

PERFORMANCE AND PROFITABILITY KIT

Learn More to Earn More

Shaw
Shaw Learning AcademySM

3

**Commercial
Success
Steps**

Understanding
Prospecting,
Customer
Needs and
Product
Capabilities





Commercial Success Steps

Understanding Prospecting, Customer Needs and Product Capabilities

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[WELCOME TO COMMERCIAL SUCCESS STEPS]

Shaw Learning Academy is pleased to present Commercial Success Steps. This course includes a series of short segments with practice activities to help you become better at selling to the Main Street Commercial market segment.

Shaw Learning Academy also offers intensive 1, 2, or 3-day courses on many retail selling skills; however, during our mini-series, we will be highlighting some basic information on how to understand the negotiated market and become familiar with technical information on products, fibers and backing systems.

Our Agenda

- Commercial Sales: Understanding the Negotiated Market
- Shaw Main Street Commercial Products
- Commercial Market Segments, Their Needs and Product Applications
- Technical Information: Shaw Commercial Yarn Systems
- Technical Information: Backing Systems
- Keys to Growing Your Main Street Commercial Business

Course Objectives for the Full Series

At the conclusion of “Commercial Success Steps,” you will be able to

- Identify the commercial market segments and their highest priority needs.
- Identify the characteristics of the various commercial fibers.
- Select the benefits of the various backing systems using a sales scenario.
- Recommend products in the Philadelphia Commercial Focus 45 and the Queen Commercial Focus 45 based on the customer need as demonstrated in a sales scenario.
- Select the best product for the end use application in multiple-choice questions.
- Gain some new ideas about growing your Main Street Commercial business.



COMMERCIAL SUCCESS STEPS

WELCOME

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SEGMENT 1

Commercial Sales: Understanding the Negotiated Market

[OBJECTIVES FOR SEGMENT 1]

- Determine elements of Main Street Commercial business.
- Identify what specific end uses fall into each of the commercial market segments.
- Create a response you could use if a customer asked you about The Shaw Green Edge.

[WHAT IS A NEGOTIATED MARKET?]

A negotiated market is one in which each transaction is negotiated between a buyer and a seller, and in Main Street Commercial carpet, that is typically a flooring subcontractor and an end user. Carpet retailers have the opportunity to provide products and services to companies without going through the bid process. For example, a local medical office needs new carpet and someone in the office will do the selection and purchasing. That purchaser will either contact you or come to your store because of an existing relationship, and the two of you will discuss the performance requirements. Once you recommend several products to the end user, a selection is made and the terms of sale are negotiated between the two of you.

Shaw Industries has provided Main Street Commercial products for the negotiated market through its Philadelphia Commercial and Queen Commercial lines for many years, and they are proficient at understanding the negotiated market needs and what products will satisfy those needs and offer a value to the customer.

[WHAT IS MAIN STREET COMMERCIAL?]

Main Street Commercial marketplace describes how products get to market, that is, commercial entities buy directly from carpet dealers and do not go through a lengthy bid process. There may or may not be architects and designers involved; that depends on the end user. Basically, commercial customers are looking for the same things that your residential customers are: performance, styling and value. However, in the Main Street Commercial market, customer needs may be more specific in how they want their flooring to perform and which of the performance requirements are the highest priority for their end use segment.

Interestingly enough, over the past several years commercial and residential styling has become closer in terms of color and texture preferences because businesses, leased space, medical offices and other commercial facilities wish to create warmer, friendlier environments combined with the durability that quality commercial products provide. For example, as designers have become involved in the education market, the color selections have moved from traditional school colors to a wider variety of colors like those used in the residential market.

In addition, as new technology enters the carpet manufacturing arena, it is employed not only in commercial styling but also in residential styling. There's more and more crossover between residential and commercial as urban development fosters live-work facilities, urban lofts and residential properties near city centers.

[MAIN STREET COMMERCIAL END USERS]

Although there is some crossover in what might be considered part of a segment, the attached chart shows many possible Main Street Commercial opportunities

| Tenant Office | Institutional | Education | Healthcare Medical | Retail | Hospitality | Residential Contract |
|---|--------------------------------------|-------------------------------------|----------------------------------|------------------------------------|--------------------------|----------------------------|
| Corporate Office Parks | Local Government | Public Schools | Doctor and Dentist Offices | Retail Mall Tenants | Entertainment | Condos |
| Small Office Suites | Public Facilities | Private Schools | Hospital Lobby and Waiting Areas | Funeral Homes | Health and Fitness Clubs | Apartments |
| Banks and Finance Companies | Church Sanctuaries and Offices | University and Community Colleges | Private Clinics | Video Stores | Restaurants and Cafes | Dormitories |
| Architect and Survey Offices | Community Centers | Pre-School Learning Centers | Rehabilitation Clinics | Movie Theaters | Hotels and Motels | Retirement Centers |
| Insurance Agencies | Reception Halls | Daycare Centers | Nursing Homes | Shopping Center Management Offices | Country Clubs | Live-Work Urban Facilities |
| Airport Administration and Public Areas | Classrooms and Corridors in Churches | Dormitories | Walk-in Medical Centers | Newspaper Offices | Bowling Alleys | |
| | GSA General Services Administration | School Administration & Maintenance | Assisted Living Facilities | Cable TV Offices | Billiard Parlors | |
| | Prison Administration | Learning Centers | Senior Living and Offices | Automotive Showrooms | Theaters and Stage | |
| | | | | | Night Clubs | |

[BENEFITS OF SELLING MAIN STREET COMMERCIAL PRODUCTS]

- Higher average net selling price, larger ticket orders and increased margin opportunities.
- High volume and low claims
- Higher visibility for you and your store, which could lead to more referrals and new business.
- You don't have to wait for customers to come to you; can prospect for this business.
- Commercial customers make more frequent carpet purchases, especially in locations subject to high traffic, such as leased office or retail space, medical facilities, and many other commercial end uses listed on previous page.
- Opportunity to build long-term relationships with building owners and managers or facility managers, which can turn into annuity business for you and your store. As you become the supplier of choice, repeat business will come.
- You won't always have to compete through a bidding process.
- Can satisfy the needs of different types of customers. Since your commercial and residential customers may cross over, your opportunity to provide Main Street Commercial products may have originated from a residential purchase, and vice versa.

[CALLING ON THE MAIN STREET COMMERCIAL CUSTOMER]

This process requires prospecting for new business and not just waiting in the store in the hopes that customers will come. Shaw offers other courses on prospecting; however, just to get us thinking about finding new business, let's talk about a few steps that you might take. Prospecting is the process of actively searching for, identifying, and contacting businesses and individuals who may be candidates for purchasing or specifying our carpet. Your objective in prospecting is to create a "pool" of these various candidates that you can prioritize, target and contact.

[WHERE TO FIND GOOD PROSPECTS]

- People
- Periodicals: newspapers/magazines/business journals
- Business or trade groups such as chamber members, all restaurants, etc.
- Telephone books and all types of directories
- The Internet through search engines: Google, Yahoo, etc.
- And, last but not least is the concept of visual prospecting, which means always be looking at signs, new businesses, construction and renovation whenever you're driving around town. And, if you're in a building, check out the building directory of who else might need your product or service in that building.

[A FEW TIPS TO BEGIN PROSPECTING]

- Always be in the prospecting mode; continually look for new opportunities to provide flooring for commercial end uses.
- Think of every business and every person you meet as your personal directory to potential new customers and contacts.
- The keys to generating leads are to ASK questions, LISTEN for valuable information and RECORD or write down the information you learn.
- Your current customers. Always ask for referrals when you have satisfied customers. They are a great source for new business.
- Read constantly to learn about new businesses, renovations, business licenses, etc.

- If you are involved in any charitable organizations, always let people know you can provide commercial carpet for their businesses. Remember, people do business with people they like, and when you become involved in a like-minded venture, whether it is professional or civic, you generate interest and potential business.
- Search telephone books in your city and cities nearby for the types of businesses mentioned in chart 1.1.
- Use the Internet to search types of businesses: Google, The Book of Lists, national directories such as Corporate 1000 or Financial 1000, Dun and Bradstreet, lists by city.
- Check Trade Association membership lists such as ISP: Institute of Store Planners; BOMA: Building Owners and Management Association; ALFA: Assisted Living Federation of America. (on the website or by purchasing a list).
- Check governmental statistics on numbers of employees or largest employers in an area.

Note: Shaw Learning Academy offers a course entitled “Prospecting Power: Moving from Cold Calling to Prospecting.” If you are interested in learning more about how to find new Main Street Commercial business, visit their website at shawlearningacademy.com.

[**CHALLENGES IN SELLING MAIN STREET COMMERCIAL PRODUCTS**]

Selling commercial products does require technical knowledge because you have to be able to respond to customers’ performance expectations and needs with the correct fiber, construction, color and backing system.

[**MOST COMMON ERRORS IN MAIN STREET COMMERCIAL MARKETS**]

- **Incorrect product application for the end use.** For example, they selected a product for light or medium traffic and they needed one to withstand high traffic.
- **Selecting the proper fiber for the end use.** For example, the customer wanted the carpet to withstand all types of medical stains but he selected a product that was not solution dyed.
- **Wrong construction based on traffic or performance requirements.** For example, the facility had corridors and exit ways and the client used the same construction there that he used in the corporate office area, where he wanted a plush look.
- **Wrong backing for the market segment.** For example, the client has rolling traffic in his office or medical facility but selected a product that could not stand up to rolling traffic.
- **Poor color choice.** The person who selected the carpet wanted medium beige; however, it easily showed tracked-in soil at the entryway, although it performed adequately in the office area.
- **The pattern is too strong for the end use.** For example, in locations where elderly people reside or visit, the interplay of strong multicolor patterns may be visually challenging and cause tripping or falling.
- **Not confirming the flammability rating.** Class I is required in most schools, hospitals, corridors and other locations where the local fire marshal deems necessary. Advise your end user to check with the fire marshal before selecting products.

[**ACTIVITY**]

Check off two or three of these that have posed problems for you or your store in the past.

All of these examples point to the need to fully understand the customer’s performance expectations and needs of the end use so that you can recommend the best products.

