

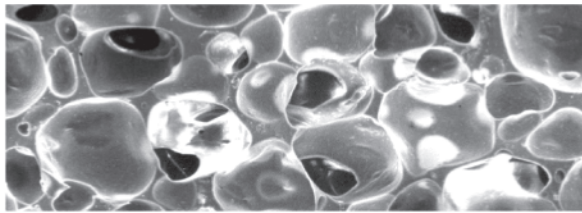
## **BIOCEL / ENVIROCEL**

Polyurethane Carpet Backing

Marketers of polyvinyl chloride (PVC) cushion products frequently promote the attributes of closed cell configuration, as contrasted with the open cell polyurethane chemistry of the BioCel\* and EnviroCel\* carpet backing. Attributes of closed cell products are alleged to include greater resistance to moisture and improved resilience.

Importantly, in high performance commercial carpet products, the polymer precoat applied directly to the primary carpet backing or with the cushion layer, provide the major moisture resistant characteristics. The polyurethane precoat component of BioCel\* and EnviroCel\* carpet backing impedes liquid penetration to the subfloor.

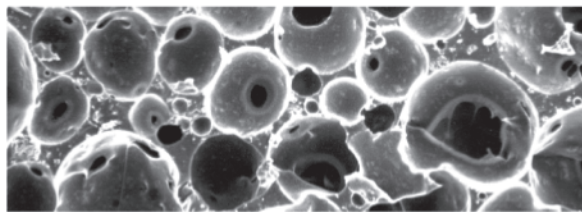
### **Open & Closed Cell in PVC**



PVC CUSHION

Although polyvinyl chloride (PVC) foam is termed a closed cell product, microphotography of untrafficked PVC cushion reveals both open cells and open channels between the cells.

### **Open Cell in BIOCEL / ENVIROCEL Carpet Backing**



BIOCEL / ENVIROCEL



Microphotography of BioCel\* carpet backing untrafficked shows the geometric uniformity of its microcellular construction. This highly resilient cell wall network is generically termed an open cell cushion.

**Additional  
Performance  
Characteristics  
to Consider**

BioCel\* and EnviroCel\* carpet backings demonstrates superior resistance to spills, moisture, and wet cleaning procedures, reducing the likelihood of mold, mildew, and product deterioration.

BioCel\* and EnviroCel\* carpet backings remains flexible over a wider range of temperature than PVC, reducing its susceptibility to installation problems due to stiffness changes.

Carpets backed with BioCel\* or EnviroCel\* demonstrate excellent smoke ratings, in accordance with the NBS Smoke Chamber Test ASTM E-662, commonly achieving a smoke density of < 450 (flaming mode).

Products with BioCel\* or EnviroCel\* carpet backing are available in broadloom, offering unmatched choices in installation, handling, and removal economies.



For additional information:  
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