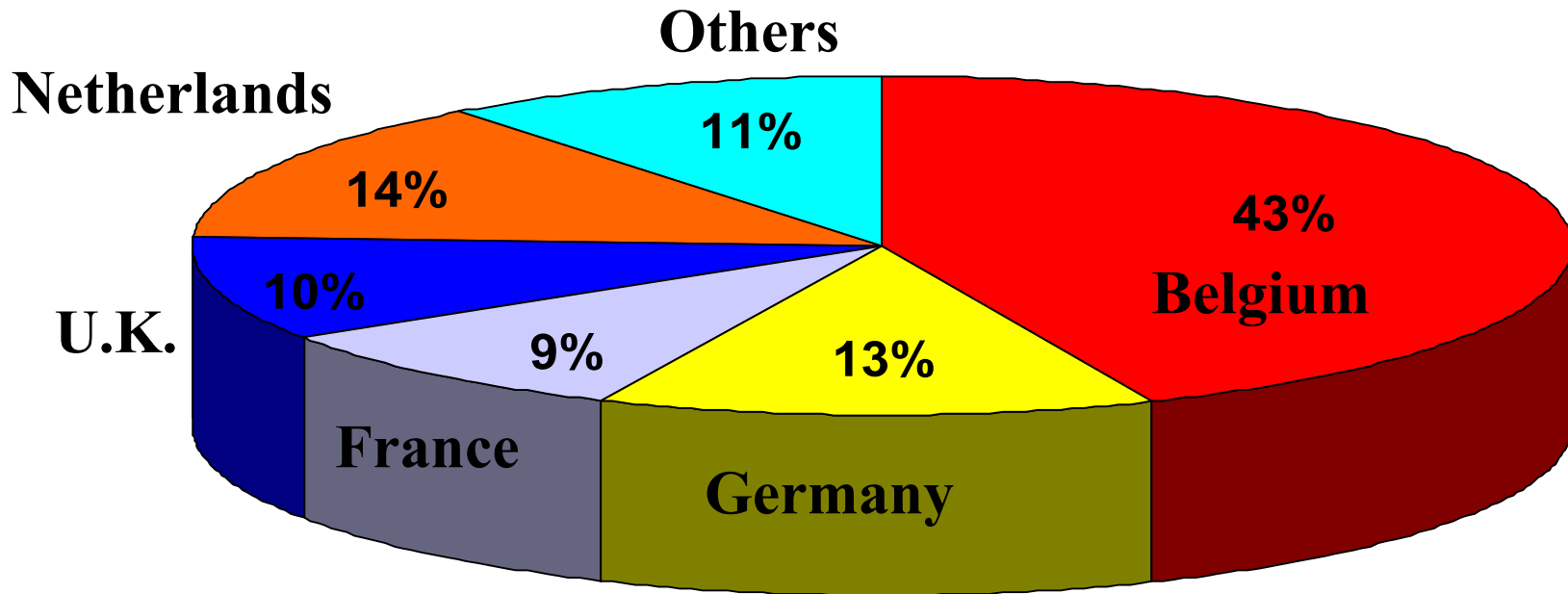


Latex & Textile Floor Coverings

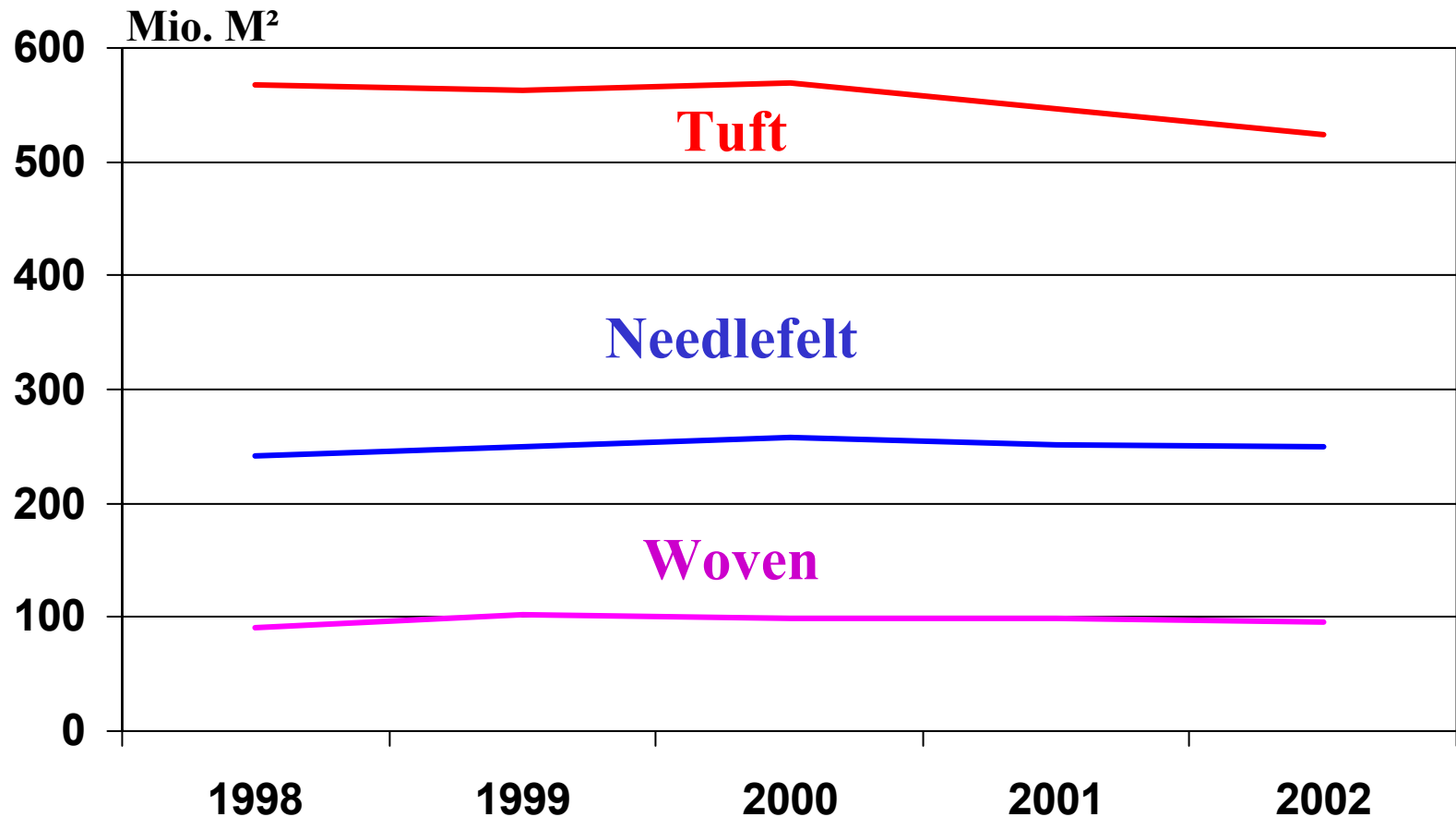
The Industries Preferred Binder