[WHAT RETAIL SALES REPRESENTATIVES NEED TO KNOW TO BE SUCCESSFUL IN THE MAIN STREET COMMERCIAL MARKET]

1. The features and benefits of all products and how they meet customer needs.
2. Be able to answer customer questions with flooring industry and technical knowledge.
3. Know which tile products have broadloom coordinates when customer needs' dictate using both products.
4. Know which products will perform best in which end uses.
5. Know features and benefits of the fibers and backing systems available.
6. Know how to tell the environmental story to customers.
7. Know that Main Street Commercial products are offered in a full range of price points.
8. Know how to make a product presentation that is creative, compelling, and interesting to your customers.

SHAW GREEN EDGE™

[YOUR CUSTOMERS AND THE ENVIRONMENT]

Shaw wanted to understand whether consumers were interested in environmental products and issues. Here is what we discovered:

- 72% of Shaw customers are concerned about environmental issues.
- 88% of Shaw customers are interested in learning about eco-friendly products.
- 78% of Shaw customers make a conscious effort to recycle in their homes.

In other words, 8 out of 10 customers that walk through your door are interested in an eco-friendly product. It will be beneficial for you to be able to explain about the Shaw Green Edge and what Shaw is doing to promote sustainability.

[WHAT IS THE SHAW GREEN EDGE?]

Currently, more than 4.6 billion pounds of carpet are sent to landfills annually. This is a startling figure that led Shaw to action nearly 10 years ago, even before being “green” became a corporate trend. Shaw’s CEO Vance Bell and President Randy Merritt announced the initiation of a comprehensive environmental program, the Shaw Green Edge.

The Shaw Green Edge is the collective identification of hundreds of environmental initiatives undertaken by the company as well as those that will be continuously developed. It demonstrates Shaw’s long-term commitment to preserving the earth and the company’s position as the industry leader in environmental stewardship. In fact, the Shaw Green Edge represents one of the nation’s most aggressive environmental, action-oriented campaigns.

One of Shaw’s most important environmental initiatives to date is the Evergreen Nylon Recycling plant in Augusta, GA. This operation employs patented technology that takes post-consumer carpet and breaks it down to its original material – the actual building block for Nylon 6. Shaw can then use this “new” material to make carpet fiber – again and again without any performance degradation or color limitations.

This cradle-to-cradle process mimics nature’s pattern of recycling and renewal, as cradle-to-cradle closed loop production means that synthetic products can be collected, recycled and used to manufacture new carpet fibers. Cradle-to-cradle is Shaw’s goal, and we are on the path toward achieving it with the Evergreen Nylon Recycling facility and other initiatives we are pursuing.

You will see the following universal symbols on Shaw carpet sample labels:



Products with this universal symbol are recyclable.



Products with this universal symbol have recycled content.

[ACTIVITY: WHAT IS THE SHAW GREEN EDGE?]

If a customer asked you that question, what are the key points you would want to make?

- _____
- _____
- _____
- _____

Possible Response

The Shaw Green Edge is the collective identification of the hundreds of environmental initiatives undertaken by the company as well as those what will be continuously developed. It demonstrates Shaw’s long-term commitment to preserving the earth and the company’s position as the industry leader in environmental stewardship.

Research shows that 8 out of 10 consumers are interested in eco-friendly products. With 6 billion people on this planet, we all have to work together to improve and safeguard it. Shaw and [name of your store] offer the benefits of carpet made from recycled content, which can itself be recycled. Not only are these carpets beautiful, but they were created with a commitment to the environment. Together, we can all work to do the right thing for our families and generations to follow.

To find out more information about the Shaw Green Edge, visit www.shawgreenedge.com.

COMMERCIAL SUCCESS STEPS

- WELCOME
- COMMERCIAL SALES: UNDERSTANDING THE NEGOTIATED MARKET
- SHAW MAIN STREET COMMERCIAL PRODUCTS**
- MAIN STREET COMMERCIAL MARKET SEGMENTS
- TECHNICAL INFORMATION: SHAW COMMERCIAL YARN SYSTEMS
- TECHNICAL INFORMATION: BACKING SYSTEMS
- GROWING YOUR MAIN STREET COMMERCIAL BUSINESS

SEGMENT 2 Shaw Main Street Commercial Products

[OBJECTIVES FOR SEGMENT 2]

- Be able to select the best response to a customer who asks about different traffic classifications (on DVD).
- Be able to recommend the best product in 8 different Main Street Commercial sales scenarios after watching DVD sections on market segments, their needs and the products recommended for those segments.

HOW YOUR MAIN STREET COMMERCIAL PRODUCTS ARE ORGANIZED

Shaw has simplified the buying and selling process for the Main Street Commercial products by creating seven product categories and color-coding those samples. Both the Philadelphia Commercial Focus 45 and the Queen Commercial Focus 45 displays are arranged using this structure to help you and your customers find the products that will meet their performance requirements. Notice the header of both displays is color coded with styles and traffic recommendations.

Chart 2-1

| Color Carpet Code | Construction and Fiber | Traffic Classification(s) | Recommended Location |
|-------------------|-------------------------------|--|--|
| Burgundy | Level Loop Polypropylene | Light Traffic (Under 500 foot traffics a day) | Residential, Tenant Office and Retail |
| Purple | Graphics Loop Polypropylene | Light to Medium Traffic (Under 1000 foot traffics a day) | Residential, Tenant Office and Retail |
| Mustard | Loop Pile Solution Dyed Nylon | Heavy Traffic (Over 1000 foot traffics a day) | Hotels, Restaurants, Tenant Office, Schools, Assisted Living, Medical and Retail |
| Blue | Loop Pile Graphic Nylon | Heavy Traffic (Over 1000 foot traffics a day) | Hotels, Restaurants, Tenant Office, Schools, Assisted Living, Medical and Retail |
| Green | Cut Pile Nylon | Medium to Heavy Traffic (Under 1000 foot traffics a day to over 1000) | Residential, Tenant Office and Retail |
| Teal | Cut Pile Nylon Graphics | Medium to Heavy Traffic (Under 1000 foot traffics a day to over 1000) | Residential, Hotels, Guest rooms, Restaurants, Tenant Office, Retail and for borders |
| Dark Brown | Nylon Prints | Light, Medium and Heavy Traffic (Under 1000 foot traffics a day to over 1000) | Residential, Hotels, Restaurants, Assisted Living, Hospitality and Retail |

[SELECTING THE CORRECT TRAFFIC CLASSIFICATION]

The middle portion of each display describes how the products are classified according to traffic requirements, so it is important to help your customers select the correct product based on the amount of traffic they experience. For example, a facility that typically has 1000 foot traffics a day would require a product and backing system that can withstand heavy traffic such as a loop pile graphic nylon with StaLok® laminate backing; whereas a facility that typically has under 1000 foot traffics a day could select a product for medium to heavy traffic, such as a cut pile nylon graphic with a StaLok Cushion 14 backing system. One foot traffic is described as a step within a given area of the carpet.

[RESPOND IN ROLE ACTIVITY]

A customer asks you how to decide which traffic classification would meet his performance needs. As you watch the video, select the most appropriate answers to the customer's questions.

1. "I'm not sure which type of product will work in our lobby. We have many different offices in our building and lots of people traveling in and out each day. What do you recommend?"
Check off the best answer.

A _____ B _____ C _____

2. "Our store is open 24/7 every day of the year except for Christmas. Which of these product categories would work for us?"

A _____ B _____ C _____

3. "We're a medium size medical office with about 3 employees and approximately 60-80 patients. Which products would perform the best?"

A _____ B _____ C _____

4. "Our restaurant serves over 700 people a day. Which product would be the best for us?"

A _____ B _____ C _____

Additionally, you will have End Use Guides for both of these brands that provide detailed recommendations for where the products should be installed and how to speak the commercial language when describing the products.

[INFORMATION YOU CAN FIND IN YOUR END USE GUIDES]

for Philadelphia Commercial and Queen Commercial Products

- Speaking the Language: Product descriptions to enhance your sales plan
- End Use Market Segments and products that are recommended for those segments
- Product Lists with basic specification information and material costs only (for 2006)

[USING YOUR ARCHITECT FOLDERS]

When you are calling on Main Street Commercial customers, you will be using the architect folders and will want to become familiar with the product technical information. Looking at the specification for a particular product on the back of the folder, you will need to be able to answer questions your customers ask about the following product specifications. The definitions can be found in your Glossary of Terms at the back of this workbook.

More information and courses on carpet test methods are available through Shaw Learning Academy – shawlearningacademy.com and the Carpet and Rug Institute - carpet-rug.org.

- Construction (loop pile, cut pile graphics, multilevel loop, etc.)
- Dye Method (solution dyed, yarn dyed, beck dyed)
- Total Weight (Includes fiber, primary backing and secondary backing, if applicable.)
- Density (Measures the amount of pile fiber by weight in a given volume. Typically calculated in ounces per cubic yard. Important element in equating quality of carpet to wearability, resilience and appearance retention. Formula is (36 x pile weight) divided by the pile height or pile thickness.
- Flammability Rating (tested following ASTM Radiant Panel protocol)
- Static Propensity (as tested using the AATCC-134 protocol)
- Pattern Repeat (for ordering and installation)
- Warranty (10 year or lifetime)

These may require explanation if there is a specification or if your customer wants more specific manufacturing information:

- Gauge (the number of needles per inch across the width)
- Stitches per inch (number of stitches per inch lengthwise)
- Pile height (height of the tufts from the primary backing up to the face)
- Pile weight (weight of the fiber)

PRODUCT SPECIFICATIONS

| | | |
|-------------------------------|---------------------------|---------------------------|
| Style Name | Ultimate Satisfaction | Baytowne II 30 |
| Style Number | J0046 | J0025 |
| Construction | Textured Pattern Loop | Cut Pile |
| Pile Yarn Type | 100% Solution Dyed Nylon | 100% Solutia LI 6,6 Nylon |
| Dye Method | Solution Dyed | Piece Dyed |
| Gauge | 1/10 | 1/10 |
| Stitches Per Inch | 10.0 | 9.5 |
| Pile Height | .250" - .156" | .281" |
| Pile Weight | 30 oz./sq. yd. | 30 oz./sq. yd. |
| Finished Pile Thickness | .160" | .201" |
| Primary Backing | Polypropylene | Polypropylene |
| Secondary Backing | Polypropylene | Polypropylene |
| Width..... | 12' | 12' |
| Total Weight..... | 68 oz./sq. yd. | 60 oz./sq. yd. |
| Density..... | 6,750 oz./cu. yd. | 5,373 oz./cu. yd. |
| Weight Density..... | 202,500 oz./cu. yd. | 161,190 oz./cu. yd. |
| ASTM E-648 Radiant Panel..... | Class I | Class I |
| NBS Smoke Chamber Test..... | Less than 450 (flaming) | Less than 450 |
| Static Propensity..... | 3.5 KV or less | 3.5 KV or less |
| | (as tested in accordance | (as tested in accordance |
| | with AATCC-134) | with AATCC-134) |
| Pattern Repeat..... | 7"W x 9"L | |
| Warrenty | 10 Year Quality Assurance | 10 Year Quality Assurance |

[COMMERCIAL EXPRESS QUICK SHIP PROGRAM]

A number of your Main Street Commercial styles are available as quick ship styles. That means that up to 1300 square yards are available to be quick shipped to you with a target date of 2 weeks. Contact your Shaw Territory Manager for details.

