level and plumb, identifying surfaces contaminants, concrete porosity, dealing with existing floorcovering, use of self-levelers and other prep products. The class provides an in-depth discussion and hands-on demonstrations of commercial residential applications.

The training class represents part two of CFI’s efforts to educate installers and retailers on proper technique and industry best practices for surface preparation. In August 2019, CFI published the CFI Surface Prep Resource Guide as a reference guide for floorcovering dealers, distributors and retailers.

“On behalf of NAFCD, I'd like to thank Steve for his enthusiasm and dedication over the past year as NAFCD's president,” said Gammonley. “Steve's commitment and passion have contributed to many of the year's accomplishments.”

The recipient of the NAFCD Growth Award is Mike Croes of Sika USA (Lyndhurst, N.J.). The NAFCD Growth Award recognizes an NAFCD member who has made outstanding contributions in furthering NAFCD growth from increasing engagement with current members, growing support from industry partners and exceptional efforts in member recruitment.

For more information, visit www.nafcd.org.

■ ■ **Three New Chapters of AIA's “Guides for Equitable Practice” Available**

The American Institute of Architects (AIA) and the University of Washington released three final chapters of the “Guides for Equitable Practice.”

“Guides for Equitable Practice” were developed in partnership with the University of Washington and the University of Minnesota to improve firm culture and to build equity, diversity and inclusion in the architecture profession. Specifically, the guides are intended to be a firm resource for applying principles of inclusion and equity in attaining a professional work environment, building fluency in intercultural competency, improving cultural awareness, and for developing and retaining employees.

The final set of chapters focus on developing employee career paths; building and involving authentic community engagement and measuring firm progress in developing equitable practices.

Previously released chapters cover: increasing intercultural competence and reducing bias; managing workplace culture; establishing parity in compensation; attracting and retaining talent using equitable recruitment and retention practices; adopting equitable and inclusive negotiation skills; and mentoring and sponsoring employees to make workplaces more diverse and inclusive.

The guides were developed using current research on gender, race and culture in the U.S., and include perspectives from architects on what equity, diversity and inclusion mean as well as moral, business, ethical and societal cases that can help individuals, architecture firms and others build equity in their organizations.

For more information, visit www.aia.org.

The Commercial Flooring Resource Guide

Locate collaborators that meet your needs: search by project type, product, location, and more.

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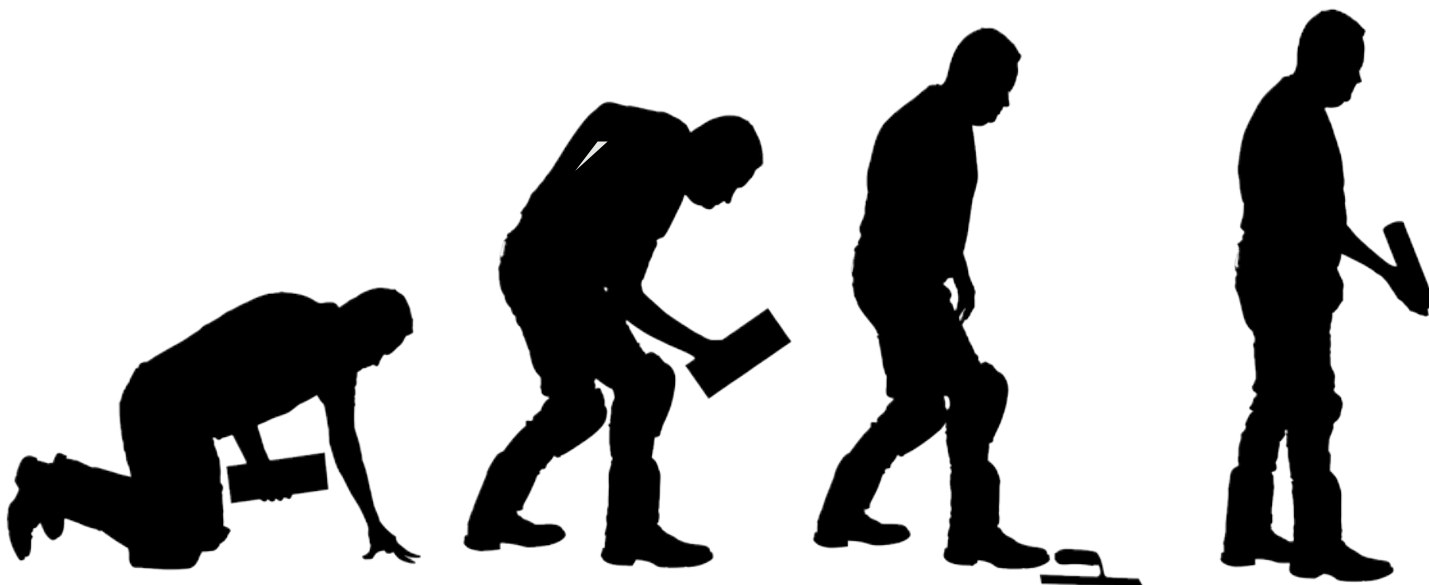
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