J. Arthur Smith
BASF E-EDP/T

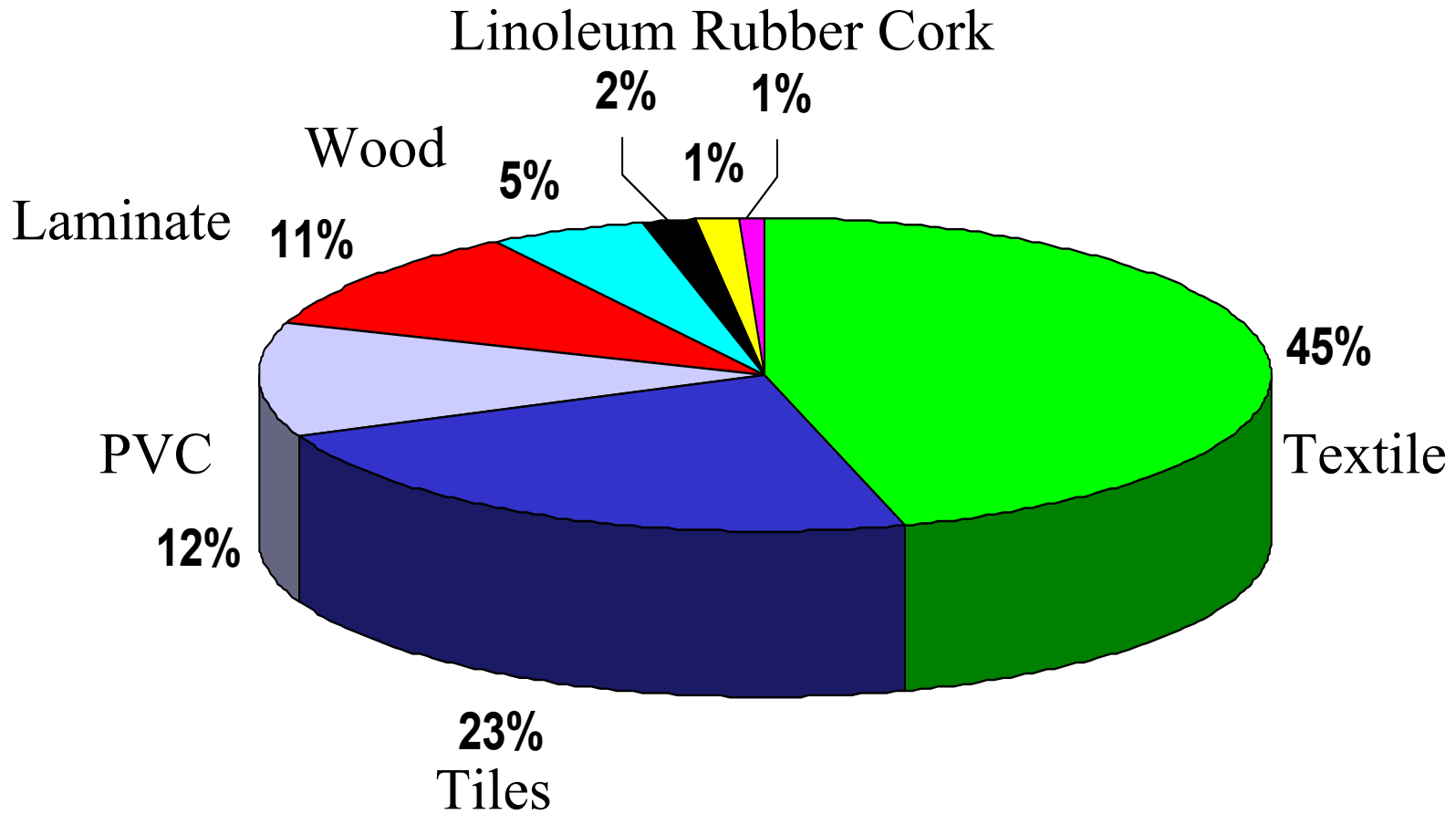
European Textile Floor Coverings Production (1076 Mio. M²) 2002



