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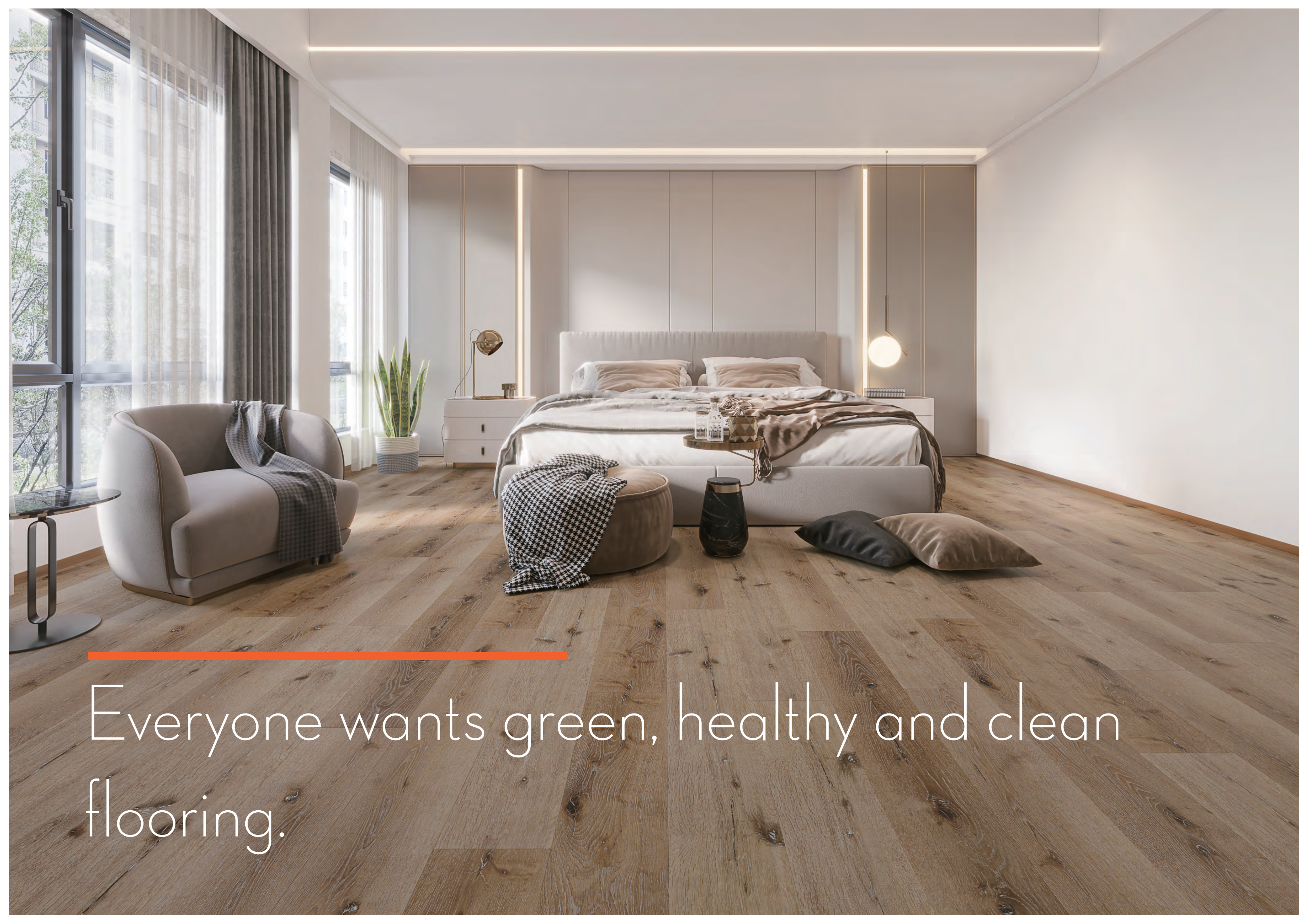
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*Hygienic
SPC flooring*



Everyone wants green, healthy and clean flooring.

Hygienic products come of age in the midst of a pandemic

By Ken Ryan

Many people feel the COVID-19 pandemic has fundamentally changed the world as we know it. People are living differently and buying differently. Studies have shown the pandemic has made consumers more aware of the need to maintain hygiene—both on a personal level as well as in their homes—to reduce the chances of infection.

