

Double-Glue Meets Doubletree®

Commercial Bonded Polyurethane Cushion Selected by DoubleTree Hotel for Major Renovation



Alliance for Flexible Polyurethane Foam

CASE STUDY

Stepping up in quality and design is the theme for the \$15 million renovation at the Crystal City, Virginia Doubletree Hotel. HVS International, a global hospitality consulting firm, was challenged to create an “appealing, functional design” that brings the hotel into the 21st century. And if all goes as planned, the renovation will add another star to the hotel’s rating, making the Doubletree one of the top properties in the highly competitive D.C. area hotel district.

Carpet: The Design Foundation

Two underlying tenets set the direction chosen by HVS: the guests and patrons rely on design as an element of comfort, while owners and operators use design for functionality and as a way of attracting and retaining business. Distilling this and the myriad of other influences down to a starting point, the look and feel of the carpet clearly reigns as the focus of the new design at the Doubletree.



Bob Gibson

The high-end, wool-blend woven carpet manufactured by Tai Ping Carpets Americas Inc. (Calhoun, GA) creates a striking visual statement through elaborate patterns and dramatic colors.

The complexity of the patterns was demanding from an installation perspective, but according to Bob Gibson, Director of Operations at the Doubletree Hotel:

“The double-glue installation over commercial bonded polyurethane cushion went very well and the carpet looks and feels great. The cushion makes a significant difference.”

Ryan Floors (Gaithersburg, Maryland) put in the 68,000 square foot installation. The carpet was installed over a 10 pound/cubic foot density commercial bonded polyurethane cushion. According to Dan Utley, senior project manager at Ryan Floors:

“We strongly encouraged the double-glue method with the bonded cushion. Given the quality and application, this carpet screamed to be installed properly over cushion. Attached cushion is not an option for wool carpets and the heavy weight would be another factor. The double-glue approach with the bonded cushion was really the only way to do it right.”



Innovative carpet design is one of the hallmarks of the renovation at this Doubletree hotel, near Reagan National Airport in our nation's capital.



The sweeping curves of the Capital Ballroom at the Doubletree add to the room's charm.

Installers Favor Commercial Bonded Cushion

The CFI-certified installation team from Ryan Floors was well suited for the Doubletree project, having the necessary training and experience. The quality of the double-glue installation – from pattern alignment to seams and transitions – is top-notch. Utley noted:

“The installers love the commercial bonded polyurethane cushion. Compared to other double-glue cushions, the bonded cushion is at least equal in performance and is lighter and easier to move and cut. It’s easier to install.”

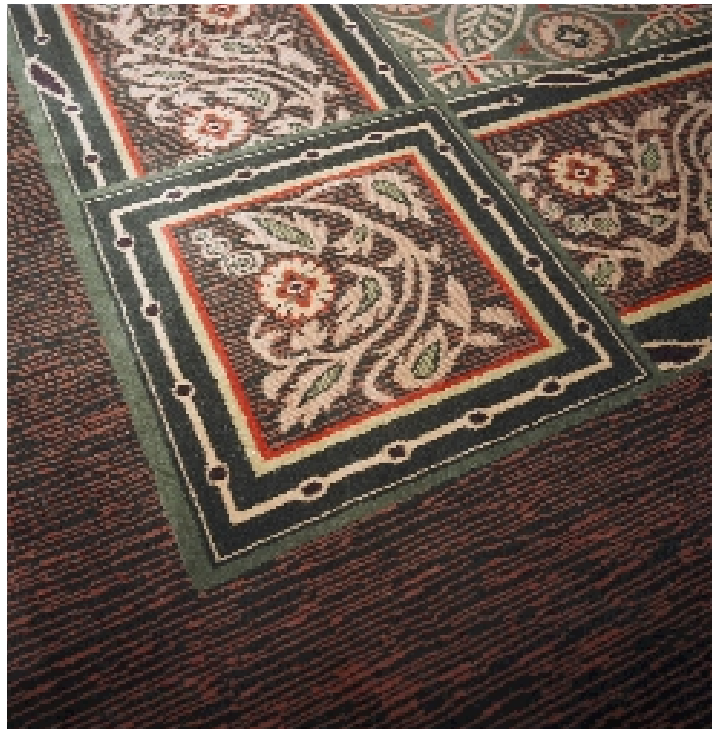
Ease of installation is a standout benefit for specifiers and contractors alike. The tightly scheduled Doubletree project, like most commercial renovations, sequences each trade in common-sense order. Falling behind schedule has a domino effect on the whole project and can be costly as well. With each trade working hard to stay on schedule, ease of installation is obviously a welcome and valuable benefit.