[PRODUCT VARIETY IN YOUR FOCUS 45 DISPLAYS]

Philadelphia Commercial and Queen Commercial offer a wide selection of products in the Focus display, from serviceable loop piles to patterned cut piles for high-end installations. As you view some of the product categories, consider what products you might want to show to different customers.

If you have both displays in your store, a recommendation would be to combine the Philadelphia Commercial and the Queen Commercial products into one large display, the Focus 90, by putting all of the product categories together to allow your customer a larger selection per category. Products have been organized by construction, fiber and price in each category. By keeping your products in the proper order, whether you only have a Focus 45 display or both brands, it will visually show the wide variety of products in each category and will simplify the selection process for your customers. If you do not have access to the product layout recommendations, ask your Philadelphia Commercial or Queen Commercial Territory Manager.

1. Level Loop Polypropylene
2. Graphics Loop Polypropylene
3. Loop Pile Solution Dyed Nylon
4. Loop Pile Graphic Nylon
5. Cut Pile Nylon
6. Cut Pile Nylon Graphics
7. Nylon Prints

[INDOOR/OUTDOOR PRODUCTS: INSIDE OUT DISPLAY]

This collection features outdoor products with indoor styling. There is a diverse offering of product categories: graphic loop, Berber, needlebond felt, etc. In addition, these products feature six different backing options: ClassicBac, unitary, marine, polyurethane unitary, nonskid rubber and polyolefin tile. These direct-glue non-cushion products are recommended for covered walkways, porches, basements and for any residential or commercial area that is subject to weather elements or moisture.

[MAIN STREET MODULAR / CARPET TILE]

Modular carpet offers outstanding benefits for your commercial customers. As the fastest growing product segment, carpet tile has a large number of benefits that you can use when discussing the option of modular products with your Main Street Commercial customers. There are six carpet tile products in the Philadelphia Commercial and Queen Commercial lines.

CROSSOVER STYLES Chart 2-3

| Philadelphia Commercial | Queen Commercial |
|-----------------------------------|---|
| Capital III – broadloom and tile | Consultant - tile |
| Sound Advice – broadloom and tile | No Limits - broadloom and tile |
| High Voltage - broadloom and tile | Changing Attitudes - broadloom and tile |

[OVERVIEW: WHY CARPET TILE?]

- Long term performance characteristics
- Excellent for occupied replacement using lift systems so that work in the business can continue with only minimal interruption.
- Selective replacement: soiled or damaged tiles can be replaced without replacing the total floor area.
- Cost efficient: no seaming or stretching; minimal waste
- Design flexibility with pattern interplay; suitable for wayfinding
- Ease of handling and storage
- Coordinating patterns with broadloom

The modular market is over a billion-dollar market that continues to grow. Modular products account for approximately 33% of total specified shipments. Modular carpet represents more than 10 percent of total U.S. commercial carpet dollar sales and is growing at a rate much higher than the growth rate of broadloom carpet.

Because of its inherent economic and functional advantages over conventional broadloom, carpet tile is gaining popularity in other market segments, such as healthcare, educational, institutional, retail and hospitality.

[CARPET TILE - WHEN AND WHY IT SHOULD BE USED]

- 1. Ease of installation:** Costs of installation, handling, staging, and storage are reduced. One area can be done at a time, providing little disruption. No stretching is required and there are no seams to snag, ravel, or deteriorate. When removal is required, it can be done with minimal effort.
- 2. Extended appearance / wear life:** The ease of swapping a heavily soiled tile with a new one from attic stock provides extended life for the installation. Since 80% of the wear is on 20% of the carpet, removal of worn, soiled, or damaged modules also extends the appearance life of the product.
- 3. Occupied replacement using Shaw's VIT lift system:** an excellent choice of floor covering for an occupied environment.
 - Minimizes employee disruption. Less disruption of office environment helps companies remain productive;
 - Replacement can be accomplished during nights and weekends with VIT.
 - Significant cost savings when a facility can be renovated without dismantling the modular furniture.
 - Replacement areas are not constrained by size.
 - Product mobility allows replacement on a selective basis.
 - Downtime is minimized by more efficient installation techniques.
- 4. Excellent roller mobility**
- 5. Offers outstanding palettes of design:** Designs can be created by installing modular products monolithic, quarter turned or by mixing and matching patterns and colors. Design and color can help increase surface interest and way finding.
- 6. Flat wire cable:** The National Electric Code mandates the use of modular products when installed over flat cable systems. Should current or future plans call for such systems, the approved flooring is already in place. Carpet tile products are compatible with access flooring and flat cable.

7. **Better logistically:** is transportable in elevators where broadloom will not fit. And, for multiple locations, much easier to ship boxes of tile than broadloom.
8. **Floor electric outlets:** When broadloom is used in commercial settings, the continual moving of electrical outlets leaves cuts in random or undesirable locations.
9. **Sustainable Options:** Nylon 6 fiber with EcoWorx backing is the only sustainable product in the industry to date.
10. **Investment protection:** Modular carpet systems have removal and reuse capabilities. Selective tile replacement eliminates wear patterns also.
11. **Maintenance:** Permanently stained or damaged tiles can be replaced.
12. **High-performance backing system:**
 - No edge ravel
 - No delamination
 - Impervious moisture barrier
 - Stability - no shrinking or stretching
 - Offer lifetime warranties on cupping, doming and delamination.
 - No unsightly seam splitting or pattern misalignment.
 - No need for carpet re-stretching, costly seam repair work or unattractive patching
 - No rippling effect over pad

ACTIVITY

Of the 12 reasons that carpet tile should be used in the Main Street Commercial market, list the 3 that you feel you will most likely use in your selling situations.

1. _____
2. _____
3. _____



COMMERCIAL SUCCESS STEPS

WELCOME

COMMERCIAL SALES: UNDERSTANDING THE NEGOTIATED MARKET

SHAW MAIN STREET COMMERCIAL PRODUCTS

MAIN STREET COMMERCIAL MARKET SEGMENTS

TECHNICAL INFORMATION: SHAW COMMERCIAL YARN SYSTEMS

TECHNICAL INFORMATION: BACKING SYSTEMS

GROWING YOUR MAIN STREET COMMERCIAL BUSINESS

SEGMENT 3

Main Street Commercial Market Segments, Their Needs and Product Applications

[OBJECTIVES FOR SEGMENT 3]

- Identify what specific areas require performance backings.
- Be able to list end use desires for the various segments.

Most carpet manufacturers feel that the commercial market accounts for approximately 50% of all carpet sold in the U.S.

Looking at these statistics, you might calculate how much Main Street Commercial opportunity there might be in your location.

- For broadloom, typically residential replacement carpet and new carpet purchased, accounts for about 50% of the carpet sold in the U.S.
- Commercial broadloom for Office/Corporate, Hospitality, Healthcare, Education, Retail and Governmental/Institutional accounts for about 25%.
- Residential Contract (includes multi-family and single-family housing developments and manufactured housing) accounts for about 25%.

As you watch the video, write down some of the key performance issues for each of the market segments. Listed below each end use will be some suggested product types.

[TENANT OFFICE (SHORT TERM LEASE)]

[SUGGESTED PRODUCT CATEGORIES FOR TENANT OFFICE]

- Polypropylene loop
- Polypropylene graphics
- Upscale polypropylenes
- 30 and 36 oz. cut piles
- Entryway products (indoor/outdoor)
- Carpet tile products

[TENANT OFFICE (LONG TERM LEASE)]

[SUGGESTED PRODUCT CATEGORIES FOR TENANT OFFICE (LONG TERM LEASE)]

- SDN loops and graphics
- Nylon graphic loops
- Carpet tile
- Precision Cut and Uncut (PCUs)
- 36 oz. cut piles
- Entryway products

[INSTITUTIONAL/EDUCATIONAL/PUBLIC FACILITIES]

[SUGGESTED PRODUCT CATEGORIES FOR INSTITUTIONAL/EDUCATIONAL FACILITIES]

- Solution dyed nylon multicolor, texture or graphic loop with performance backing
- Carpet tile
- Entryway products

Church/Worship (as a subset of both institutional and hospitality)

[SUGGESTED PRODUCT CATEGORIES FOR CHURCH/WORSHIP]

Sanctuaries and worship areas:

- Nylon graphics loops
- 36 oz. cut piles
- PCUs

Classroom areas and corridors (similar to educational requirements) and general purpose areas, like fellowship halls:

- SDN loops and graphic cut piles
- Upscale polypropylenes
- Entryway fabrics



[HEALTHCARE/MEDICAL]

[SUGGESTED PRODUCT CATEGORIES FOR HEALTHCARE/MEDICAL]

- Solution dyed nylon multicolor, texture or graphic loop with performance backing with moisture management system
- Assisted living: prints or nylon graphic loops; PCU in residential areas
- Modular products
- Entryway products (indoor/outdoor)

[RETAIL SPACE]

[SUGGESTED PRODUCT CATEGORIES FOR RETAIL SPACE]

- High end retail: Any nylon product and entryway products
- Value retail: polypropylene graphics, prints and entryway products
- Modular products

[HOSPITALITY/ENTERTAINMENT/FITNESS]

[SUGGESTED PRODUCT CATEGORIES FOR HOSPITALITY]

Entrances: Entryway products (indoor/outdoor)

Rooms: Polypropylene graphics

Lobbies, common areas, ballrooms, etc.

