

Floor Covering Media

Your Gateway to the Floor Covering Industry

The FloorPrep Report: Flooring Underlayments

The FloorPrep Report
serving the floor covering industry

During a routine web search, Flooring Covering Media found a diversity of flooring underlayment suppliers. Published Monday, April 1, 2013, The FloorPrep Report serves as a buying guide for prospective buyers looking for an ideal starting point to support their independent research prior to buying flooring underlayment for flooring-related projects; be it a residential home, a commercial establishment or an industrial facility.



We thought it wise not to exclude supplier listings of related products; including: ceramic tile backer, porcelain tile backer, stone backer, anti fracture membranes, waterproofing membranes, sound reduction materials, sound control membranes, exterior surface underlayment, crack isolation membranes, concrete repair systems, commercial toppings, floor preparation products and subflooring. We hope these alphabetically listed, suppliers are helpful to: those in the market for flooring underlayment. We are confident that there is a viable solution available that is an ideal fit for your flooring project. Choose a supplier right for your project:

Acoustical Surfaces, Inc.

Steve Anderson

President

Soundproofing, Acoustics, Noise & Vibration Control Specialists

123 Columbia Court, North, Suite 201, Chaska, MN 55318

Noise Control Help Line

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This Chaska, Minnesota-based supplier provides Soundproofing Products for Floor Impact Noise Reduction. Applications include: Auditoriums; Gymnasiums; Swimming Pools; Hospitals, Schools, Restaurants, Industrial Plants, Music Rooms, Recording Booths, Test Chambers, Machine Enclosures, Modular Offices and TV/Radio Studios and more. This supplier provides the highest quality materials and service; at the most competitive prices.

ARDEX Americas

Lori Angelo

Mike Crouch

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Executive Management Team

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This Aliquippa, Pennsylvania-based supplier is the recognized leader in developing, manufacturing and

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innovating high-performance, specialty building products for a diversity of projects: including new building construction and renovation construction. For over three (3) decades in North America, ARDEX high-performance products have been specified more than any others for leveling; providing a smooth, sound and solid foundation over most any substrate for the installation of all types of floor coverings and concrete surfaces. Earlier this year, Floor Covering Media published a **Flooring Brief**, which covered Ardex CEO, Mark Eslamlooy's announcement about the Ardex management team's appointment in January 2013. Click **HERE** to read it.

Atlas EPS

Bob Butkus

General Manager

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Website: <http://www.atlaseps.com>

This **Byron Center, Michigan-based supplier** specializes in developing and manufacturing innovative, high-quality, HFC and HCFC-free **Expanded Polystyrene (EPS) insulation** for construction, packaging and OEM products. With plants across the United States of America, Atlas EPS, which is notably headquartered in Byron Center, Michigan, at the largest EPS manufacturing plant in the industry can provide product solutions coast-to-coast. Since the 1960s, Atlas EPS has played a significant part in the growth of technology and product applications in the EPS industry.

Bostik, Inc.

John Fox

President

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This **Wauwatosa, Wisconsin-based company** manufactures and supplies adhesives and sealants for construction, transportation, packaging, personal care and hygiene, -and- industrial assembly markets in the United States. Its offerings include flooring installation, flexible laminating, and packaging services. The company's products are used in a number of fields ranging from gas tankers and buildings to furniture and diapers. It even serves baby care, adult care, feminine hygiene, and tape and label markets. The company offers its products through distributors. Bostik, Inc. was formerly known as Bostik Findley, Inc. and changed its name to Bostik, Inc. in December, 2004. The company was founded in 1889. It has plants and facilities in the United States, Argentina, Australia, Austria, Belarus, Belgium, Brazil, Canada, China, Denmark, Estonia, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Mexico, Morocco, the Netherlands, New Zealand, Norway, Poland, Portugal, the Russian Federation, Singapore, South Africa, Spain, Sweden, Switzerland, Turkey, and the United Kingdom. Bostik, Inc. operates as a subsidiary of Total Raffinage Marketing S.A.

Bostik, Inc.

