

Backing Technology

Strength, flexibility, and ease of installation make Clayton Miller Hospitality backings your most efficient and effective choices for carpet. Resilient by design, our BioCel, EnviroCel polyurethane backings protect against moisture, reducing the risk that spills, odors and stains could reach the sub-floor. And, for performance and durability at budget-friendly prices, our economical latex backings deliver quality without compromise.

Product Attributes	BioCel™ Attached Cushion	BioCel™ Laminate	EnviroCel Cushion Plus	Perma Loc	Action Back Plus	Action Back	BioCel™ Comfort Pad
Recycled PET Secondary Backing	✓	✓	✓				✓
Bio-Based Polyurethane Cushion	✓		✓				✓
Moisture Resistant	✓	✓	✓				✓
Functional Liquid Barrier	✓	✓					
Tuft Bind Not Adversely Affected by Moisture	✓	✓	✓				
Great Lamination Strength	✓	✓	✓	✓	✓	✓	
Low VOC Rating	✓	✓	✓	✓	✓	✓	✓
Reduces Muscle Fatigue	✓		✓				✓
Sound Insulating Properties	✓		✓				✓
Increased Appearance Retention	✓	✓	✓		✓		✓
Thermal Insulating	✓		✓				✓
Fully Recyclable	✓	✓	✓				✓
Direct Glue Installation	✓	✓	✓	✓	✓	✓	✓
Stretch in, Double Stick or Direct Glue Installation				✓	✓	✓	

Sustainably Superior

Environmental sustainability is no longer a luxury, it is a necessity in all of our projects. BioCel, EnviroCel and performance latex backings were developed to reduce our carbon footprint and replace old industry standards with a more sustainable alternative. These highly efficient carpet backing systems extend the life of our products and save money and resources, making it easy on the environment and your bottom line. Long lasting, low impact products mean a better future for everyone.

Natural Solutions

- Bio-based polyols derived from natural oils, a renewable resource, replace a percentage of the petroleum-based polymers utilized in backings
- Incorporates renewable resources, post-consumer and recovered materials

Stabilizing Technology

- Contains Celceram, a highly refined mineral compound that is recycled from electrical utility power plants
- Celceram's unique chemical properties strengthen and stabilize polyurethane backings, improving performance and stability

Breathe Easier

- Contains low VOC levels, reducing the environmental impact
- Can be installed using the lowest possible VOC adhesives

Recycled Content

- BioCel and EnviroCel have a secondary backing with a high percentage of recycled content, using PET from plastic drink bottles

Smaller Environmental Footprint

- Sustainable from beginning to end; BioCel and EnviroCel are manufactured as green products and can be recycled when replaced
- An extended product life means you replace it less often, resulting in less carpet in landfills



At Clayton Miller Hospitality, we are known in the industry as pioneers in using recycled and bio-based materials and state-of-the-art technologies to engineer and manufacture our performance carpet. Over a decade of industry leadership, Clayton Miller Hospitality is committed to providing the finest equipment, the latest technology, the most highly-trained people, and the highest performing products anywhere in the industry.

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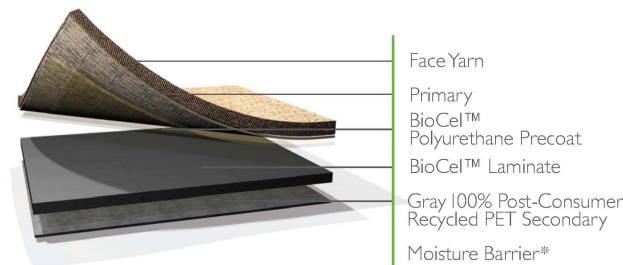
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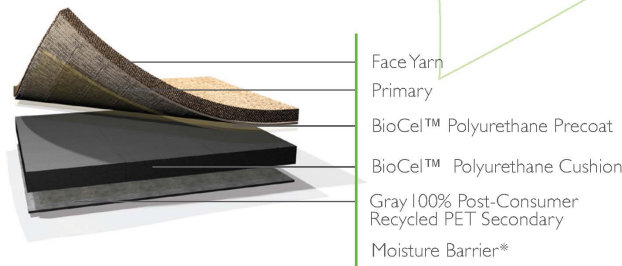