- Nylon prints
- Graphic cut piles
- Graphic loops and SDN
- PCUs
- Modular products

[RESIDENTIAL CONTRACT]

[SUGGESTED PRODUCT CATEGORIES FOR RESIDENTIAL CONTRACT]

- PCUs
- Entryway products (indoor/outdoor)
- Polypropylene loops and graphics
- Carpet tile
- Products also good for residential active areas: basements, offices, laundry rooms, sunrooms, etc.

[ACTIVITY | WHAT PRODUCTS WOULD YOU RECOMMEND?]

Read the end use description in the each scenario below and then select the best answer.

1. A large school district wants carpet for three elementary schools and they are concerned with performance, stain resistance and ease of maintenance and require a Class I product. Which product would you NOT recommend to this customer?
A) polypropylene loop B) EcoSolution Q multicolor graphic loop C) Solution Q loop product, D) an SDN graphic loop with a performance backing.
2. If you were recommending a product for a high end corporate office, you would suggest A) polypropylene loop B) nylon graphic loop or 36 oz. cut pile C) a value print D) Solution Q pin dot pattern.
3. A downtown redevelopment group is developing urban lofts for professionals who want to live and work near the city center. You recommend A) Modular products B) SDN multicolor graphic C) 36 oz. cut pile for the living area and graphic loop for the sleeping area D) none of the above E) all of the above.
4. A large church wants to renovate its classrooms and corridors but their budget is very limited: You would probably recommend A) a 36 oz. cut pile B) carpet tile C) PCU D)SDN loop.
5. Your customer wants a style in both broadloom and carpet tile. You would recommend A) Village Rock B) Sound Advice or Changing Attitudes C) Protocol or Get Over It D) Consultant or Next Generation.
6. A high-end retail store is opening in a new mall. You would recommend A)PCUs B) 36 oz cut piles C) nylon graphic loops D) all of the above.
7. High end hospitality customers are normally most interested in A) price B) installation method C) style and color D) none of the above.
8. Class I flammability rating is required for A) corridors and exit ways B) most schools C) hospitals D) A, B and C E) only nursing homes and hospitals.

Answers [1 – A] [2- B] [3 – E] [4 - D] [5 - B] [6 – D] [7 – C] [8 - D]



COMMERCIAL SUCCESS STEPS

WELCOME

COMMERCIAL SALES: UNDERSTANDING THE NEGOTIATED MARKET

SHAW MAIN STREET COMMERCIAL PRODUCTS

MAIN STREET COMMERCIAL MARKET SEGMENTS

TECHNICAL INFORMATION: SHAW COMMERCIAL YARN SYSTEMS

TECHNICAL INFORMATION: BACKING SYSTEMS

GROWING YOUR MAIN STREET COMMERCIAL BUSINESS

SEGMENT 4

Technical Information: Shaw Commercial Yarn Systems

[OBJECTIVES FOR SEGMENT 3]

- Identify what fibers are most suitable for various end uses using scenarios about customers' performance expectations.

When you call on Main Street Commercial customers, they may need additional information about the various fibers from which they can choose. Or, you may even receive a specification that describes what type of fiber the customer wants.

Fiber is carpet's basic ingredient. The two basic fibers used in commercial carpets are nylon and polypropylene (also called olefin.) The decision about fiber will be determined by the characteristics that are most important to your customers, their budgets and the end use segment where the carpet will be installed.

[NYLON]

Nylon is the most widely used carpet fiber and it accounts for approximately 65% of all carpet products made in the U.S. Some of the reasons it is so popular are that it is durable, resilient, and resistant to abrasion. There are two types of nylon used in the carpet industry: Type 6 and Type 6,6. Type 6 nylon can be recycled into carpet fiber for use again and again.

Nylon comes in a wide array of deniers, lusters, and cross-sections that provide different performance attributes, and is offered as white dyeable (for extensive coloration possibilities) and solution dyed. Solution dyed nylon has excellent colorfastness to light, atmospheric contaminants and harsh cleaning chemicals, in addition to excellent color clarity. Shaw nylon fibers include Eco Solution Q[®] and Solution Q[®].

[ECO SOLUTION Q]

EcoSolution Q premium branded nylon lets you do the right thing for the world. With 25% recycled content and minimized use of raw materials, it helps ensure a sustainable future.

[BENEFITS OF ECO SOLUTION Q]

- Over 200 brilliant colors from which to choose - from bright saturated colors to a full spectrum of neutrals.
- Contains a minimum of 25% recycled content
- Is 100% recyclable
- 100% solution dyed EcoSolution Q products carry a lifetime stain removal warranty against all substances.
- Exceptional performance, backed by an unsurpassed warranty covering colorfastness to light and atmospheric contaminants, stain, abrasive wear and static.
- Can be solution dyed or white dyeable yarn.

- One of the largest DPFs (denier per filament) in the industry at 24, as well as the strongest tensile strength
- A fiber from a manufacturer that understands the demands placed on carpet - Shaw guarantees quality at each step of the process, from raw material to delivery of your carpet.
- A product that has been optimized through the MDBC Design Protocol, ensuring it is safe for human health and the environment.

[SOLUTION Q]

- Shaw's value brand
- 100% Recyclable
- 10 year stain warranty (must be 100% solution dyed)
- A fiber from a manufacturer that understands the demands placed on carpet - Shaw guarantees quality at each step of the process, from raw material to delivery of your carpet.

[POLYPROPYLENE]

Polypropylene is also used a great deal in the commercial market. Approximately 15-20% of styles are manufactured of polypropylene. It is extremely resistant to water-based stains, fading, and moisture. Polypropylene, a value-oriented fiber, is also notably colorfast because it is solution dyed, which means the color is added during fiber production and not dyed later. The color is such an inherent part of the fiber that you can even clean polypropylene with a combination of bleach and water.

[PERMACOLOR POLYPROPYLENE®]

- Solution dyed fiber only
- Mostly bulked continuous filament (long continuous strands of fiber)
- Colorfast/resists fading
- Generates low levels of static electricity
- Resistant to most food and beverage stains

[ACTIVITY: WHAT WOULD YOU RECOMMEND?]

Read the end use description in each scenario below and then select the best answer.

1. A walk-in clinic wants a fiber that will withstand typical spills and stains. You would recommend
A) Solution Q B) EcoSolution Q, C) PermaColor Polypropylene D) A, B or C E) Only A & C
2. You've been calling on a video store in a local shopping center. He wants a checkerboard pattern with a few solid colors interspersed among other checker-boarded patterned areas. You would recommend
A) EcoSolution Q in broadloom B) Carpet tile of EcoSolution Q
C) PermaColor Polypropylene in broadloom D) None of the above
3. You have been calling on a retirement center and the purchasing manager has mentioned that they want a product for their corridors and exit ways that can withstand the spills and stains in this type facility. You recommend
A) PermaColor Polypropylene B) Solution Q, C) Eco Solution Q,
D) B and C, E) A, B and C

4. You have been calling on a multi-location mortgage company. They are growing and want to be able to rearrange their office cubicles approximately every six months. You would recommend
A) Carpet tiles B) Broadloom cut into 2 foot strips, C) Solution Q broadloom D) Indoor/outdoor carpet
5. A large architectural firm wants a product that has recycled content and can be recycled into new fiber after its useful life. You recommend A) PermaColor Polypropylene B) EcoSolution Q C) Solution Q, D) Neither A, B or C, E) B and C
6. A 6-story hotel wants a large floral pattern in their main lobby and at the landing on each floor where the elevator opens into a large foyer. You would be most likely to recommend A) Nylon print B) Loop pile graphic nylon C) a rug and ceramic tiles D) carpet tiles



COMMERCIAL SUCCESS STEPS

WELCOME

COMMERCIAL SALES: UNDERSTANDING THE NEGOTIATED MARKET

SHAW MAIN STREET COMMERCIAL PRODUCTS

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TECHNICAL INFORMATION: BACKING SYSTEMS

GROWING YOUR MAIN STREET COMMERCIAL BUSINESS

SEGMENT 5

Technical Information: Backing Systems and Installation

[OBJECTIVES FOR SEGMENT 5]

- Identify what backing systems are most suitable for various end uses using scenarios about customers' performance expectations.

CHART 5-1 ATTRIBUTES OF SHAW BACKING SYSTEMS

| Backing | Pattern Match | Enhanced Physicals ¹ | Moisture Management | Attached Cushion | 10 year Comm. Warranty | Lifetime Comm. Warranty |
|-----------------------|---------------|---------------------------------|---------------------|------------------|------------------------|-------------------------|
| StaLok Cushion 18 | * | * | * | * | | * |
| StaLok Cushion 14 | * | * | * | * | | * |
| StaLok Laminate | * | * | * | | | * |
| StaLok Pattern | * | * | | | | * |
| LXT | * | | | | * | |
| Unitary | | * | | | * | |
| ClassicBac | * | | | | * | |
| EcoWorx ² | N/A | * | * | | | * |
| ErgoFlex ² | N/A | * | * | * | | * |
| EcoLogix ² | N/A | * | * | * | | * |

1 Combination of performance attributes including superior tuft bind (style dependent), no delamination, no edge ravel or zipping.

2 Any tile installation can be quarter turned; however, some patterns will require it.

[STALOK® CUSHION (14 AND 18)]

This backing system offers a high performance polyurethane foam cushion and a nonwoven secondary backing for high traffic comfort. It's available in 14 lb. and 18 lb. density cushion.

StaLok® is used in high performance broadloom environments where comfort underfoot provided by attached cushion is desired.