Chris Eichman

Marketing Communications Manager

Bostik's Consumer & Construction Division

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Bostik's Consumer & Construction Division serves the following marketplaces: **Flooring -and- Construction.** Adhesive and Sealant technology is available through local ceramic tile, floor covering, hardwood, construction, distributors. Their products are packaged in a large variety of sizes to offer convenience to the contractor. They are America's most experienced manufacturer of flooring installation products for tile, stone, hardwood, carpet and vinyl. Their expertise, customer service and technical support ensure prompt delivery of the right products for the job. Product categories within this area include: ceramic tile grouts, mortars and mastics, hardwood adhesives as well as underlayments, moisture barriers, patches and adhesives for synthetic floor covering. They have engineered products for specific construction applications. Their **Bostik® Chem-Calk®** line offers unique, construction and architectural grade formulas that provide strength, durability and long-lasting performance.

Colbond, Inc.

Bart Austin

President

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Fax: **828-665-5009**

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This **Enka, North Carolina-based supplier** specializes in providing a growing number of satisfied customers with an impressive number of uniquely constructed, building products. What specifically makes these signature products unique are 95% open, entangled matrix structures. This innovative supplier has the expertise to custom manufacture their superior products by heat-bonding, gluing, ultrasonic welding and stitching textiles, foils and paper; creating some of the most innovative building products available in the market today.

Compotite Corporation

Joan Morthland Hutchins

President

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This **Los Angeles, California-based supplier** was originally named: **Compotite Shower Pan**, founded in **Los Angeles in 1938** to manufacture and market "Compotite", a patented material developed by **G.A. Morthland** as a waterproofing substitute for lead shower pans in homes. The company incorporated twenty years later in **1958**. Shortly thereafter, **Compotite** was included in all model plumbing codes and sold nationwide for the purpose of waterproofing shower floors under a thick-bed mortar setting of ceramic tile or marble. The company introduced its **Composeal Blue Vinyl Shower Pan** in **1979**. Within six (6) years, because of its popularity, its ease of installation and its economic price, **Composeal** completely replaced **Compotite** by **1985**.

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Composeal is made from high density, PVC resins and calendered into a strong waterproof, puncture resistant, chemical resistant and mildew resistant membrane. It meets or exceeds the requirements of the three (3) major plumbing codes: UPC/IAPMO, SBCCI, BOCA and the new International Plumbing Code. It also meets the ASTM and Ceramic Tile Institute requirements for non-bonded waterproof membranes. The required logos for these agencies are printed every 2 feet on the membrane for easy on-site certification by the building inspector. Composeal is sold through more than 450 tile and plumbing wholesale distributors in 100 foot rolls, four (4), five (5) or six (6) feet wide, in 40 mil gauge (40/1000" or 1/25" thick). Composeal 30 mil is also available in UPC code areas. Seven (7) years later, in 1992, Composeal Gold 40 mil bondable waterproof and crack suppression membrane for use with thin-set tile or marble installations was added to Compotite's product line. Composeal Gold notably meets the American National Standard: ANSI A118.10 Standard for Load Bearing, Bonded, Waterproof Membranes for Thin-set Ceramic Tile and Dimension Stone Installations, -----and----- is sold in 90 foot rolls, 5 feet wide through tile distributors across the country. Bonsal American has marketed Composeal products to the tile industry in the Eastern USA since 1994. Composeal products are manufactured in the USA and warehoused in Reno, NV; Dallas, TX; Birmingham, AL; St. Petersburg, FL; and Charlotte, NC. Compotite is a privately held California Corporation. Joan M. Hutchins succeeded her father, Andrew Morthland, as CEO in 1988. She, and her sister, Patricia Draper have five (5) sons and one (1) daughter between them. The Los Angeles office, located in the original 1938 warehouse, is managed by Anna Evans who joined Compotite in 1982.

Crossfield Products Corp.

Steve Schroder

Vice President Sales And Marketing

Makers of DEX-O-TEX

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This Rancho Dominquez, California-based supplier makes DEX-O-TEX Advanced Floor & Waterproofing Systems. Scientifically SuperiorTM and performance proven, these systems are tailor made for those demanding environments that require long-term protection, durability, cleanliness and aesthetics. Since 1938, Crossfield Products Corporation, which is headquartered in Los Angeles, California has manufactured polymer systems, which is ideal for new construction and renovation projects. Installations completed by Factory Trained Professional Applicators ensure high-quality and long-term performance of these polymeric and cementitious construction materials.

Dependable Chemical Co., Inc.