W. European Textile Floor Coverings Production 1998 to 2002

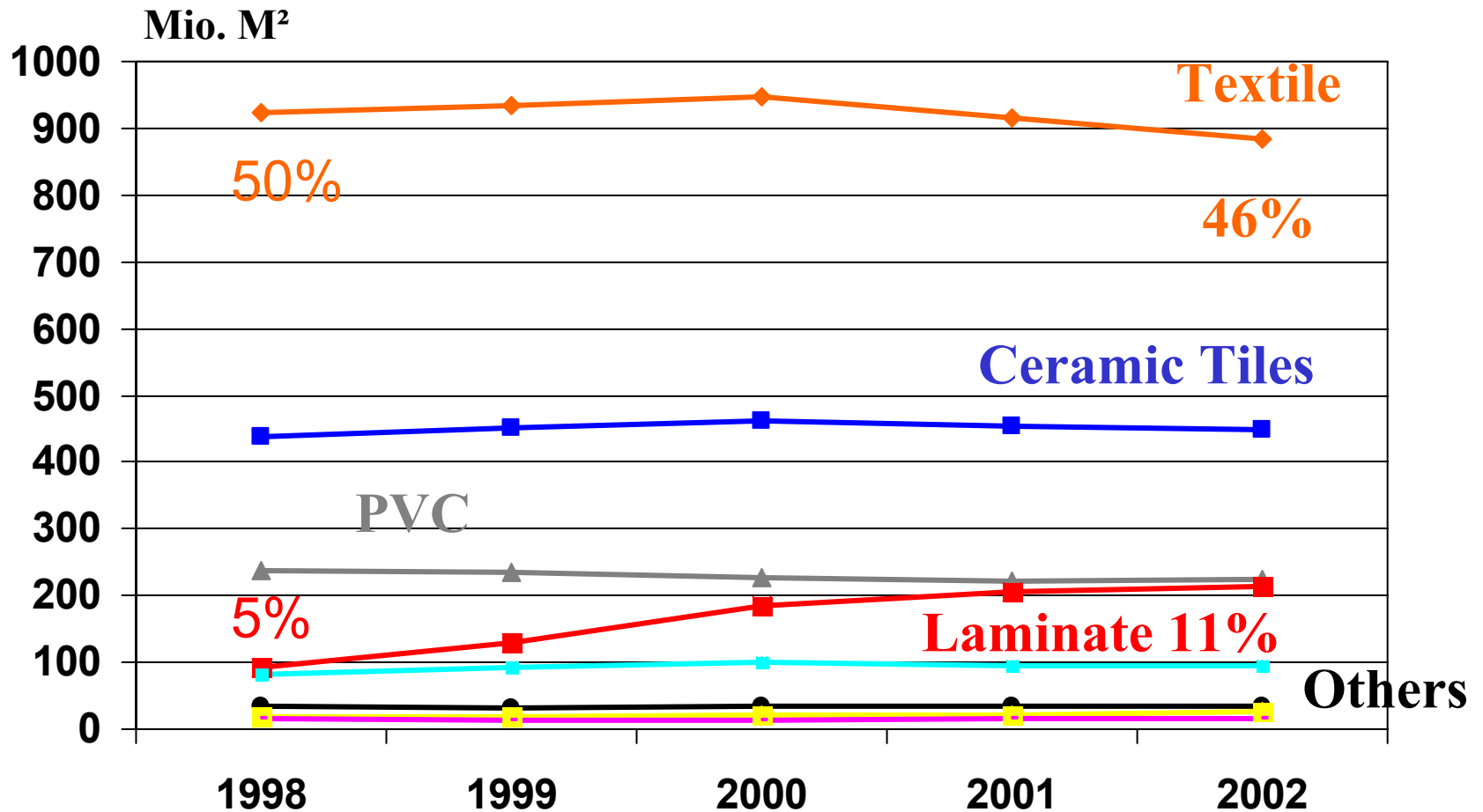


2002 Floor Covering Sales (Europe) 1938 Mio. M²

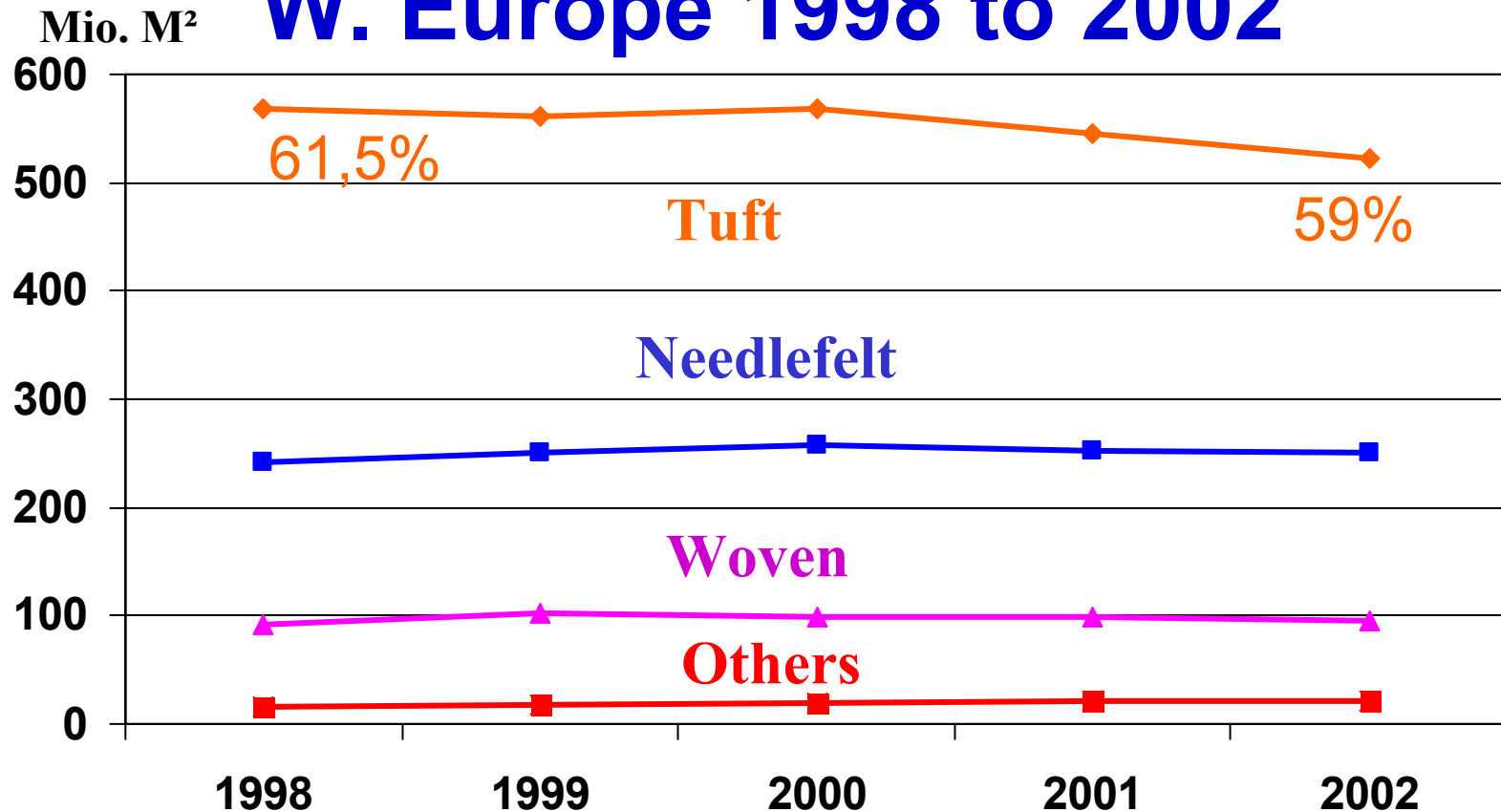


Source BASF & Intercontuft

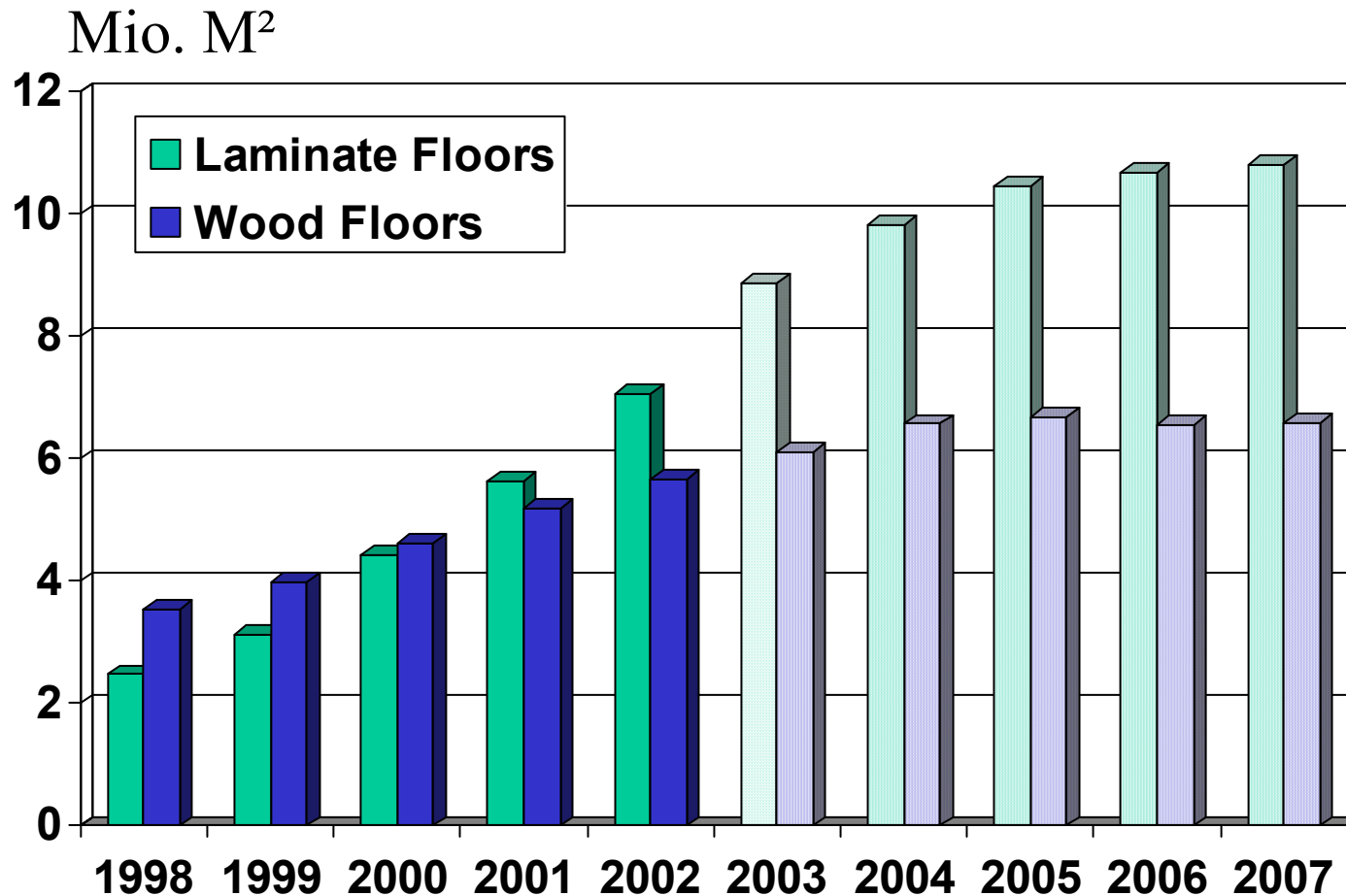
Floor Covering Sales 1998 to 2002



Textile Floor Covering Sales W. Europe 1998 to 2002



Wood & Laminate Flooring U. K. Market



Source MSI

Effect on Latex Volume

- **53 Mio. M² textile floor coverings lost.**
 - Transferred to E. European production.
 - Lost market share to laminates.
- **Product changes.**
 - Replacement of foam backed carpets by other backings.
- **Efficiencies.**
 - Improvement in application methods.
- **Equivalent to a volume ca 35 000 tonnes.**

Why Should Carpet Remain the Floor Covering of Choice?