StaLok 18 is used on Loop Pile Solution Dyed Nylon, Loop Pile Graphics Nylon and Cut Pile Nylon products in your Philadelphia Commercial and Queen Commercial Focus 45 collections.

StaLok 14 is used in Level Loop Polypropylene and Graphic Loop Polypropylene products.

[BENEFITS OF STALOK]

- Enhanced cushion comfort underfoot
- Good sound absorption properties
- Excellent tuft bind
- Lifetime warranty against edge ravel and zippering
- Warranted moisture management system

Installation: Direct glued with Shaw Subset 1000

[STALOK® LAMINATE]

This backing system is a high performance polyurethane laminated to a non-woven secondary backing, specifically designed for use in high performance broadloom environments where roller mobility, crisis maintenance, and excessive tracking are present.

StaLok Laminate is used for Loop Pile Solution Dyed Nylon and Loop Pile Graphics Nylon styles.

[BENEFITS OF STALOK LAMINATE]

- Excellent wet/dry tuft bind
- Lifetime warranty against delamination
- Lifetime warranty against edge ravel and zippering
- Flexible installer friendly performance backing system
- FlorSept® antimicrobial protection
- Warranted moisture management system

Installation: Direct glued with Shaw Subset 1000

[STALOK® PATTERN]

This backing system is a premium strength SBR (styrene butadiene) polymer laminated to a woven secondary backing. StaLok Pattern should be used in high performance broadloom environments where pattern match is critical.

StaLok Pattern is used for Loop Pile Solution Dyed Nylon and Loop Pile Graphics Nylon styles.

[**BENEFITS OF STALOK PATTERN**]

- Excellent pattern matching capabilities
- High tuft bind
- Lifetime warranty against delamination
- Lifetime warranty against edge ravel and zippering
- Cost effective performance solution

Installation: Full spread direct glue down with any CRI-104 approved adhesives and seam sealers. May be stretched over commercial cushion up to 30' spans.

[**LXT CUSHION (SPECIAL ORDERS)**]

LXT is composed of SBR latex precoat and a secondary coat laminated to a woven secondary backing and then an 18 lb. density polyurethane cushion. Used for short minimums, it is used on Nylon Prints in standard performance environments where comfort underfoot is desired and on any products where a double-stick installation is an option.

[**BENEFITS OF LXT**]

- Good pattern match capabilities
- Enhanced comfort underfoot
- An option for attached cushion on any commercial product

Installation: Direct glued with Shaw Subset 1000 Shaw Advantage System (non-patterned carpet only)

[**UNITARY**]

This backing system is a high-strength SBR latex without a secondary backing and is used in environments where tuft bind, edge ravel, and delamination requirements are higher than ClassicBac. Unitary is used on nylon and polypropylene non-patterned loop products.

[**BENEFITS OF UNITARY**]

- High tuft bind and edge ravel resistance
- Eliminates delamination
- Is cost effective for loop-pile non-patterned constructions

Installation: Direct glued with Shaw Subset 1000

[**CLASSICBAC®**]

This backing system is composed of SBR latex precoat and a secondary coat laminated to a woven secondary backing. It is recommended for standard performance environments and available on Philadelphia and Queen commercial styles.

[**BENEFITS OF CLASSICBAC**]

- Industry standard for broadloom
- Good pattern match capabilities
- Cost effective

Installation: Direct glued with Shaw Subset 1000 Shaw Advantage System (non-patterned carpet only)

[ECOWORX®]

This backing is a 100% PVC-free recyclable system with recycled content for use in high performance environments requiring modular flooring. EcoWorx is used on 24" x 24" carpet tile.

[BENEFITS OF ECOWORX]

- It's a Cradle to Cradle product and the industry's first sustainable backing.
- It is a non-PVC tile backing system.
- Provides superior delamination and edge ravel resistance
- It outperforms traditional PVC backing, offers cost and installation benefits, and features unsurpassed environmental characteristics.
- It is 40% lighter in weight, and is a very durable backing with greater tensile strength, tear strength and lamination strength than PVC.
- It contains 40% recycled content, contributing to the U. S. Green Building Council's LEED certification standards. (LEED stands for Leadership in Energy & Environmental Design, and many environmentally friendly companies are requiring the installation of these products in their buildings.)
- 24" x 24" tile size provides installation efficiency.
- Fiberglass reinforcement provides unmatched dimensional stability.
- Performance pre-coat for maximum tuft bind and moisture resistance.

Installation: Full spread Shaw Sureset N5000 releasable adhesive, or EcoWorx ES, Shaw's environmental self-adhesive system

[ECOLOGIX®]

This backing system employs a performance precoat, fiberglass reinforced thermoplastic layer laminated with a fiber matrix secondary containing 88% post consumer material.

[BENEFITS OF ECOLOGIX]

- Maximum tuft bind and moisture resistance
- 88% recycled content
- Superior delamination strength
- Dimensional stability
- Attached post consumer recycled fiber matrix pad for comfort under foot.

Installation: Full spread Shaw 5000 Pressure Sensitive Adhesive

[ERGOFLEX®]

This backing system employs a high performance precoat laminated to a fiberglass reinforced 18 lb. Density polyurethane foam pad with a thermoplastic polyolefin compound.

[BENEFITS OF ERGOFLEX]

- Cushion Underfoot
- Dimensional stability
- Superior delamination strength
- Maximum tuft bind and moisture resistance
- Industry standard cushion warranted against delamination and edge ravel

Installation: Full spread Shaw 5000 Pressure Sensitive Adhesive

[CHAIR PADS FOR ROLLER CASTER CHAIRS]

Shaw encourages the use of chair pads under chairs with roller caster wheels to ensure that your customer receives the maximum performance from their carpet. Without the protection of chair pads, there is a risk of accelerated wear to the face of the carpet. Excluding the use of chair pads will not void the warranty associated with the backing; however, we feel it is important that you bring this recommendation to your customer's attention.

[CHART 5-2] SHAW BACKING SYSTEMS WITH FOOT TRAFFIC CLASSIFICATIONS

| Backing | Pattern Match | Enhanced Physicals ¹ | Moisture Mgmt.t | Attached Cushion | 10 year Warranty | Lifetime Warranty | Foot Traffics |
|-------------------|---------------|---------------------------------|-----------------|------------------|------------------|-------------------|--|
| StaLok Cushion 18 | * | * | * | * | | * | Heavy Traffic (Over 1000 foot traffics a day) |
| StaLok Cushion 14 | * | * | * | * | | * | Light to Medium Traffic (Under 1000 traffics a day) |
| StaLok Laminate | * | * | * | | | * | Heavy Traffic (Over 1000 foot traffics a day) |
| StaLok Pattern | * | * | | | | * | Heavy Traffic (Over 1000 foot traffics a day) |
| LXT | * | | | | * | | Light to Medium Traffic (Under 1000 foot traffics a day) |
| Unitary | | * | | | * | | Heavy Traffic (Over 1000 foot traffics a day) |
| Classic Bac | * | | | | * | | Light to Medium Traffic (Under 1000 foot traffics a day) |
| EcoWorx 2 | N/A | * | * | | | * | Heavy Traffic (Over 1000 foot traffics a day) |
| ErgoFlex 2 | N/A | * | * | * | | * | Heavy Traffic (Over 1000 foot traffics a day) |
| EcoLogix 2 | N/A | * | * | * | | * | Heavy Traffic (Over 1000 foot traffics a day) |

1 Combination of performance attributes including superior tuft bind (style dependent), no delamination, no edge ravel or zippering.

2 Any tile installation can be quarter turned; however, some patterns will require it.

[ACTIVITY: WHICH BACKING SYSTEM WOULD YOU RECOMMEND?]

Read the end use description in the each scenario below and then select the best answer.

1. A dentist office wants a backing system that will help with moisture management for the areas where patients' teeth are cleaned. You would recommend A) unitary, B) ClassicBac, C) StaLok Laminate, D) LXT.
2. Comfort underfoot and the ability to handle rolling traffic is important to the local senior citizens center. You would recommend A) StaLok Cushion 18 B) Unitary, C) StaLok Laminate D) ClassicBac.
3. Your customer wants a backing system that has a lifetime commercial warranty. You would recommend A) LXT, B) Stalok Laminate, C) Unitary, D) ClassicBac.
4. You have been calling on a retirement center and the facility manager has mentioned that they want some type of product that could help with wayfinding so that patients know where different services are located. You have suggested color coding the corridors on different floors and having a darker color large block arrow at doorways to different service areas. The backing system you would probably recommend is A) ClassicBac, B) StaLok Pattern, C) EcoWorx, D) Unitary
5. You have been calling on a medical office and the purchasing manager asks you which type of backing would work best in the examination and treatment rooms. You recommend A) ClassicBac B) StaLok Laminate, C) Unitary or D) LXT.
6. You are working with a corporate leasing company that develops and leases high end corporate offices. They are interested in comfort underfoot along with the ability to rearrange the office cubicles and spaces frequently. You would recommend A) ErgoFlex or EcoLogix B) StaLok 14 C) ClassicBac D) None of the above.
7. You have been calling on several retail stores in a large shopping center. What type of backing system might you recommend? A) StaLok Cushion 18 B) StaLok Laminate, C) StaLok Pattern, D) A and B but not C, E) A, B and C.
8. Your customer is a real estate developer who is very environmentally conscious. He wants products that can be recycled and that have recycled content. You would recommend A) Unitary or ClassicBac B) EcoWorx C) LXT D) ErgoFlex
9. Your customer has selected a medium pattern and wants to know which backing is the best. You would recommend all except A) LXT, B) StaLok Laminate, C) Unitary, D) StaLok Pattern.
10. You have been calling on a bank and they have movable cubicles and flat-cable wiring, and they often need to reconfigure their workspaces. You would recommend A) Unitary, B) EcoLogix, C) StaLok Cushion, D) LXT.