Homer Taft

President

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This Rocky River, Ohio-based company has been a family owned and operated, "Made in America" company since 1951. They produce some of the finest underlayment, patching, and floor preparation products available. "Skimcoat" has become the industry standard against which the performance of other products has been judged. Over the years, they have kept pace. They continue to keep pace with changes and demands the industry makes with quality products and reliable service to the floor covering trade.

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Dimensional Metals, Inc.

Phillip Gastaldo

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Dimensional Metals, Inc.

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Website: <http://www.dमितals.com>

This **Reynoldsburg, Ohio-based supplier specializes in manufacturing architectural metal roof & wall panel systems -and- fabricated architectural sheet metal for the construction industry. They are backed by more than 20 years of sheet metal fabrication experience, which helps them insure the success of each flooring project. The determining factor in the success of any sheet metal system is proper design and installation. Unique to their organization, is a level of product understanding including an understanding of the products' applications. This collective understanding provides design professionals, installing subcontractors, developers and owners the best value in metal roof systems.**

Diversified Industries, Inc.

Diversified Foam Products

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Jeffrey Castor, Sales Manager

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This **Pennsauken, New Jersey-based and Swedesboro, New Jersey-based supplier, for over 25 years, has provided engineered solutions to a variety of industries globally. Initially founded as a converter of flexible foam, Diversified Industries has grown to become a global supplier of engineered solutions for a diverse group of markets and customers. Their diverse product line includes: foams, fabrics, textiles, adhesives, fasteners, tapes, gaskets, attachments, films, insulations, etc. Visit their website, which provides an overview of the company and their products. They look forward to speaking with prospective customers who are in the market for the kind of specialty products that this supplier provides; delivered in a specified time frame at affordable prices.**

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Duradek US Inc.

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Duradek Canada Ltd.

Steve Jackson

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This **Kansas City, Missouri-based** and **Surry, British Columbia-based** supplier provides **waterproofing solutions**. Duradek has been *waterproofing roofdecks* since 1974 with **PVC sheet membranes** that are meant to be *walked on*. They sell their **product** only **one way** – *professionally installed* by **contractors** who have *completed a training course* and who *specialize in flat surface waterproofing*. Many of those **decks** have been *covered with tile over the years*. So it is **not too much** of a **stretch** for them to *redesign their regular Duradek Ultra membrane to come up with an anti-fracture, roofing membrane capable of having tile applied over top – Duradek Ultra Tiledek*. The company has begun to distribute a **number of press releases**; one *published by Floor Covering Media* as a **Flooring Update** earlier this year. Click **HERE** to read it.

Dur-A-Flex Inc.

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This **East Hartford, Connecticut-based** supplier has more than **40 years** of **extensive field knowledge** and **innovation in seamless commercial / industrial flooring systems** and **polymer components—epoxies, urethanes and methyl methacrylates (MMA) plus premium colored quartz aggregates**. In fact, this supplier is the **principal supplier of colored quartz aggregate** to the **seamless flooring industry**. Customers find that the **experts at Dur-A-Flex** know the **product**, its **application to specific industries** and how to **overcome issues** that can *come up on the job—helping to get the job done right and on time*. There is a **floor system to suit even the most demanding flooring applications—with a complete range of Dur-A-Flex products including primers & sealers, membrane & crack fillers, resurfacers and performance topcoats** – this supplier's customers are **certain to get a floor that's right for their needs** and **one likely to provide a healthy return on your investment**. They **test every batch of resin and hardener during production** and they **track manufacturing and orders with barcodes to ensure accuracy and quality**. Those **partnering with Dur-A-Flex**

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get **what they need when they need it** from a **team of qualified people** who *know the business* and a **proven line of highly versatile products**. *Specify, order, inventory and install flooring systems and components effortlessly thanks to a capable and skilled, technical support team.*

Flowcrete North America, Inc.