- **Decorative**
 - Added comfort
 - Tactile
- **Sound & heat insulation**
 - Important in apartment buildings
- **Traps allergens**
 - May help in minimising allergic reactions
- **Environmentally friendly**

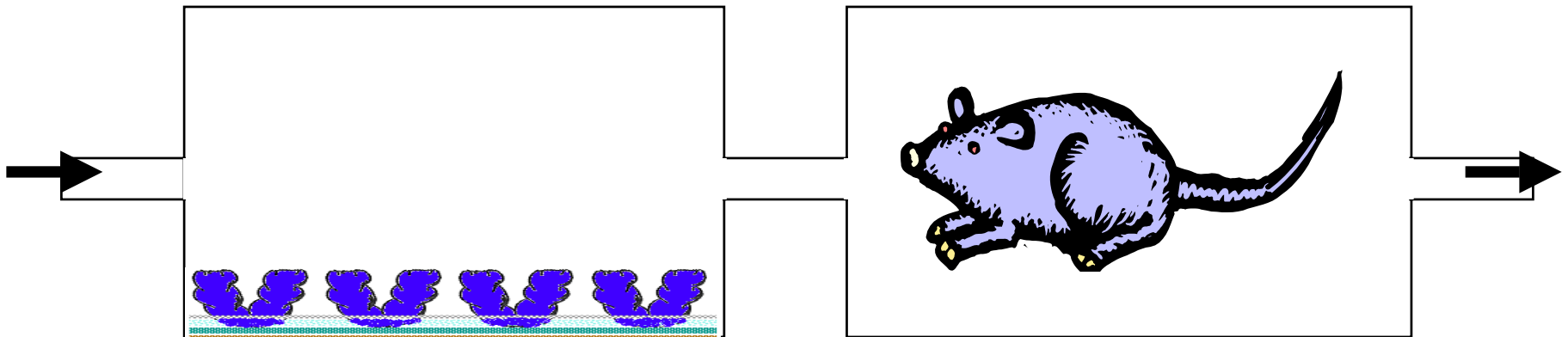
Why Has Textile Floor Coverings Lost Market Share?

- Sick building syndrome
- House dust mites
- ?