Answers: [1- C] [2 - A] [3 - B] [4 - C] [5 - B] [6 - A] [7 - E] [8 - B] [9 - C] [10 - B]

COMMERCIAL SUCCESS STEPS

WELCOME

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GROWING YOUR MAIN STREET COMMERCIAL BUSINESS

SEGMENT 6

Keys to Growing Your Main Street Commercial Business

[OBJECTIVES FOR SEGMENT 6]

- Identify what specific end use segments have been most successful for you by evaluating and ranking your past Main Street Commercial business.
- Select prospecting tips in the various market segments that you would be willing to try.
- Assess the marketing value of a satisfied customer and plan how you will follow up with that customer.
- Create a personal action plan for steps you will take to improve your success rate in the Main Street Commercial market.

YOUR PAST MAIN STREET COMMERCIAL EXPERIENCE

In the chart below, mark all of the specific areas where you have sold Main Street Commercial products in the past 3 years. Feel free to add other specific customer types under any of the market segments.

CHART 6-1

| Tenant Office | Healthcare Institutional | Education | Medical | Retail | Hospitality | Residential Contract |
|---|--------------------------------------|--|--------------------------------|------------------------------------|--------------------------|----------------------------|
| Corporate Office Parks | Local Government | Public Schools | Doctor and Dentist Offices | Retail Mall Tenants | Entertainment | Condos |
| Small Office Suites | Public Facilities | Private Schools | Hospital Lobby & Waiting Areas | Funeral Homes | Health and Fitness Clubs | Apartments |
| Banks and Finance Companies | Church Sanctuaries and Offices | University & Community Colleges | Private Clinics | Video Stores | Restaurants and Cafes | Dormitories |
| Architect & Survey Offices | Community Centers | Pre-School Learning Centers | Rehabilitation Clinics | Movie Theaters | Hotels and Motels | Retirement Centers |
| Insurance Agencies | Reception Halls | Daycare Centers | Nursing Homes | Shopping Center Management Offices | Country Clubs | Live-Work Urban Facilities |
| Airport Administration and Public Areas | Classrooms and Corridors in Churches | Dormitories | Walk-in Medical Centers | Newspaper Offices | Bowling Alleys | |
| | GSA General Services Administration | School Administration & Maintenance Facilities | Assisted Living Facilities | Cable TV Offices | Billiard Parlors | |
| | Prison Administration | Learning Centers | Senior Living | Automotive Showrooms and Offices | Theaters and Stage | |
| | | | | | Night Clubs | |

Rank the market segments as to which you feel are the most viable in your market area, with 1 being most potential for future business, 2 next most potential for future business, etc.

_____ Institutional _____ Educational _____ Hospitality _____ Healthcare
_____ Tenant Office _____ Retail _____ Church/Worship _____ Residential Contract

[MAIN STREET COMMERCIAL PROSPECTING WORKSHEET]

Which commercial installation/facility that you have worked with is the most impressive installation and why? _____

As you think about your most successful commercial installation, answer these questions.

1. When did they purchase carpet? _____
2. What were the highest priority needs in their product selection? _____

3. When will they need new carpet? _____

4. Do you have a system in place to remember when to contact them for replacement (like contact management software, a customer spreadsheet, account listings, etc.) _____

5. If not, what might you want to do to remember when to contact that customer again?

6. Would the customer give you a reference? _____

7. Is the installation worthy of a photo? _____ If so, have you taken a photo or could you get a photo for a commercial album? _____
8. What other businesses/locations do they own? _____
9. Write down 2 other companies in these market segments that you might call on (using your successful project as a proof source). _____

10. Write down 3 customers who you know or have heard are making renovations at the present time to their businesses. _____

[ACTIVITY]

Check off the prospecting tips that you would be willing to try. These will become part of your Main Street Commercial Action Plan.

[TENANT OFFICE]

- Cold Call; stop by offices and set up appointments.
- Secure a business journal for the cities you service.
- Ask for leads from Property Managers.
- Look for leads while driving around (visual prospecting).
- Join or start a lead group. (www.leadsclub.com or a local group like BNI (Business Networking International).)

[HOSPITALITY]

- Contact a hospitality association (like the States Inn Keeper Association)
- Call on architects and designers who specialize in hospitality.
- Visit Hotel/Motel and Restaurant supply houses. (Many have in house designers)
- Research motels on the Internet.
- Visit hotels and walk through to determine what carpet challenges they have that you might be able to solve with a better product.

[RETAIL]

- Call on stores directly.
- Call on architects and designers who specialize in retail.
- Think of your favorite stores where you like to shop and call on them.
- Walk through stores at your local mall and assess whether they have carpet needs. If so, find out who purchases for their store.
- Visit the store's website.
- Partner with furniture/accessories/fabric salespeople to make joint calls.

[INSTITUTIONAL]

- Obtain a directory of schools for the state. (Department of Public Education – State Capitol) or the Internet
- Identify all the school districts in your territory.
- Call school district and ask who is in charge of handling the carpet purchasing decisions for that district.
- Mail a letter/swatch and follow up with a telephone call or live visit to everyone to whom you sent a letter/swatch.
- Make a short presentation (1 – 2 products that are your top selling educational products).
- Walk through any school installation 6 – 9 months after the installation and determine if there are any issues/challenges.
- Visit the website for ACUHO (The Association of College and University Housing Officers)

[HEALTHCARE]

- Identify the purchasing process for the hospitals, medical & assisted living facilities in your market.
- Contact purchasing department or ask who handles the carpet purchasing decisions.
- Contact each of the following at your local or regional hospital: Facilities Manager, Housekeeping Manager and Environmental Control Manager.
- Ask one of the medical managers if you could help him set a specification standard that they would follow in future installations.

[PERSONALIZED ACTION PLAN]

You have probably heard it said that when we write down our goals, we are more likely to live up to them. Considering the course objectives and the information you have learned in Commercial Success Steps, write down what will be part of your personal action plan to improve in the Main Street Commercial arena.

For example, you might respond like this:

How will you improve? I will research using the Internet to uncover some new prospects in the healthcare market segment, and I will call on 3 of these prospects in the next 60 days.

How will you measure success? If I am able to make appointments and get in the door to at least 3 health-care customers.

Your Personal goal: Get business from one of the healthcare prospects in the next 6 months.

| How you will improve; what you will do differently in selling Main Street Commercial products? | How will you measure your success? | Your personal goal for this item? |
|--|------------------------------------|-----------------------------------|
| | | |
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| | | |

[RESOURCES]

Shaw Learning Academy offers a wide variety of programs for retail stores. Please visit our website at shawlearningacademy.com or call 1.800.811.2404 for more information about development opportunities and training services.



CENTER for RETAIL EXCELLENCE

PRODUCT KNOWLEDGE

- Carpet
- Hardwood
- Laminate
- Ceramic
- Rugs
- Floor Tech
- TRAC

TECHNICAL SKILLS

- Measuring and Estimating
- Installation
- Claims
- Maintenance
- Floor Tech
- TRAC

LEADERSHIP DEVELOPEMENT

- Shaw Academy for Leadership Development (S.A.L.T.)
- 7 Habits
- Manager to Leader
- Leaders for Life
- Leadership Development Program
- TRAC

SALES TRAINING

- Selling for Success
- Professional Selling Skills
- Creative Selling Strategies
- Situational Sales Negotiation

BUSINESS MANAGEMENT

- Financial Management
- Execution
- HR Issues
- Performance Management
- Ethics
- Team building
- Coaching
- Hiring/Interviewing
- Marketing/Advertising
- Time Management
- Decision Making

TECHNOLOGY TRAINING

- Computer Skills
- Software Applications
- Shaw Online

The Center for Retail Excellence focuses on becoming the business partner of choice for our affiliated retailers by providing both full access to Shaw's world-class development opportunities, as well as solutions designed to improve retail selling skills, retail management and profitability, product knowledge, installation skills, and leadership.

www.shawlearningacademy.com

OUR FOCUS IS ON PEOPLE MAKING THEM BETTER AT HOME AND WORK.

THANK YOU FOR YOUR PARTICIPATION IN COMMERCIAL SUCCESS STEPS

We hope you have enjoyed this program and learned some beneficial information and skills that will help you in the Main Street Commercial market.

COMMON TEST METHODS USED FOR FINISHED COMMERCIAL CARPET

| CHARACTERISTIC | TEST METHOD | RECOMMENDED LEVELS |
|---|---|---|
| Average Pile Yarn Weight (ounces/square yard) | ASTM* D-5848 Method of Testing Mass Per Unit Area: Chemically dissolves parts of the finished carpet sample to determine the pile mass or weight. Pile mass or weight includes the pile yarn, both above the primary backing and the amount hidden or buried below the backing. | As specified |
| Tufts per Square Inch | ASTM D-5793 Method of Testing for Binding Sites Per Unit Length & Width: Determine the gauge and multiply by the stitches per inch (SPI). ASTM D-5793 offers instructions on counting the binding sites per unit length or width. | As specified |
| Pile Thickness/Tuft Height | ASTM D-6859 Method of Testing for Pile Thickness of Level Pile Yarn Floor Coverings: Determine pile thickness for level-loop carpet or tuft height for cut-pile carpet. Accurate laboratory determination of height is important for the average pile yarn density determinations. | As specified |
| Average Pile Yarn Density | Calculation: Measures the amount of pile fiber by weight in a given volume. Typically calculated in ounces per cubic yard. Important element in equating quality of carpet to wearability, resilience and appearance retention. | As specified |
| Tuft Bind | ASTM D-1335 Test Method for Tuft Bind of Pile Floor Coverings: The amount of force required to pull a single carpet from its primary backing. Determines the ability of the tufted carpet to withstand zippering and snags. | 6.25 pounds of force for loop pile is minimum average value for HUD; for GSA, it is 10 pounds |
| Delamination strength of secondary backing | ASTM D-3936 Test Method for Delamination Strength of Secondary Backing of Pile Floor Coverings: Measures the amount of force required to strip the secondary backing from the primary carpet structure. Measured in pounds of force per inch width. Its importance is to predict the secondary delamination due to flexing caused by traffic or heavy rolling objects. Does not apply to unitary backings and some other backings. | 2.5 pounds of force per inch is the minimum average value |