Tony Crowell

President

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Website: <http://www.flowcrete.us.com>

This **Conroe, Texas-based supplier** has a **complete portfolio of specialty products**, which are ideally *suited to meet the different needs encountered on various flooring projects*. *Contact them, if you have a renovation project or a new-build flooring development scheduled and need some advice about which Flowcrete Specialty Product to choose, or, if you wish to request a full technical profile about one of their specialty flooring products.*

Halex Corporation

Jon R. Hall

President & Chief Executive Officer

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This **Pomona, California-based supplier** provides a **quality flooring underlayment** that is **no ordinary plywood**. The **secret** to their **success** is a **superior grade, European birch** that is **stronger than wood used in typical plywood**. *With more plies and more exterior grade glue lines than ordinary plywood, it allows the company to offer a flooring underlayment like no other.* The **product has greater flexural strength than traditional cement boards**, which *means less deflection between the floor joists*, which could likely *result in tile and grout cracking*. Because it is **strong**, it *eliminates the need for thinset between the underlayment and the subfloor*. **No thinset and tapeless saves time and money**. A **pre-printed fastener pattern makes installation easy**. **Greater fastener holding power than cement boards or generic plywood helps strengthen the entire floor and decreases the potential of fastener loosening, which can lead to squeaks or cracked grout and tile.**

James Hardie Industries

Sean O'Sullivan,

Vice President, Investor & Media Relations

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<http://www.jameshardie.com> (USA)

<http://www.jameshardie.ca> (Canada)

This **Dublin, Ireland-based supplier** provides **Hardiebacker board**, which offers the most flexural and compressive strength available, while being the lightest cement board on the market. No other board offers a cement formulation with a smooth surface that can be painted, textured, tiled or wallpapered. Hardiebacker board passes both industry tests with a perfect score, providing the ultimate in durability, moisture resistance, and protection against mold growth. It contains no gypsum, paper facing, or abrasive aggregate.

Kinetics Noise Control, Inc.

Richard Anthony

Vice President Sales & Marketing

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Phone: **614-889-0480**

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Email: sales@kineticsnoise.com

Website: <http://www.kineticsnoise.com>

This **Dublin, Ohio-based supplier** has been designing products to control sound and vibration. Established in 1958 as engineers focusing on sound and vibration control, Kinetics pioneered development of pre-compressed, molded fiberglass pad isolators that would be incorporated into an innovative new floor isolation system. Since the company's inception, Kinetics has focused on engineering some of the most innovative products to address vibration, noise control, and seismic issues over a wide range of applications.

Laticrete International, Inc.

David Rothberg, Chairman/CEO

Henry B. Rothberg, Senior Vice President of Training

Erno Bruijn, Project Vice President, Intl Sales

Chris Hahner, Vice President-Technology

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Website: <http://www.laticrete.com>

This **Bethany, Connecticut-based supplier** is a world-wide manufacturer and marketer of installation systems for ceramic tile and stone used in residential, commercial and industrial applications. For over 50 years, this supplier has provided the technology, products and experience to make innovative, permanent installations for tile and stone. Architecturally specified and professionally endorsed by installers, this supplier offers a dedication to quality that results in globally proven solutions for virtually every application.

Maxxon® Corporation

Floor Covering Media

Your Gateway to the Floor Covering Industry

Dawn Jorgenson Brommer

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This **Hamel, Minnesota-based supplier** provides superior underlayment products for solving any flooring issue. This brand continues to lead the industry with superior quality products, training, research and expert installation; provided through a nationwide network of authorized dealers. Those considering this flooring underlayment for a project rest assured knowing that its applications include: enhancing sound control in multifamily dwellings, efficiently warming commercial buildings and homes with radiant floor heat, providing a level surface on otherwise out-of-level concrete slabs, giving new life to floors once damaged beyond repair. This brand of underlayment rises to challenges during those flooring projects involving renovations, commercial jobs, single family homes, multifamily housing and self-leveling applications. Available for delivery is Gyp-Crete® Floor Underlayment, five (5) gypsum floor underlayments, four (4) cementitious underlayments, and seven (7) sound control mats. Each product solves a particular construction problem proven in over 3.5 billion square feet of underlayments; installed in apartments, commercial buildings and homes worldwide.