Investment Protection

According to HVS, when design is properly planned and executed, the benefits are long term. Success at meeting these expectations means in part that the carpet and other interior appointments continue to function as new, but must also retain the fresh look as envisioned by the designer and accepted by the client. With the carpet serving as a primary visual design element in the Doubletree project, appearance retention is paramount. It is here that Utley believes the commercial bonded cushion will play its most important role, stating:

“The cushion adds to the life of the carpet. The carpet not only wears better, it also is easier to clean so soiling isn’t an issue.”

The protective role of the cushion was borne out at the Doubletree. Early in the renovation, the carpet in a few small areas had to be installed directly glued to the floor without cushion. Proving the value of the cushion investment, there was a visible difference after only a short time with the non-cushioned carpet looking worse for the wear.



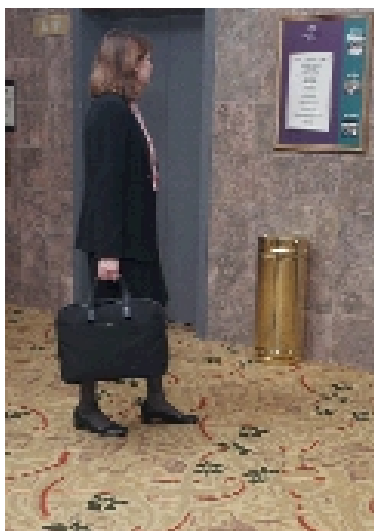
Detail of carpet in meeting room corridor.

Multi-use Means Heavy Traffic

The Crystal City Doubletree Hotel serves as multi-use venue for meetings, conventions and other gatherings. The Crystal Ballroom on the Mezzanine level is the hotel's largest event room at over 9,000 square feet, with sweeping curves highlighted by walls of windows. Here, you might see grand pianos rolled in on carts and placed for an evening performance. Later, equipment and elaborate vendor booths take the place of pianos as hotel workers prepare the room for a multi-day exhibit that may bring hundreds or even thousands of visitors. After the exhibit, the ballroom will once again be transformed as one setup is replaced as the next is rolled in.

In a continuous cycle of heavy roller traffic followed by heavy foot traffic, the installation is tested on a regular basis and performs flawlessly. With a good maintenance program and the support of commercial bonded cushion, the carpet at the Doubletree will continue to impress for years to come.

Additional case studies and numerous research studies documenting the benefits of carpet cushion are available as a resource from the Alliance for Flexible Polyurethane Foam. Cushion benefits go far beyond the comfort factor. Sound absorption, thermal insulation, easier maintenance, improved appearance retention,



longer carpet lifespan, and a host of attractive "green" attributes including the potential of sustainability credits within green building programs are among other benefits offered by installing recyclable polyurethane carpet cushion under workplace carpet.



Detail of patterned carpet used in conference room.

Double-Glue Method

The double-glue installation method chosen for the Doubletree Hotel project is the preferred method of installing commercial carpet and carpet cushion today. It involves adhering carpet cushion to the floor, followed by adhering the carpet to the installed cushion. Detailed, photo-illustrated installation guidelines may be downloaded at www.afpf.com.

Resources

Alliance for Flexible Polyurethane Foam (AFPF)
1300 Wilson Blvd., Arlington, VA 22209
(800) 696-AFPF • Fax: (703) 741-5655,
Contact: Neeva-Gayle Candelori
www.afpf.com

Alliance for the Polyurethanes Industry
1300 Wilson Blvd., Arlington, VA 22209
(703) 741-5654 • Fax: (703) 741-5655,
Contact: Neeva-Gayle Candelori
www.polyurethane.org

Polyurethane Foam Association
9724 Kingston Pike, Knoxville, TN 37922
rluedeka@pfa.org,
Contact: Bob Luedeka
www.pfa.org

Carpet Cushion Suppliers

Dalton Foam Division of NCFI
Dalton, GA
Phone: (800) 241-8778

Flex Foam
Phoenix, AZ
Phone: (602) 252--5819
www.flexfoam.net

Future Foam
Middleton, WI
Phone: (800) 733-8063

GFI Carpet Cushion
Linwood, PA
Phone: (800) 497-3626

Hickory Springs
Portland, OR
Phone: (503) 255-4650
www.carpetcushion.com

Leggett & Platt
Ft, Worth, TX
Phone: (800) 475-0010
www.lpurethane.com

Woodbridge Foam Corporation
Woodbridge, Ontario
Canada
Phone: (905) 851-3910 ext. 5276

An updated list is available at www.afpf.com

Alliance for Flexible Polyurethane Foam
1300 Wilson Blvd.
Arlington, VA 22209
Phone: (800) 696-AFPF (2373)
Fax: (703) 741-5655
EMail: info@afpf.com
Web site: www.afpf.com



Printed in U.S.A.