

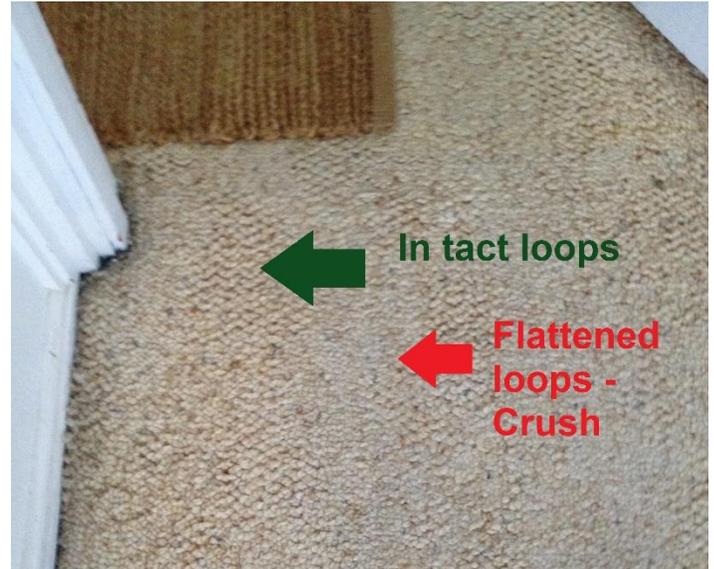


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CRUSH

Crush is a change in the pile height and / or the texture of sections of carpet. Crush can be caused by various factors on various styles and carpet fibers. (See also the Shading bulletin) The most frequently encountered crush issues we see are:

1. The inherent nature of the specific fiber. Polypropylene, or Olefin, faced carpet develops crushing in the traffic lanes as soon as six months after it is installed. Olefin is usually used in "Berber" style carpets. It is very stain resistant, which is its main selling point. It does not have memory or "spring" built into it as other fibers, like Nylon, do. When crushing happens, it looks as if there is a dirty or gray traffic lane as the light reflects differently off of it. Feel the carpet along the wall and you will feel nubs or bumps. Feel it in a traffic lane and it will be smooth. This is a permanent condition (we cannot correct it) and is NOT considered a warranty issue. The picture to the right is a good example of this type of crush.



2. When heavy furniture is placed on carpet, crushing can happen fairly quickly on all fibers. This is usually compounded by the distortion of the backings of the carpet and even the cushion or pad. Depending on the extent of the damage to the backings, Mighty Mac may be able to correct this. Usually this entails standing the fibers upright and 'steaming' them in place. Sometimes this is only a temporary cure as it may revert to its crushed position when walked on. More severe weight can result in dimples in the backings of the carpet, beyond the crushed face fibers. The pad, or cushion, may be crushed as well. Replacing the crushed cushion may help. If the backings of the carpet have been stretched, deformed or even delaminated (separation of the backings), the damage is permanent. It is impossible to "stretch out" these dimples without risking severe damage to the rest of the carpet.

3. Carpet that has heavy foot traffic will develop crush over time. Stairs tend to develop crush patterns quicker than traffic lanes because everyone stands on the same place.

4. Twisting or rotating the foot, such as turning to go up a flight of stairs can cause crush. Usually the crush will have a swirl pattern known as pooling.

5. Roll crush is a condition where a manufacturer or retailer stacks too many rolls of carpet on top of a roll. This results in the wave like look that is visible on the picture at the right. Roll crush is visible immediately upon installation. Mighty Mac may be able to help reduce the problem if it is not too severe. This a warranty issue where the manufacturer or retailer should replace the carpet if the crush cannot be corrected.