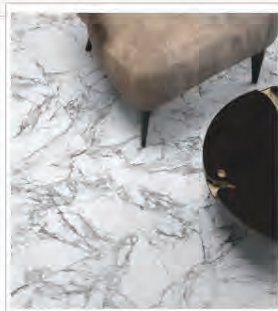
To that end, awareness is growing among consumers around antibacterial materials and antimicrobial products, and the hygienic benefits these low-maintenance surfaces provide. As this trend grows—and is expected to continue to do so for the foreseeable future—flooring suppliers are developing products that promote cleanliness and hygiene. In some cases, the products are inherently hygienic; in others, an additive has made it so.

Following is a snapshot of some innovative hygienic flooring products available today.

AMERICAN BILTRITE/ULTRACERAMIC

Ultra Ceramic collections feature a polyurethane surface treatment, making it easy to clean and disinfect and least likely to show signs of tarnishing compared to natural stones.

American Biltrite said it conducted laboratory tests using a methodology based on ASTM F 925 and applied disinfectants approved to combat SARS-CoV-2 on various surfaces with 60-minute and 24-hour dwell times. Marble and porcelain samples showed clear signs of tarnishing while UltraCeramic did not, the company said.



ARMSTRONG/DIAMOND 10 TECHNOLOGY

Cleaning and disinfection protocols are the best way to mitigate the spread of infection. That's why Diamond 10 Technology was created, according to Armstrong, and it's made cleaning and disinfecting an effective process.

Diamond 10 Technology uses cultured diamonds to provide the ultimate scratch, stain and scuff resistance. Its protective layer provides simple cleanability so disinfecting protocols are effective and consistent. Diamond 10 Technology is available across the Armstrong Flooring portfolio, including LVT, rigid core and sheet.



DALTILE/MICROBAN

Unlike some other surfaces, tile is innately resistant to the growth of bacteria, mold and mildew. Tile is also a hypoallergenic surface that harbors no odor or bacteria. In 2020, Daltile launched the Famed collection, the brand's first tile collection that features Microban technology. Microban technology provides powerful antimicrobial product protection that is built into the product and will not wash off or wear away. Daltile said it plans to offer more new products featuring Microban technology in 2021.



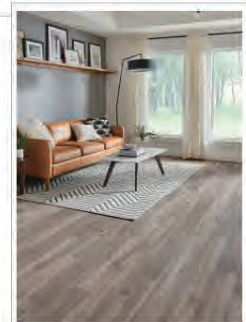
INVISTA/PETPROTECT

Stainmaster PetProtect from Invista is made with solution-dyed nylon and offers benefits important to busy families who don't have time to clean. The built-in stain resistance makes it easy to clean up pet messes and lessens the attraction between the hair and the carpet to allow for easy removal of hair with normal vacuuming. In addition, the PetProtect carpet and cushion system reduces pet odors after thorough cleaning.



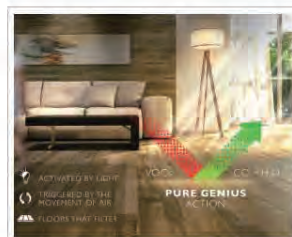
MANNINGTON/MICROBAN

Mannington will be incorporating Microban into its Adura line starting this quarter. All the products in the Adura Selling Solution have Microban—Adura Max, Adura Rigid and Adura Flex. The technology is built into the wear layer of the floor and won't wear off over time. "This makes the power of the Adura Selling Solution that much more relevant, and it really simplifies things for the retail salesperson," said Jimmy Tuley, vice president, residential resilient.



LAUZON/PURE GENIUS

The Pure Genius particles embedded in Lauzon's Titanium finish coating are designed to turn floors into self-purifying surfaces on which 99.6% of germs (virus, bacteria) are actively eliminated, as well as an air cleaner that eliminates up to 85% of VOCs, solvents and formaldehyde from the ambient air. Pure Genius captures impurities and naturally decomposes and releases them as harmless molecules.



MOHAWK/SMARTSTRAND

Where traditional carpets fall short, the fibers in SmartStrand Forever Clean are designed to offer an extraordinary cleanability with permanent stain resistance and spill and soil protection. SmartStrand is created using proprietary Nanoloc technology that completely encapsulates the carpet fiber making it easier to clean. A worry-free solution, SmartStrand is designed as the ideal flooring for busy households.