COMMON TEST METHODS USED FOR FINISHED COMMERCIAL CARPET

| CHARACTERISTIC | TEST METHOD | RECOMMENDED LEVELS |
|---------------------------|---|---|
| Colorfastness to Crocking | Colorfastness to Crocking: Carpet -- AATCC-165 Crockmeter Method: Transfer of colorant from the surface of a carpet to another surface by rubbing. The transference of color is graded against a standardized scale ranging from 5 (no color transference) to 1 (severe transference). | Rating of 4 minimum, wet and dry, using AATCC color transference scale |
| Colorfastness to Light | Colorfastness to Light: Water - Cooled Xenon - Arc Lamp, Continuous Light AATCC-16, option E: Accelerated fading test using a xenon light source. After specified exposure, the specimen is graded for color loss using a 5 (no color change) to 1 (severe change) scale. | Rating of 4 minimum after 40 AATCC fading units using AATCC gray scale for color change |
| Electrostatic Propensity | AATCC-134 Electrostatic Propensity of Carpets: Assesses the static-generating propensity of carpets developed when a person walks across them by laboratory simulation of conditions that may be met in practice. Static generation is dependent upon humidity condition, therefore, testing is performed at 20% relative humidity. Results are expressed as kilovolts (kV). The threshold of human sensitivity is 3.5 kV, but sensitive areas may require that a lower kV product be specified. | Less than 3.5 kV for general commercial areas |

FLAMMABILITY

| | | |
|------------------------|---|---|
| Methenamine pill | FF 1-70 as found in 16 CFR 1630 and also ASTM D-2859: Small-scale ignition test is required of all carpet for sale in the U.S. | 7 passes from 8 specimens tested |
| Flooring Radiant Panel | ASTM E-648 Test Method for Critical Radiant Flux of Floor Covering Systems Using a Radiant Heat Energy Source: Depending upon occupancy use and local, state or other building or fire codes, carpets for commercial use may require panel test classification (class I or II). Class I is considered to be a minimum rating of 0.45 watts per sq. cm; class II is considered to be 0.22 watts per sq. cm or greater. Most codes require only radiant panel testing for carpet to be installed in corridors and exit-way areas. | As per applicable local, state and federal requirements |

ADDITIONAL REQUIREMENTS FOR MODULAR CARPET

| | | |
|----------------------------|---|--|
| Modular size and Thickness | Depending upon occupancy use and local, Physical Measurement | Typical tolerances are in the range of five thousandths of an inch (5 mils, 0.0005 inch) Within 1/32 inch of dimensional specifications |
| Dimensional Stability | Machine-made Textile Floor Coverings -- Determination of Dimensional Changes in Varying Moisture Conditions ISO 2551 | +/- 0.2% maximum |

REQUIREMENTS FOR INDOOR AIR QUALITY

| | | |
|---|---|--------------------------------------|
| CRI IAQ Testing Program Green Label | CRI IAQ Testing Program: Assesses emission rates of new carpet by product types. | Must meet program emissions criteria |
| CRI Green Label Plus™ Emissions Program | Combines Green Label requirements and specific indoor air quality testing protocols of Section 01350 of the California Integrated Waste Management Board. Acceptable for Collaborative for High Performance Schools (CHPS) Low Emitting Materials Products listing. | Must meet program emissions criteria |

*ASTM standard test methods are available from the American Society for Testing and Materials International, 100 Barr Harbor Drive, West Conshohocken, PA 19428 USA, Telephone 610-832-9585. www.astm.org

** AATCC standard test methods are available from the American Association of Textile Chemists and Colorists, P.O. Box 12215, Research Triangle Park, NC 27709, Telephone 919-549-8141. www.aatcc.org

*** ISO standards are available from the American National Standards Institute, Inc., 25 West 43rd Street, 4 Floor, New York, NY 10036, Telephone 212-642-4980.

[GLOSSARY OF CARPET TERMINOLOGY]

ABATEMENT | The removal of a substance in order to meet certain safety or environmental requirements, i.e., asbestos abatement.

AIR ENTANGLED YARNS | Yarn ends that are passed through an air jet to mingle the filaments, creating a cohesive yarn bundle. Air entangling of colored yarn yields a heather effect and is often used as a styling technique in loop construction commercial carpets. Air entangling the fiber is less expensive than twisting the fiber.

ANTI-STATIC | The ability of a fabric or additive to disperse electrostatic charges and prevent the buildup of static electricity.

ASBESTOS | A nonmetallic mineral fiber that is nonflammable. Vinyl asbestos tile (VAT), usually 9" x 9", were prevalent in the 60's and 70's and the cut back adhesive used to adhere the tile could contain asbestos and may need to be abated.

BACKING | Material that forms the back of the carpet, regardless of the type of construction.

1. Primary back - In a tufted carpet, the material into which surface yarns are tufted.
2. Secondary back - Any material attached or adhered to the primary back.

BLEEDING | Loss of color by a fabric or yarn. In printing a color may bleed onto another color. Fabrics that bleed can cause staining of white or light shade fabrics in contact with them while wet.

BLENDING | The combination of staple fibers of different physical characteristics or color to assure a uniform distribution of these fibers throughout the yarn.

BROADLOOM | A term of measurement, referring to any carpet made 54 inches or wider, as distinguished from narrow widths of 27 or 36 inches. The term does not define any particular quality, construction, or style, usually refers to 12-foot or 15-foot widths.

CONTINUOUS FILAMENT | Continuous strand of synthetic fiber extruded in yarn form, without the need for spinning which all natural and staple fibers require.

CLASS I AND CLASS II | Flammability ratings that are given to carpet after a series of tests to determine flame spread. Depending on occupancy use and local, state or other building or fire codes, carpets for commercial use may require panel tests classifications of either I or II, most specifically for carpet installed in corridors of healthcare facilities, day care centers, dormitories, apartment buildings and correctional facilities.

■ Class I is considered to be a minimum rating of 0.45 watts per square centimeter.

■ Class II is considered to be a minimum rating of 0.22 – 0.44 watts per square centimeter.

Most codes require only flooring radiant panel testing for carpet to be installed in corridors and exit ways, and the type of institution will determine whether Class I or Class II is appropriate.

(Note: Your customer should check the fire codes in the area where the product will be installed.)

CRADLE-TO-CRADLE CLOSED LOOP RECYCLING | This operation employs patented technology that takes post-consumer carpet and breaks it down to its original material – the actual building block for Nylon 6. Shaw can then use this “new” material to make carpet fiber – again and again without any performance degradation or color limitations.

CUT-PILE | A pile surface obtained by cutting the loops of yarn in a tufted or woven carpet.

DELAMINATION | A condition that occurs when the secondary back or the attached cushion separates from the primary backing of the carpet.

DELUSTERING | Subduing or dulling the natural luster of a textile material by chemical or physical means. The term often refers to the addition of titanium dioxide or other white pigments as delustrants in the yarn during extrusion

DENIER | A weight-per-unit measure of any linear material. In the carpet industry, it is the weight in grams of 9,000 meters of fiber or yarn. The higher the number, the larger the yarn or filament. Typical yarn range is from 1200d to 6000d. In the U.S., the denier is used for numbering filament yarns (except glass), man-made fiber staple (but not spun yarns), and tow. Typical denier per filament range for commercial fiber is 18 – 30 dpf. (See Denier Per Filament). In most countries outside the U.S., the denier system has been replaced by the tex systems.

Note: This is a technical term and while you may find it on an architectural folder that the denier of a fiber is 1800s, it is not a point to use in comparison of fibers because many fibers are plied together to form larger bundles of yarn. Basically, denier is used to describe the filament or bundle size of the yarn.

DENSITY | a calculation that measures the amount of pile fiber by weight in a given volume. Typically calculated in ounces per cubic yard. Important element in equating quality of carpet to wearability, resilience and appearance retention.

DIMENSIONAL STABILITY | The ability of textile material to maintain or return to its original geometric configuration.

DYEING | The process of coloring materials; impregnating fabric with dyestuff.

- **Acid Dyeable and Cationic Dyeable Nylons** | The dyeabilities of nylon are most commonly referred to as acid dyeable (light, medium or deep) and cationic (basic) dyeable. These terms refer to the major classes of dyes used to dye the fibers and have nothing to do with whether the fiber is Nylon 6 or Nylon 6,6. Both types of nylon can be made either acid dyeable or cationic (cat) dyeable; however, unless the nylon has been modified, it will be acid dyeable.
- **Acid Dyeable Nylon** | This nylon is the most common and it contains positively charged sites that attract dye. As with magnetic fields, opposite charges attract and like charges repel. In order for the positive site on a fiber to attract a dye, the dye must be carrying a negative charge, and acid dyes carry a negative charge.
 - **Solution Dyed:** Extruded synthetic yarn from a colored solution; the filament is impregnated with pigment.
 - **Stock Dyed:** Fiber dyed before spinning.
 - **Yarn Dyed:** Yarn dyed before being manufactured into carpet.
 - **Piece Dyeing:** Carpet dyed “in a piece” in a large beck of dyestuffs and water after tufting but before other finishing processes.
 - **Cross Dyeing:** Method of dyeing fabrics with dyestuffs which have different affinities for different types of yarn, for example, a barber pole might be an acid dyed ply and a cationic dyed ply.
 - **Space Dyeing:** Process whereby different colors are “printed” along the length of the yarn before it is manufactured into carpet.
 - **Continuous Dyeing:** The process of dyeing carpet in a continuous production line, rather than piece dyeing separate lots. Most often done on Kuster continuous dyeing equipment that flows on dyestuffs, as distinguished from submerging carpet in separate dye becks.

EDGE RAVEL | A condition in installed carpet when the edges begin to ravel at the seams. Typically caused by inadequate amount of seam sealer.

FASTNESS | Resistance to fading; the property of a dye to retain its color when the dyed material is exposed to conditions or agents such as light, perspiration, atmospheric gases, or washing that can remove or destroy the color. A dye may be reasonably fast to one agent and only moderately fast to another. Degree of fastness of color is tested by standard procedures. Textile materials often must meet certain fastness specifications for a particular use, typically 4 on Grey scale (AATCC-8).

FIBER | A unit of matter, either natural or man-made, which forms the basic element of fabrics and other textile structures. A fiber is characterized as having a length at least 100 times its diameter or width. The term refers to units that can be spun into yarn or made into a fabric by various methods including weaving, knitting, braiding, felting, and twisting. The essential requirements for fibers to be spun into yarn include, a length of at least 5 millimeters, flexibility, cohesiveness, and sufficient strength. Other important properties are elasticity, fineness, uniformity, durability, and luster.