MP Global Products

Alan B. Collison, President

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Website: <http://www.quietwalk.com/>

This **Norfolk, Nebraska-based supplier** provides a range of products to a growing number of satisfied customers. Included in this range of quality flooring underlayments, available at affordable prices is: QuietWalk, their revolutionary laminate floor underlayment that actually smoothes out little sub floor imperfections while quieting impact sound and floor-to-ceiling noise. Not only does it dampen ambient sound in the room that it's installed in, but it also inhibits sound from traveling into the room below. Although it is promoted as an upgrade underlayment taking the place of poly foam, it doesn't carry a heavy upgrade price when compared to cork or rubber. On the other hand, in recent head-to-head Sound Transmission Loss tests, QuietWalk outperformed both cork and rubber in the majority of test band frequencies. Certified field sound tests were performed on an installation over a standard 6" concrete sub floor with a suspended ceiling assembly, and received an **FILC** score of **71**. In addition to its sound deadening benefits, the absorbing action of the synthetic fibers together with the attached vapor barrier provides superior moisture protection that is backed by a **Limited Lifetime warranty**. Another benefit is the increase in **R-value** to help keep floors warm in the winter, and cool in the summer. QuietWalk is available in **100 square foot do-it-yourself size rolls** and **360 square foot contractor size rolls**. QuietWalk is approved for use over radiant heated floors. Other underlayment products are: VersaWalk, VersaStick Adhesive, QuietWarmth, Insulayment, UltraLayer, UltraLayer Peel & Stick, TileQuik and ThermoPod Packaging. Poly products include: PolyFoam, DuoFoam, MoistureBlock, SoundStep II, ReproSound, ReproSound Light, ReproFoam, Sound Relief, SoundWalk, SoundBarrier Select, SolidBlack MD and Cover II. This supplier, in addition to its floor underlayment products offers **Luxury Vinyl Flooring**, **Zip-Up Ceiling Systems** and **Blue Hawk Products**.

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Owens Corning

Michael H. Thaman

Chairman of the Board and Chief Executive Officer

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This **Toledo, Ohio-based supplier** manufactures a **synthetic underlayment**, which acts as a **secondary water shedding barrier** and provides **protection from UV exposure for up to six months**. **Deck Defense® Underlayment** offers **product features** to make installation a **faster and safer process**, such as **preprinted nailing patterns, overlap lines and wider and lighter rolls**. It offers **approximately five times more coverage per roll than standard felt underlayment**, and a **specially engineered, textured and coated top & bottom layer** is **more resistant to tearing** and provides **traction for a more secure work area and reduced risk of injury**.

ParexLahabra, Parex USA

Makers of Merkrete

Tile and Stone Installation Systems

Rodrigo Lacerda

President

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This **Anaheim, California-based supplier** has provided **specialized installation products** for the **tile and stone industry for nearly 40 years** and is **best known** for its **unsurpassed liquid applied waterproofing and crack isolation membranes**. Today, **with green and other innovations such as Dust Less™ Thin Sets, and zero VOC products**, Merkrete is **emerging** as one of the **premier manufacturers of full line tile installation systems and stone installation systems**. Merkrete's **aim** is **high on product innovation, excellence in service, customer satisfaction and trusted value**.

Rapid Floor® Systems

Clyde Jarverson, Owner

Dawn Brommer, President

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This **Hamel, Minnesota-based supplier** lets its **customers pour on the advantages**. **Rapid Floor Gypsum underlayments and Level-Right** are **now always green building materials**. **Rapid Floor® Systems floor underlayments offer solutions for practically any flooring challenge from new construction to renovation and**

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from **commercial to single family applications**. But the **benefits** don't stop there. In addition to **fast installation** and a **new, smooth surface**, they also **bring significant sound control** and **fire resistance properties** to every project.

Tectum Inc.

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Wayne Chester, Senior Vice President
Larry Brown, Senior Technical Director
Joe Lebold, Director of Sales and Exports
Janis Clark, Marketing
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Steven Penzes, Marketing
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This **Newark, Ohio-based supplier** provides **acoustical solutions**. Whether you *require wall panels, ceiling panels*, or an **acoustical roof deck**, **Tectum Inc.** has the **right product** for your **noise problem**. Their **reputation** for **acoustical solutions** in the **commercial and institutional construction industries** is *well respected*. With **over 50 years experience** in **reducing noise worldwide**, **Tectum Inc.** *specializes* in **acoustic panels** that are both **abuse** and **impact-resistant**. Easy to *work with and install*, **Tectum panels** and **systems** are **cost effective** and require **little maintenance**. They are *available* in **natural, white** or **custom-painted finishes**, and are **field-paintable** up to **six times**. **Tectum products** are **cementitious wood fiber acoustical panels** *composed of aspen wood fibers*. All of their **products** carry a **Class A/1 interior finish rating** for **flame** and **smoke**. In addition, all **Tectum products** are **"green"** because they are **manufactured using only renewable wood** and **other sustainable raw materials**. **Tectum products** do **not contain** - nor have they **ever contained** - **Asbestos**.