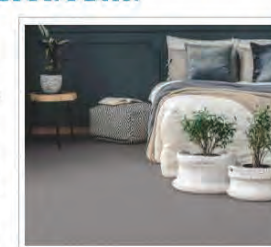
MSI/SILVER TRAV

Silver Trav is a stone-look porcelain available via MSI's Legions collection. The large-format porcelain is nonporous, meaning it will not harbor moisture, creating an environment that is non-conductive to bacteria or mold growth. Silver Trav provides an excellent hygienic environment for people and pets as it is engineered to be simple to clean and highly resistant to staining and slipping.



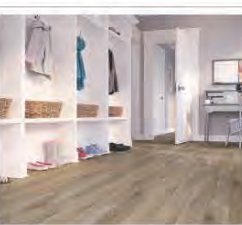
PHENIX/MICROBAN

Phenix carpets with Microban help protect 24/7 against the growth of bacteria, mold and mildew, and are said to remain 99% cleaner than untreated surfaces. It's built right into the carpet, so it lasts for the life of the product and is designed to prevent the growth of stain and odor causing bacteria, mold and mildew. The built-in Microban antimicrobial technology is designed to offer a new level of cleanliness to homeowners, a top-of-mind attribute today.



SHAW FLOORS/BELLERA

Shaw Floors' Bellera carpet collection features high-performance PET fiber, LifeGuard spill-proof backing, new bleach and fade-resistant technology and R2X stain and soil treatment. New bleach and fade-resistant technology offer extreme resistance to harsh cleaning agents. Shaw's R2X stain and soil treatment and LifeGuard spill-proof backing both aim to improve cleanability and odor resistance. Bellera is Green Label Plus certified and Cradle to Cradle Certified Bronze.



TORLYS/MAXX FINISH/MICROBAN

Torlys RigidWood and RigidTile Smart Vinyl collections feature antimicrobial technology from top to bottom. On the surface is Maxx Finish antimicrobial protection to defend against bacteria 24/7. In the middle, SafeCore is infused with Microban product protection to prevent microbes from growing and reproducing should bacteria find its way in between floor joints. Underneath the floor, FoamPlus Blue underlay is integrated with Microban technology.



VÄLINGE/ACTIO2

The additive that is Actio2 is integrated in the flooring lacquer layer and enables a natural photocatalytic process to take place when exposed to daylight or indoor light. This allows harmful emissions and unpleasant odors to be broken down, in turn improving indoor air quality. The process kills bacteria on the floor and the additive also makes the floor easier to clean. Since it is embedded in the lacquer, it remains active during the entire lifetime of the surface.

Introducing a smart, easy way to help us recruit and train qualified installers

We put a program together called "Helping Hand" that keeps retailers and manufacturers safe, while at the same time provides funding back to the Foundation to help recruit and train qualified installers.

Ralph Boe, PhD
President
ARROPOL Chemicals, Inc.

Order ARROPURE Hand Sanitizers

We're not simply asking you to write a check. We're providing a resource you would need anyway. You utilize that resource and at the same time benefit the Floor Covering Education Foundation and together, we solve this problem.

Scott Humphrey
CEO
World Floor Covering Association

For every purchase of ARROPURE Hand Sanitizer, we'll donate 10% of that purchase price to the Floor Covering Education Foundation to fund scholarships and training for the next generation of flooring installers.



WFC Partners with ARROPURE to bring hand sanitizer and safety to members throughout the industry.

at Arropure.com

10% of every purchase goes to fund the



Because ARROPURE is sold in bulk and shipped direct to you, it's priced way below other hand sanitizers on the market. ARROPURE is a top-quality, alcohol-based hand sanitizer that's made in the USA and kills 99.99% of disease-spreading bacteria and prevents the growth and spread of Coronavirus.

ARROPURE is registered with FDA, formulated to CDC and WHO guidelines for effectiveness. Made by ARROPOL Chemicals, Dalton, GA.

Are you concerned that
your floor is not clean enough?



Soil built upon the floor?

▲ Pet Stains



▲ Kids Graffiti



Food Residues ▼

Stains left on the surface?