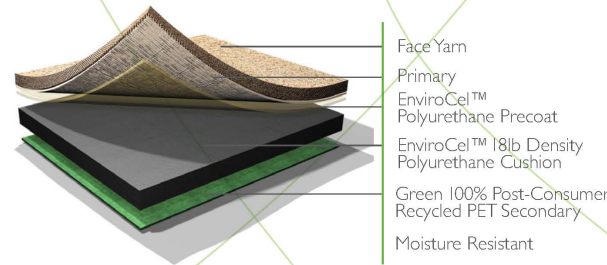
BioCel Laminate



BioCel PFAB-3

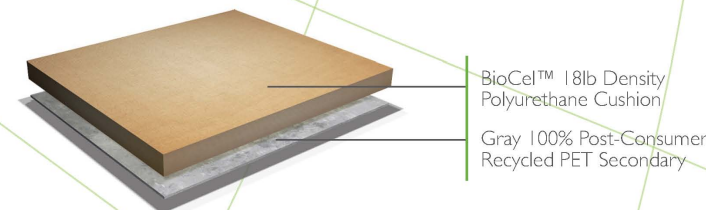


EnviroCel Cushion Plus



Also with the EnviroCel Polyurethane Precoat, this product is lightweight and durable. The 18lb density polyurethane cushion increases flexibility and comfort, and buffers for extended wearability.

BioCel Double Stick Comfort Pad



LEEDing the Way

Carpet

Floor covering products incorporating EnviroCel and BioCel contribute to the total building materials requirement for rapidly renewable materials under credits 4.1, 4.2, 5.1, 5.2, and 6 of the Materials & Resources and 4.3 of the Indoor Environmental Quality sections of version 2.2 of the LEED guidelines.

Carpet backed with EnviroCel and BioCel assists in meeting the Federal Government's objective of purchasing environmentally preferred products. It meets the requirements for purchasing carpet with biobased content under the U.S. Department of Agriculture's BioPreferred program, the sustainable product acquisition requirements under Executive Order 13514, "Federal Leadership in Environmental, Energy, and Economic Performance," from the USDA and qualifies under the General Services Administration's SIN 31-601 for carpet with bio-based content. In addition, it can help federal agencies respond to a February 2012 Presidential Memorandum which directs them to increase their purchase of biobased products.

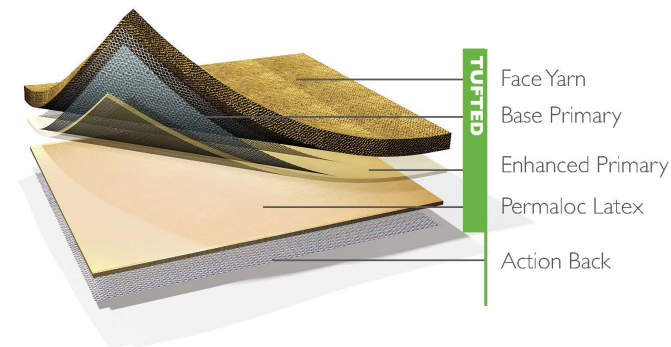
*Passes British Spill Test



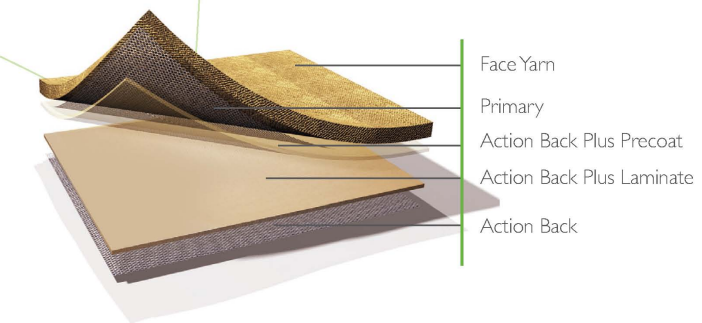
CLAYTON MILLER
HOSPITALITY CARPET

Latex Options

Permaloc



Action Back Plus



Action Back

