

# NEOCON 2010

**T**he mood at this year's NeoCon was distinct from the wary, cautious atmosphere at NeoCon 2009, when the market was still in freefall. This year's show was not about hanging on and hoping for the best but about looking forward and taking action to capture the budding business as it comes back to life.

FOCUS July 2010

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- **Beaulieu** unveiled its new Coloray technology, a process that twists together three or four solid colored solution dyed nylon yarns to create the movement of color along the length of the yarn. Key to the technology is that it allows the user to control which colors are being revealed more than others. The process creates a space dyed look, but with more control, and with solution dyed attributes like enhanced performance and stain resistance.

Two doors down from Beaulieu's showroom was the permanent space for the firm's new standalone carpet tile brand, Pure Contract Carpets. The brand offers two modular carpet solutions: Nexterra, an NSF-I40 Platinum certified carpet tile with 85% post-consumer recycled content in the backing; and carpet tiles using the TacFast LocPlate system that enables floating floor installations over a wider range of subfloors than is possible with traditional carpet tile. Pure products also feature Puralex odor-neutralizing treatment.

Pure products include On Point, a tailored loop pile with crisp accent lines, widely and sporadically spaced, and The Brights, a complementary product in a range of accent colors in shades of blue, red, yellow and orange. Modlife is a design of midscale squares and rectangles, subtly irregular, while Jetset is a tonal, tailored striae pattern.

The TacFast system uses the LocPlate substrate, which is composed of 24" square Hook Plates that are connected in the corners by circular Connector Discs. Once the substrate is in place, carpet tiles—or any other flooring material backed in the appropriate material—can be installed on top in any orientation. The system makes it easy to switch out carpet tiles, and on top of that the entire system can be easily disassembled and reused in a new location.

The LocPlates, which are for now made of polypropylene, are covered by thousands of tiny catches (not unlike Velcro) while the carpet tiles are backed in a soft loop fabric. TacFast Systems is also working with producers of other types of flooring, including hardwood and ceramic.