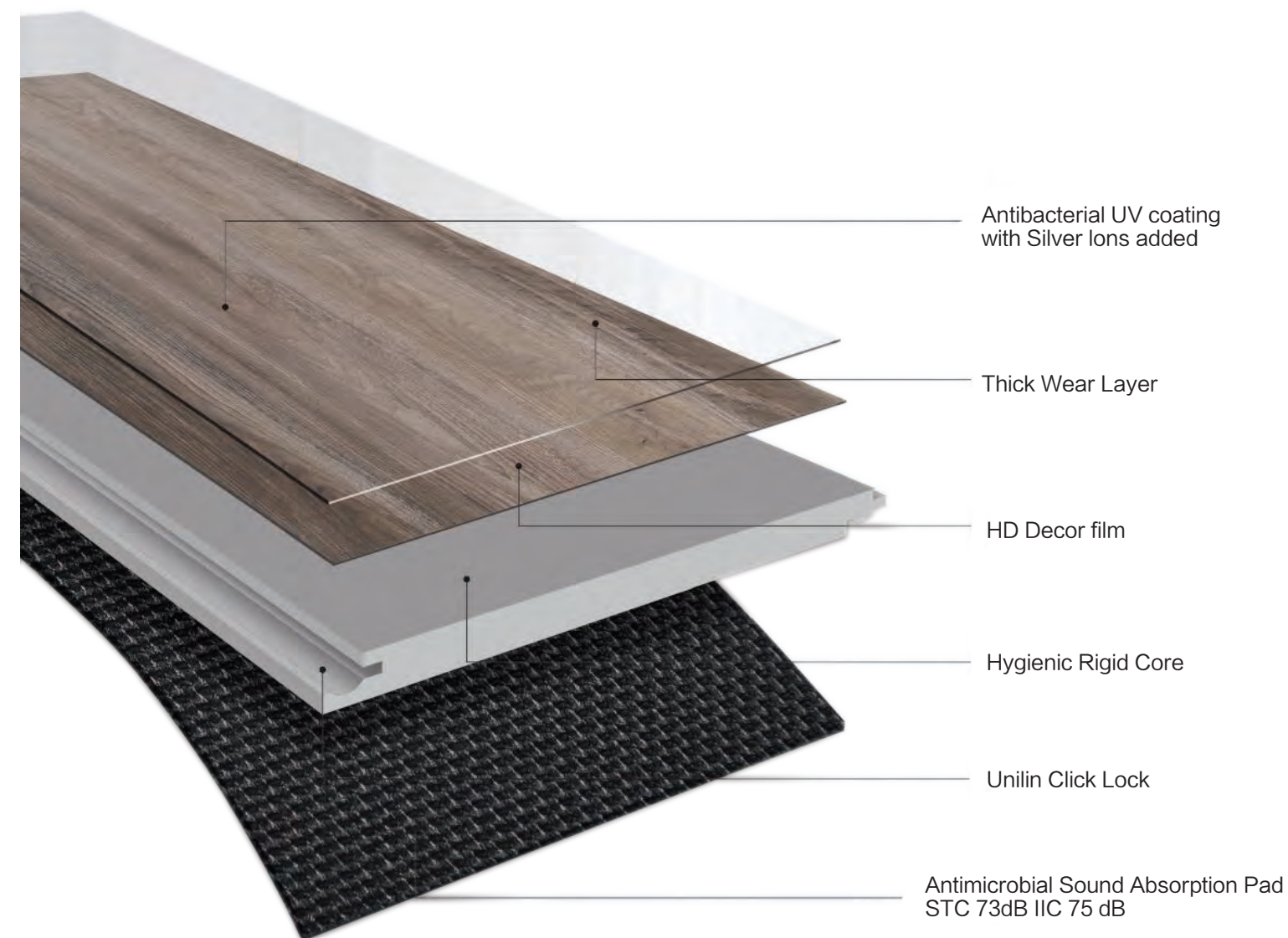
Bacterial hiding in plain sight?



Hygienic SPC flooring
The perfect solution to all your worries.

Hygienic SPC flooring

Silver ions, a powerful weapon against a broad range of microbes, have been incorporated into our UV paint. Innovative IXPE, moisture-proof, mold-proof and fungi-proof. Give you a true flooring solution that can settle any concerns you may have.



DECNO hygienic SPC flooring with innovative antibacterial coating and IXPE, gives you a **24/7** protection from top to bottom, **99%** cleaner than untreated surfaces certified by SGS.



Inherently hygienic surface



Healthy solution

*Resist anything
protect everyone*



Extraordinary cleanability



24/7, long-term effectiveness




COLOR
Hygienic SPC





COLOR

Hygienic SPC





*Your Clean & Healthy Flooring System
Resist Anything, Protect Everyone
Give You a Clean & hygienic Flooring.*