The W. W. Henry Company

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This **Aliquippa, Pennsylvania-based supplier** is **one of the world's largest manufacturers** of **adhesives** for all **types of flooring installations**. For over **75 years**, **commercial and residential flooring installation professionals** have *relied upon* **The W.W. Henry Company** as a *trusted and valued partner*. The popular **HENRY® brand** *represents* **innovative, high-performance flooring adhesives** and **substrate preparation products** *backed by unmatched customer service* and **expert technical support**. The **Professionals' Formula for Success: Flooring installation professionals** have *confidently passed on* the use of **HENRY premium flooring adhesives** *from generation to generation*.

Xi'an Zhong Lin Cork Industry Co., Ltd

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This Ba Qiao District, Xi'an-based supplier supplies cork underlayment. Also known as ZL Cork, this supplier is one of the oldest and also one of the most professional manufacturers of various cork products in China. Their team is fully devoted to cork and cork products. Their product line includes, but is not limited to, cork flooring, cork wall tile, cork sheet and rolls, cork fabric, cork bulletin board, cork stoppers, cork underlayment, cork coasters, and cork granule. The custom products that they provide their customers span a number of industries including interior design, art and crafts, food packaging, sporting goods, stationary, pharmaceuticals and many more. Their QC procedures are second to none. They ship globally. Regardless of whether their customers are in Europe, North America, Japan, Korea or Southeast Asia, they meet and exceed your requirements and specifications. This supplier is located beside the Chanba Eco Park in the eastern suburb of Xi'an City, approximately: 3 km from The Ring Expressway, 2 km from The Xilin State Expressway, 15 km from The Xi'an Railway Station, and about a half hour ride from the International airport. Its factory occupies approximately 45,000 square meters of space. This underlayment supplier has strict processing procedures and quality control systems. They have equipped their factory with sophisticated machinery, which is imported from Germany. Their professional engineering and research & development teams make them the leader in the Chinese cork industry. This supplier notably uses only mature trees for cork bark processing. They are vertically integrated and make their own granule from the bark. This gives them the ability to guarantee that not only is the cork from mature trees, making the forest sustainable, but also keeps the quality of the cork superior. This distinguishes this supplier apart from the other Chinese cork companies. They cooperate closely with the Chinese government in raw material usage from the Qinling Mountain area; where quality cork oaks are typically found. This particular supplier stocks many cubic meters of quality raw materials to guarantee customers an ample supply of product. Technical expertise is what empowers them to supply the highest quality cork wall tiles, cork flooring and cork underlayment to domestic and international markets. They are the first Chinese company considered to be a true steward of the cork forest. They are the first Chinese supplier to have a truly sustainable cork wall tile and cork flooring product line. They are actively pursuing the newest technology and cutting edge research in all aspects of cork processing. They are eager to create new markets for a sustainable product; building robust sales channels in the process. They are experienced in accurately forecasting what a customer needs and is considered an ECO-friendly company seeking to help the world enjoy the beauty of cork. They are a leader in cork processing technology that warmly welcomes customer inquiries at home and abroad; building lasting, rewarding relationships while helping the earth to be a better place to live.

Marketing Update

for Suppliers of Flooring Underlayment:

Suppliers of flooring underlayment: be advised it would appear to some that the share of the do-it-yourself flooring market is expanding. Likely because more consumers are now managing their flooring projects; a job, which involves buying flooring underlayment. The brand they choose depends on how convinced they are on the merits of the branded underlayment ---- and ---- how that brand is promoted in the marketplace; a delicate balance. So exactly how does this marketing update apply to flooring underlayment suppliers?



Installing flooring underlayment presents a niche marketing opportunity for suppliers and authorized applicators. It is a development that takes some suppliers by surprise; though not all of them are so surprised. Some suppliers, already aware of this development, have been alertly capitalizing on this reported spike in do-it-yourself consumer-demand for properly installed, flooring underlayment. This alertness

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provides them a distinct advantage, over competing brands, at the point of purchase.