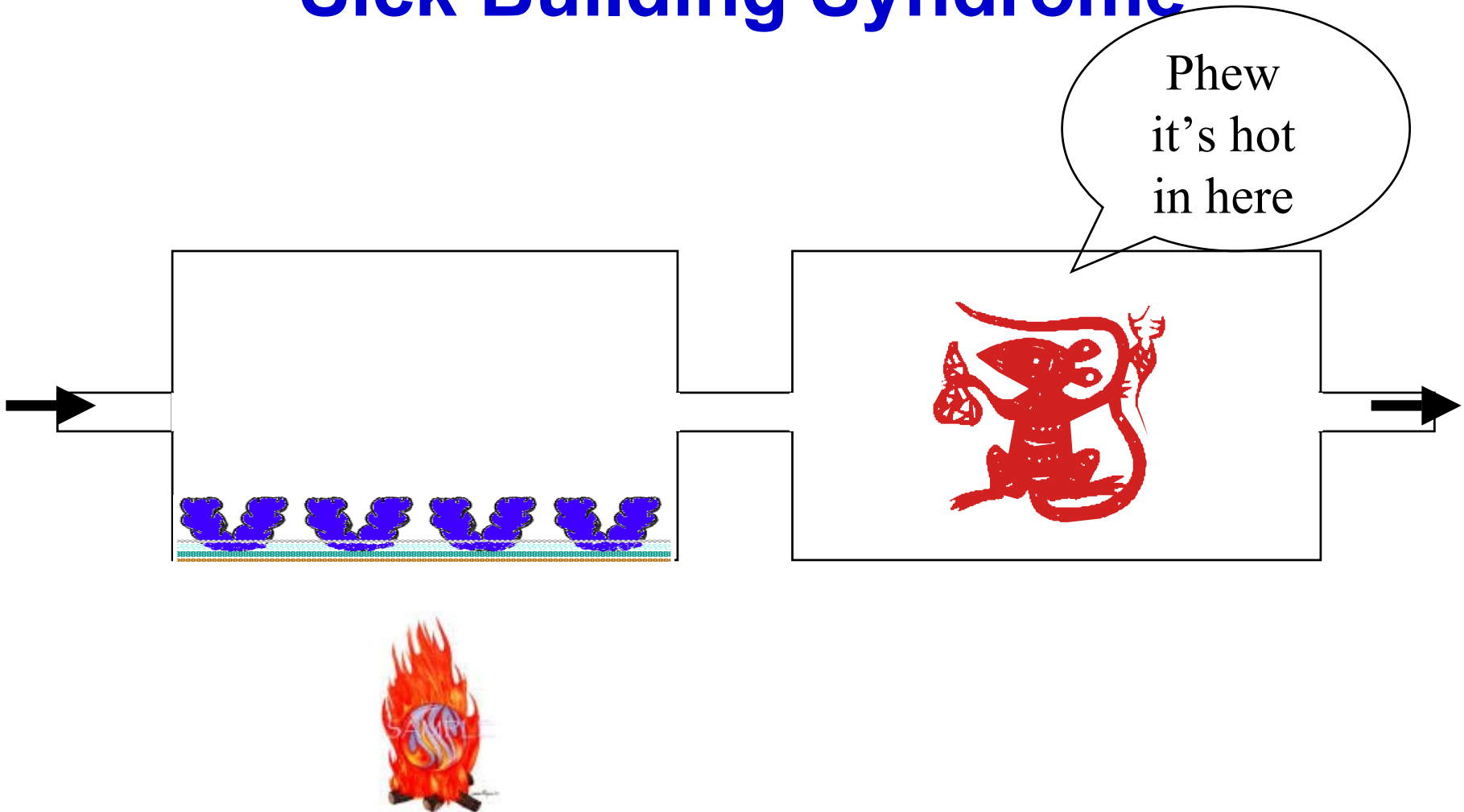
Sick Building Syndrome

What Is It?