FILAMENT | A fiber of an indefinite or extreme length such as found naturally in silk. Man-made fibers are extruded into filaments that are converted into a filament yarn, staple, or tow.

FLAMMABILITY TESTS | Many procedures have been developed for assessing the flame resistance of textiles. (See Carpet Testing chapter.)

- Flooring Radial Panel Test: A test for the flammability of carpets in which the specimen is mounted on the floor of the test chamber and ignited thereby exposing it to intense radiant heat from above. The rate of flame spread is assessed.
- Tunnel Test: A test for the flammability of carpets or rugs in which a sample is placed on the ceiling of a tunnel of specified dimensions and ignited under controlled conditions to determine the extent to which it will burn (while being tested on the ceiling). This test is no longer required by fire marshals, although some outdated specifications may still list the Steiner Tunnel Test as a requirement. Note: It may be necessary to have a local fire marshal contact the Carpet and Rug Institute or Shaw's Technical Department for verification of non-use and non-applicability of the Steiner Tunnel Test.

FUZZING | Hairy effect on fabric caused by snagging or breaking; or by fibers slipping out of yarn or contour in either service or wet cleaning. Carpet of continuous filament yarn is fuzzed by snagging and breaking.

GSA (GENERAL SERVICES ADMINISTRATION) | The federal government's business manager, buyer, real estate developer, telecommunications manager, and IT solutions provider that contracts for billions of dollars worth of products and services for federal agencies. Most GSA contracts are for standard services and "commercial off-the-shelf" (COTS) products and equipment in three major areas:

1. general-purpose supplies, equipment, and service
2. building construction, repair, and maintenance
3. information technology and network services

GAUGE/PITCH | The number of ends of surface yarn counting across the width of carpet. In woven carpet, pitch is the number of ends of yarn in 27 inches of width, e.g. 217 divided by 27=8 ends per inch. In tufted carpet, gauge also means the number of ends of surface yarn per inch counting across the carpet e.g. 1/8 gauge = 8 ends per inch. To convert gauge to pitch, multiply ends per inch by 27. E.g. 1/10 gauge is equivalent to 270 pitch, or 10 ends per inch x 27 1/8 gauge is 8 ends of yarn per inch x 27= 216 pitch.

GREIGE GOODS- (Pronounced “gray” goods) | Term designating carpet just off the tufting machine and in an undyed or unfinished state.

HEAT SETTING | A process that locks twist in a yarn. This is accomplished by heating the yarn to a temperature that loosens the bonds between the molecules. Then new bonds are formed as the yarn cools which gives the yarn “memory.”

LATEX | A synthetic compound used to seal the tufts of carpet in the backing substance. It is used on tufted and woven products to lock the yarn into the primary backing and then adhere the primary backing to the secondary backing.

LEVEL LOOP | A term describing a tufted or woven carpet with uncut or equal length, loops composing the pile surface.

LIGHTFASTNES | The degree of resistance of dyed materials to the color-destroying influence of sunlight. Two methods of testing are in use: 1) exposure to sunlight, either direct or under glass, and 2) accelerated testing in a laboratory apparatus equipped with any of several types of artificial light sources.

LUSTER | The quality of shining with reflective light. The term is frequently associated with the adjectives bright or dull to distinguish between varieties of man-made fibers.

MAIN STREET COMMERCIAL | Main Street Commercial marketplace describes how products get to market, that is, commercial entities buy directly from carpet dealers and do not go through a lengthy bid process.

METALLIC FIBER | A manufactured fiber composed of metal, plastic-coated metal, metal-coated plastic, or a core completely coated by metal. Metallic fiber in carpet is sometimes is used to reduce buildup of static electricity.

NYLON FIBER | A manufactured fiber in which the fiber-forming substance is any long chain synthetic polyamide having recurring amide groups (-NH-CO-) as an integral part of the polymer chain. The two principal nylons used in carpet are Nylon 6,6, which is polyhexamethylenediamine adipamide, and Nylon 6, which is polycaprolactam.

- **Nylon 6,6** is so described because each of the raw materials, hexamethylenediamine and adipic acid, contains six carbon atoms. In the manufacturing of Nylon 6,6, these materials are combined, and the resultant monomer is then polymerized. After polymerization, the material is hardened into a translucent ivory-white solid, which is cut or broken into fine chips, flakes, or pellets.
- **NYLON 6** was developed in Germany where the raw material had been known for some time. It was not until Nylon 6,6 was developed in the U.S. that work was initiated to convert caprolactam into a fiber. The process for Nylon 6 is simpler in some respects than that for Nylon 6,6. Nylon 6,6 or 6 pellets are extruded through a spinneret while in the molten state to form filaments that solidify quickly as they reach the cooler air. The filaments are then drawn to orient the long molecules from a random arrangement to an orderly one in the direction of the fiber axis. The drawing process gives elasticity and strength to the filaments.

CHARACTERISTICS | Although the properties of the nylon described above vary in some respects, they all exhibit excellent strength, flexibility, toughness, elasticity, abrasion resistance, wash ability, ease of drying, and resistance to attack by insects and microorganisms.

NEEDLE PUNCHING | Layers of batts of fibers are needled into a core, or scrim, fabric to form, a felted or flat-textured padding or material. Fiber pads that are common today are needlepunched. (Shaw's Endurance pad)

OZONE FADING | The fading of a dyed textile material caused by atmospheric ozone. Coastal areas are most affected by ozone fading, and ozone usually affects blue dyes first.

PILE | The visible ends of yarn, whether cut or looped, that form the wear surface of carpet and rugs.

PILE HEIGHT | The height of pile measured from the surface of the back to the top of the pile, not including the thickness of the back.

PILLING | The condition of certain fibers in which strands of the fiber separate and become knotted with other strands, causing a rough, spotty appearance. Pilled tufts should never be pulled from carpet, but may be cut off with sharp scissors at the pile surface.

PITCH | In woven floor covering, the average number of pile ends per inch in the selvage-to-selvage direction (across width).

PLY | The number of single yarns twisted together to form a finished yarn.

POLYPROPYLENE | Synthetic thermoplastic polymer used in molded items, sheets, films, and fibers.

PRINTING | A process for producing a pattern on carpet by any of a number of printing methods. The color usually in the form of a paste is deposited onto the surface that is then usually treated with steam, heat or chemicals for fixation. Various types of printing include direct printing, flatbed screen printing, rotary screen printing and injection printing/jet printing.

ROTO-TWIST (Also called Air Twisting) | Provides excellent color differentiation by twisting 2-ply to 6-ply yarns in one step with a combination S twist and Z twist aired and tacked. Roto-twist provides excellent performance characteristics in loop pile carpet.

SDN — SOLUTION DYED NYLON | A synthetic yarn that is made by adding dye while the fiber material is still in a liquid state, before being extruded. Provides excellent stain resistance.

SELVAGE | The edge of a carpet, usually primary and secondary backings that need to be trimmed prior to installation. On woven products, the selvage is finished so that it will not ravel or require binding or hemming.

SERGING | Finishing the edge of a carpet/rug by oversewing rather than binding.

SHADING | An apparent change of color in carpet pile caused as light is reflected in different ways when pile fibers are bent; not a defect, but a characteristic especially of cut pile fabrics.

SPUN YARN | A yarn consisting of fibers of regular or irregular staple length usually bound together by twist.

STAPLE | Natural fibers or cut fibers from filaments. Man-made staple fibers are cut to a definite length from 8 inches down to about 1-1/2 that are then put into a spinning system and made into yarn. The term staple (fiber) is used in the textile industry to identify natural or cut length man-made fibers.

TEXTURE | A non-uniform surface pile that can be created by a) different pile heights, b) high twist, or c) unbalanced twist.

TUFT BIND | A condition that exists when there is an adequate amount of latex on the back of the carpet to encapsulate the tufts and prevent them from being pulled out of the carpet. This helps determine the ability of the carpet to withstand zippering and snags. The tuft bind test involves the force required to pull a tuft from the carpet, measured in pounds. Loop pile carpet's minimum average value is 6.25 pounds of force. Many specifications have tuft bind requirements.

TUFTING | The process of creating textiles, especially carpet, on specialized multi-needle sewing machines. The needles push yarn through a primary backing fabric, where a loop holds the yarn in place to form a tuft as the needle is removed. The tufting process creates various constructions of carpet as identified below:

- **Loop Pile** – After the needles is withdrawn from the primary backing, the looper rocks back and leaves a loop
- **Textured Loop** – Produced by using an electronic speed control motor that creates texture with different pile heights by feeding varying amounts of yarn into the needles.
- **Cut Pile** – A knife is attached to the looper and after the needles is withdrawn, the knife cuts a loop against the sharpened edge of the hook.
- **Cut and Loop** – Achieved by having separate cutting and looping systems under the machine, or using spring-loaded hooks to create the cut pile portion.
- **Patterned Carpet** – To produce patterned tufted carpet, a pattern attachment is added to the basic tufting machine. There are several types of pattern attachments, but their function is similar in that they all control the quantity of the yarn supplied to each tufting needle. In other words, less yarn gives a lower loop. Yarn color placement along with pattern attachments create the pattern.

TWISTTAK | A method of increasing more color separation while combining multiple plies to create a yarn, than by air entangling.

TWISTING | The process of combining filaments into yarn by twisting them together or combining two or more parallel single yarns (spun or filament) into piled yarns. Twisting is also employed to increase strength, smoothness, and uniformity, or to obtain novelty effects in yarn.

V.A.T. | Vinyl asbestos tile

YARN | A generic term for continuous strand of textile fibers, filaments, or material in a form suitable for knitting, weaving, or otherwise intertwining to form a fabric.

[OVERVIEW]

Commercial Sales: Understanding the Negotiated Market



Shaw Main Street Commercial Products



Commercial Market Segments, Their Needs and Product Applications



Technical Information: Shaw Commercial Yarn Systems



Technical Information: Backing Systems



Keys to Growing Your Main Street Commercial Business



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