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FLOOR COVERING WEEKLY

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Value-added products bring double-digit profits

17

22 Carpet & Area Rugs

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NeoCon notes

A final contract market report

By Kimberly Gavin

[CHICAGO] NeoCon 2010 was distinguished this year not only by a strong showing of visitors — more than 41,000 according to Merchandise Mart Properties, a 10-percent increase — but also by new product launches into a market that most agree is less than robust. “It’s good to see manufacturers bringing out so many new products in this economy,” said Randy Weis, president, RD Weis Co., a New York-based commercial flooring contractor.

Not only were there plenty of new introductions, NeoCon 2010 saw new innovations in several areas. Here are some highlights:

New brands

Pure Contract is a new brand from Beau-lieu Commercial featuring modular solutions, said James Lesslie, president. Pure teamed up with TacFast Technology to offer hook-and-loop systems for commercial interiors.

Pure Contract markets and sells the TacFast LocPlate products featuring a free-floating substrate and carpet tile with a loop fabric covering the underside. The flooring surface attaches to the hook substrate by engaging the hooks and loops, creating a mechanical bond that holds the flooring surface in place securely yet is releasable.

The LocPlate product line is a modular floor that can be installed over any subfloor without any attachment to the subfloor and supports the installation of a variety of flooring surfaces. This makes the LocPlate system a universal subfloor system and eliminates the need for adhesives.

“The backing stays on the floor and the face attaches to it,” Lesslie said. To date, there are 14 carpet products from Pure. Lesslie said ceramic tile and vinyl products will come later from other suppliers. “This will change the game. Overnight you can drop in a new floor.” Visit purecontractcarpets.com.