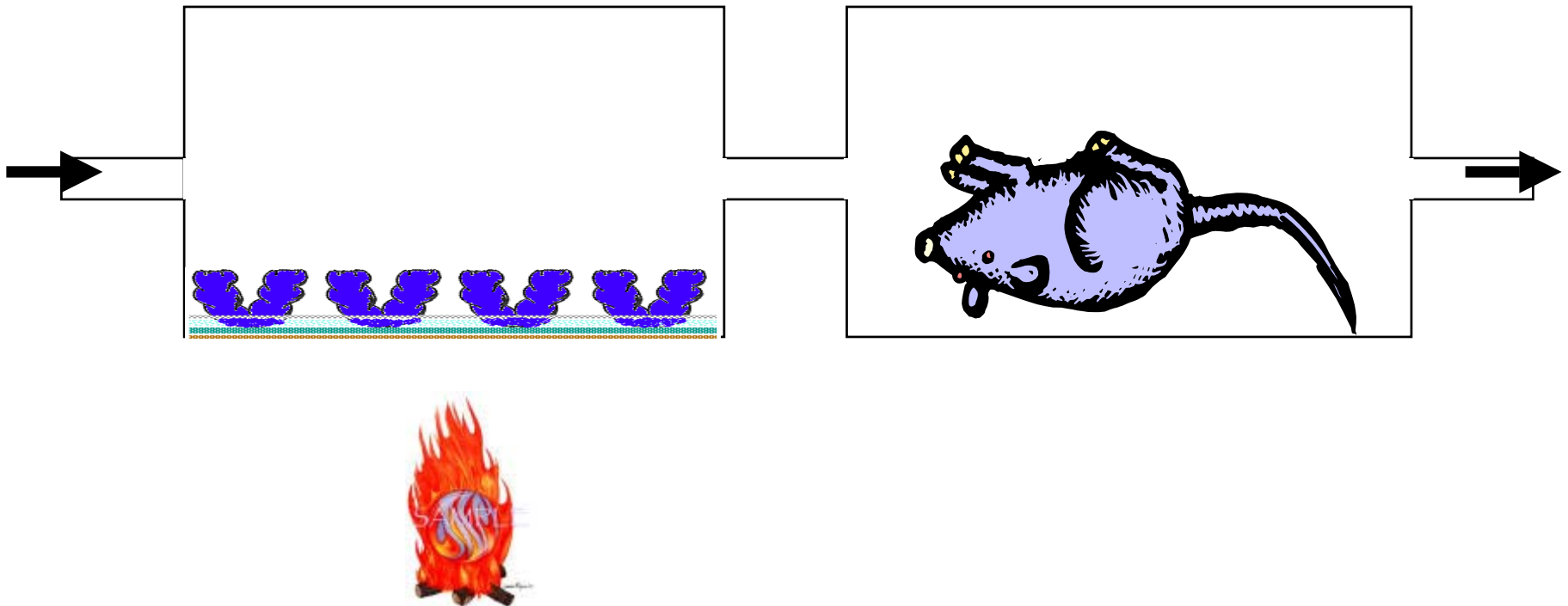
Sick Building Syndrome



Sick Building Syndrome



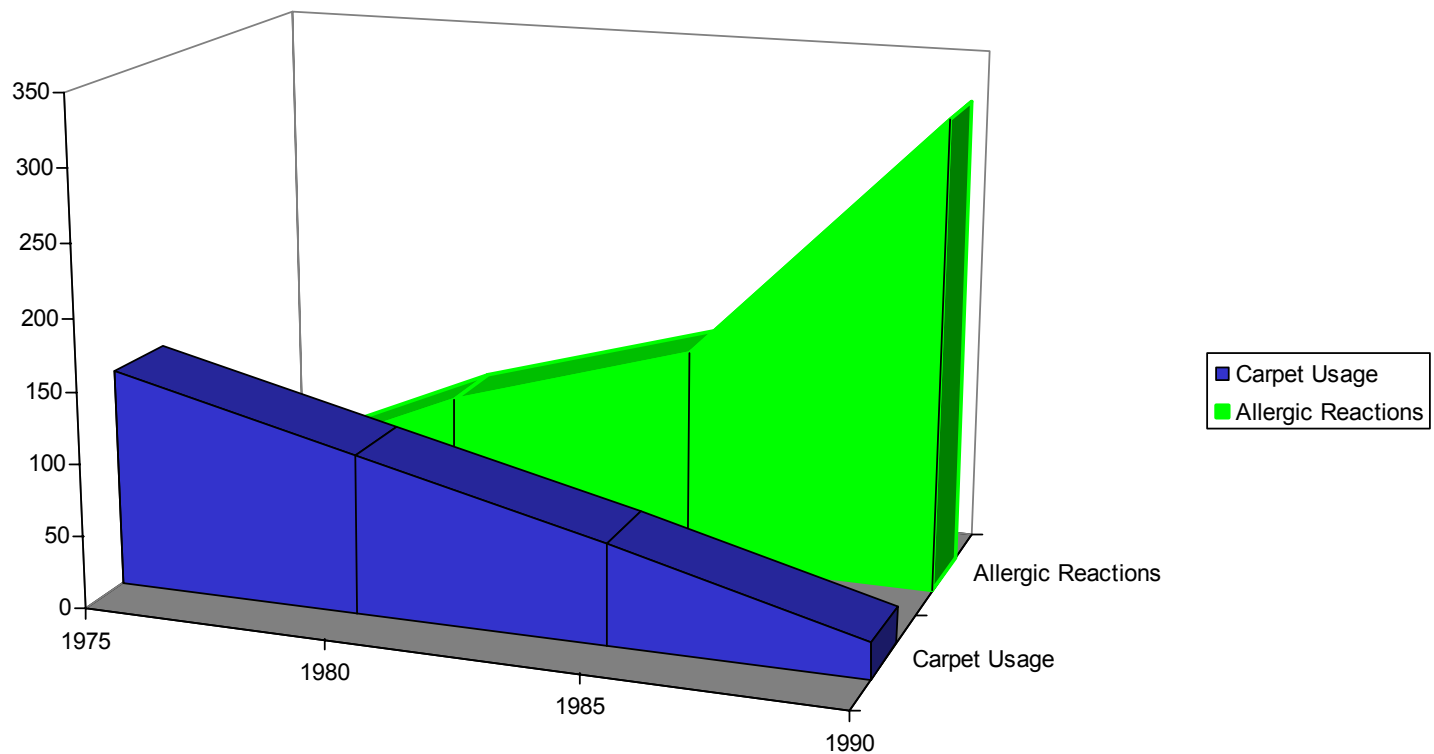
Sick Building Syndrome



Issues Affecting Textile Floor Coverings

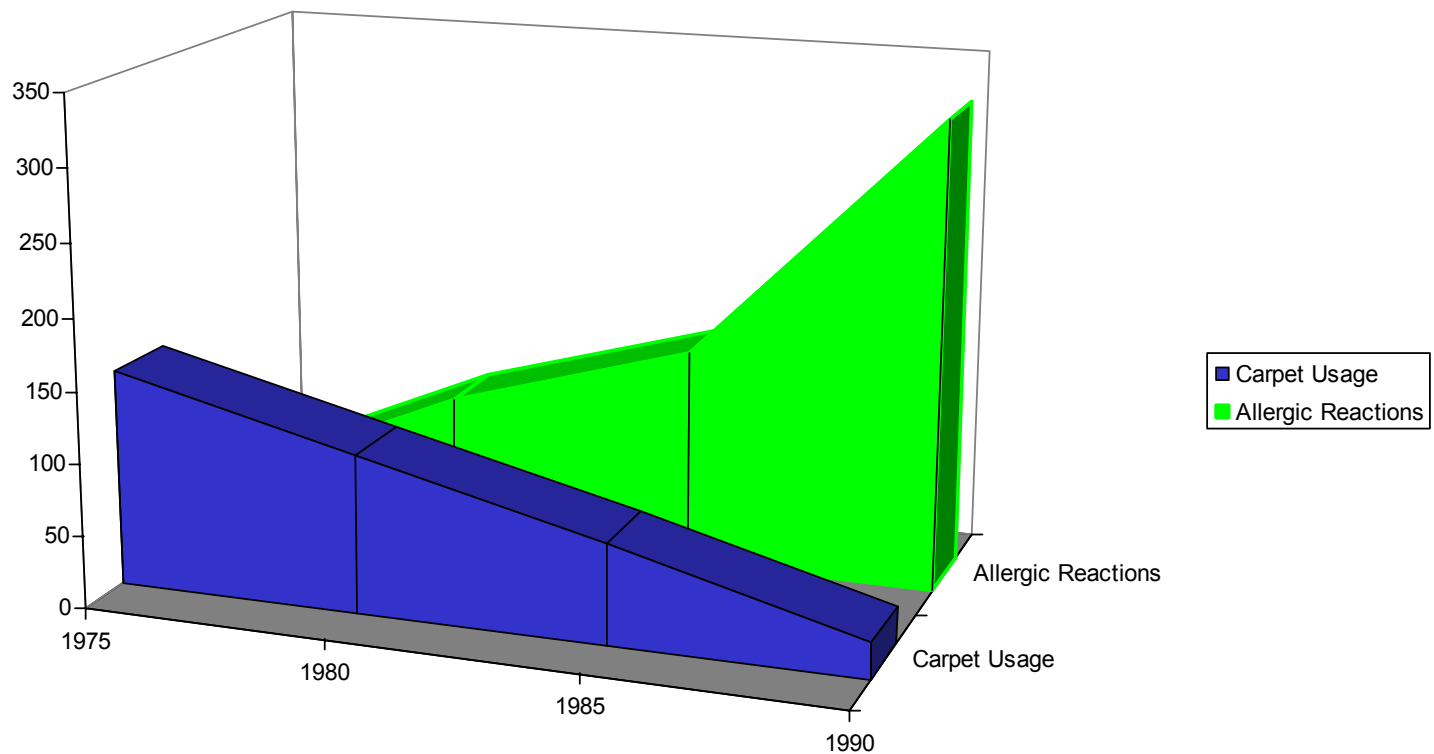
- Sick building syndrome
- House dust mites
- ?

