



FOR COMMERCIAL APPLICATIONS

BioCel™ technology is found in Universal's attached cushion and laminate backings. **BioCel** is third party certified to be approximately 70% green by weight, and has all the enhanced performance features of high-performance polyurethane backings. **BioCel** is recommended for heavier traffic areas and glue-down installations.

Universal Textile Technologies is the carpet industry's recognized leader in backing systems innovation and product development

UPGRADE
TO GREEN



UNIVERSAL
TEXTILE TECHNOLOGIES

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EnviroCEL™
ECO-FRIENDLY CARPET BACKING

Developed Exclusively for HOSPITALITY FLOORS

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EnviroCEL™

ECO-FRIENDLY CARPET BACKING

Carpet Backing
System for
Hospitality Floors

Environmental sustainability is no longer a luxury add-on in Hospitality environments.

EnviroCel™ polyurethane carpet backing is *the first high performance, environmentally friendly carpet backing developed exclusively for the hospitality industry.*



THE ENVIRONMENTAL ADVANTAGE

EnviroCel combines renewable and recycled materials, resulting in a product that is approximately 70% green by weight. EnviroCel contains:

Bio-based polymers made from domestically-grown soybeans. These replace much of the petroleum-based polyols found in regular polyurethane backing.

EnviroCel technology decreases the use of imported petroleum-based products, and aids U.S. efforts to limit the use of fossil fuels

Celceram™, a highly-refined, recovered material. Celceram is a product of coal combustion in an electrical utility power plant, carefully selected and processed for its component and performance characteristics.

Celceram has been shown to improve the dimensional stability of carpet and enhance performance characteristics

A SMALLER FOOTPRINT

EnviroCel's polyurethane technology lasts longer than other forms of carpet backing - conserving resources by:

- increasing a carpet's useful life
- reducing the amount of carpet going into landfills

DESIGNED FOR HOSPITALITY

The only carpet backing designed to meet the specific needs of hospitality environments, EnviroCel is highly resistant to wear and water damage. **EnviroCel extends carpet life and aids in appearance retention – keeping carpet looking newer longer.**

- Improved carpet life cycle *reduces replacement down time and service disruption*, and assists in amortization of product costs.
- **EnviroCel** is strong, flexible and easy to install. *Excellent tuft bind means carpet will not fray when cut.* Flexibility allows for pattern match installations.
- With **EnviroCel**, carpet tuft bind and stitch lock are not negatively impacted by water – *reducing snags, fuzzing and edge ravel.*
- **EnviroCel** withstands *repeated wet cleanings and will not degrade through exposure to moisture.*
- **EnviroCel** insulates against energy loss and *reduces ambient noise.*
- **EnviroCel's** high density cushion has ergonomic benefits - increased comfort; less fatigue.

EnviroCel Qualifies for LEED

- Floor covering *products incorporating BioCel contribute to the total building materials requirement for rapidly renewable materials* under the Materials and Resources Section of Versions 2.0 and 2.2 of the LEED guidelines.
- Carpet backed with BioCel is listed as an *environmentally preferred product* and can be submitted under GSA SIN31-601.

A BREATH OF FRESH AIR

- EnviroCel produces **low VOC** levels and contains **no 4 PCH.**
- Low VOC adhesives are recommended for installation.
- Every yard of **EnviroCel** installed means increased soybean production, which helps improve air quality by consuming CO₂ from the atmosphere

ENVIROCEL IS THE IDEAL CHOICE FOR

- *Hotel rooms and corridors*
- *Apartments*
- *Time-share/condominiums*
- *Mid-range traffic environments*
- *Healthcare and senior living*