Carpet Usage & Allergic Reactions Swedish Experience

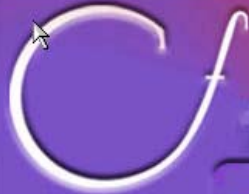


Source: Swedish Statistical Central Bureau

Carpet Usage & Allergic Reactions Swedish Experience



Source: Swedish Statistical Central Bureau



THE CARPET
FOUNDATION



Consumers Registered Specialists Media Health Quality Mark

Carpet for Makeovers

Carpet is enjoying a renaissance in the media. Five years ago, any stylist asked to create a stunning interior would have had no hesitation in specifying the sexiest floorcovering around - wood! Carpet was fusty, outdated and unstylish. The brave new tide of minimalism swept across magazine pages and our TV screen. Today, it is very different.



"I declare carpet back in fashion"

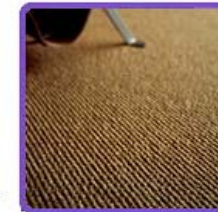
(Lawrence Llewellyn-Bowen, BBC1 Home Front)

"Patterned carpet is set to return to interiors in a major way"

(Isobel McKenzie-Price - Editor, Homes & Gardens February 2003)

"It's time to put an end to the trend for bare boards and welcome warmer floorcoverings back into the home"

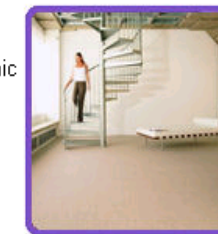
(Inspirations - February 2003)



"Carpets have been given a style update!"

(Your Home - March 2003)

We are tremendously grateful to you for your support. The Carpet Foundation will gladly organise, supply and install, carpet, **free of charge**, to the media for room sets, makeovers and general photographic purposes. We have access to over 300 products, from 13 of the UK's leading manufacturers, so whatever colour, style, design or quality you are after, please do not hesitate to **contact us**.



We will also happily contribute to, and indeed, write, articles.

So, whatever your carpets needs, think **Carpet Foundation**.
We are your one stop shop for carpet!



Tapijttrends op TV !

stap 1:



'Kleur bekennen'

Veel mensen willen graag kleur brengen in hun interieur maar weten niet hoe ze dat moeten realiseren. Door middel van deze drie voorbeelden laten we zien hoe je door steeds meer kleur in je interieur toe te voegen in onder andere accessoires, de wanden of juist het tapijt, dit kleurprobleem kunt oplossen. "Kleur bekennen" met de nieuwe trendkleur lila/paars.

stap 2:



stap 1: In dit interieur is de kleur lila toegepast in accessoires en met verf op een wand aangebracht.

stap 2: Door te kiezen voor een meer uitgesproken kleur tapijt en de lila stoelen verandert de sfeer in de kamer.

stap 3:



stap 3: Met paars tapijt, opvallend behang en felgekleurde accessoires, kies je bewust voor kleur in je interieur.

Print deze pagina en neem dit tapijtidee mee naar uw woonwinkel in de buurt!



Regelmatig is tapijt te zien in de bekende woonprogramma's op TV:

Klussen & Wonen

is te zien op zondag van 18.10 - 18.55 uur op SBS6
de herhaling is op de zaterdag daarop van 10.05 - 10.50 uur

TV Woonmagazine

is te zien op zaterdag van 19.30 - 20.00 uur op Yorin
de herhaling is op zondag van 15.30 - 16.00 uur op RTL4

Minimise the Negative Effect on the Environment 1/3

- **High energy cost in production**
 - Improve oven insulation
 - Recuperation of exhausted heat
 - Partially use in production
 - Use for other heating (offices etc.)
 - Heavy weights
 - Reduce filler content to increase production speed
 - Reduce transport costs
 - Over drying
 - Ensure minimum energy is used

Minimise the Negative Effect on the Environment 1/3

- **High energy cost in production**
 - Improve oven insulation
 - Recuperation of exhausted heat
 - Partially use in production
 - Use for other heating (offices etc.)
 - Heavy weights
 - Reduce filler content to increase production speed
 - Reduce transport costs
 - Over drying
 - Ensure minimum energy is used

Minimise the Negative Effect on the Environment 2/3

- **Environmental pollution.**
 - **Excessive waste water.**
 - **Minimise washing of tanks etc.**
 - **Use foam application methods.**
 - **VOC's.**
 - **Lower than other decorative materials.**
 - **Much lower than in the 1970's.**
 - **Strictly controlled.**
 - **Within the specification of GUT.**

Minimise the Negative Effect on the Environment 3/3

- **Re-cycling.**
 - 100% recyclable by incineration with heat recovery.
 - Can be used as fuel and raw material in cement production.
 - Polyamide carpet can be depolymerised back to virgin polyamide.
 - RECAM project.
 - BASF's 6ix again ®.
 - Etc.

Why Should Latex Remain the Binder of Choice?

- **Simple to use**
 - Easy compounding
 - Easy application
 - Flexible product
- **Uses existing machinery**
 - Equipment can be easily modified to reduce effect on the environment
- **Meets all current requirements**
- **Economical**
 - 15 to 20% of the raw material cost of tufted carpet

Why Should Latex Remain the Binder of Choice?

- **Simple to use**
 - Easy compounding
 - Easy application
 - Flexible product
- **Uses existing machinery**
 - Equipment can be easily modified to reduce effect on the environment
- **Meets all current requirements**
- **Economical**
 - 15 to 20% of the raw material cost of tufted carpet

Why Should Latex Remain the Binder of Choice?

- **Simple to use**
 - Easy compounding
 - Easy application
 - Flexible product
- **Uses existing machinery**
 - Equipment can be easily modified to reduce effect on the environment
- **Meets all current requirements**
- **Economical**
 - 15 to 20% of the raw material cost of tufted carpet