


# WHAT YOU SHOULD KNOW ABOUT THE CLUBHOUSE COVERUPS

What's new in carpets? Just about everything. Proper selection and quality rank highest in getting the most out of your club investment

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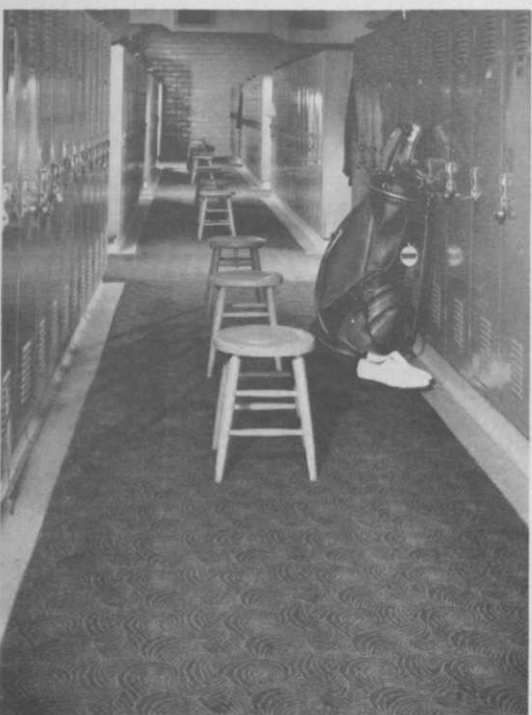
CONTRACT MANAGER, PHILADELPHIA CARPET COMPANY, PHILADELPHIA, PENNSYLVANIA



The case for carpets in golf and country clubs today is so strong and well-documented that keeping up with the dynamic floor covering field is obligatory. Even if a clubhouse has no carpeting now, there is a good chance that its manager will buy one in the near future.

What are the advantages of carpet? Well-known and well-proven are its aesthetics, unequalled decorating ability and flexibility, warm and luxurious atmosphere, sound absorbency and protection against slips and falls. Inflation and the scarcity of heating oil demand that two other benefits of carpet be examined. One is the thermal or insulating qualities, which tests show effect appreciable savings in heating fuel. With the crunch on in both supply and price, this factor cannot be ignored by the conscientious club manager. Another benefit is the lower cost of maintaining carpet as opposed to other types of flooring. The importance of overhead cost cannot be overemphasized. *GOLFDOM* reported editorially in the February issue: "Club managers achieved some significant revenue hikes in 1973, but it was a struggle all the way against spiraling costs." Carpets fight spiraling costs in club overhead, because fewer man hours and less expensive equipment are needed to maintain carpet than are needed to maintain hard surface flooring. Routine maintenance of carpet is relatively easy: no exhausting floor scrubbing and waxing are necessary; it can be done by the regular clubhouse maintenance personnel.

#### PREVENTIVE MAINTENANCE



Many old concepts of carpet care need updating. The "preventive medicine" approach is recognized as the soundest. This means heading off severe soiling and staining before they occur. Proper, well-scheduled and disciplined maintenance will accomplish this end, providing some precautions are taken under certain situations. Light or medium commercial vacuuming regularly done often is sufficient. Track-off areas or uncarpeted spaces that adjoin the outdoors should be vacuumed more frequently. Here, the carpet actually serves as a brush on shoes, pulling off the dirt. If the track-off soil is heavy, lay down a walk-off mat, but wash it frequently so that it doesn't become another dirt source; these mats are specially treated to hold soil.

All-over "wet" cleaning or shampooing can be a potential source of problems. If cleaning is not done properly, some of the detergent can remain in the pile. Rug detergents are greasy when dry, attract and hold soil, which means that the carpet will get dirtier faster after the cleaning than before. An alternative is "dry" cleaning with dirt-absorbing compounds, which can be limited to areas that need cleaning. The compound, which remains on top of the carpet, can be easily vacuumed off with the absorbed dirt. Spot cleaning without delay is a "must," especially with spilled liquor and food, to prevent these stains from becoming chemically "set."

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### RESISTING SHOE SPIKES

Very much on club managers' minds today is the feasibility of carpeting areas in which golfers wear spike shoes. These include locker rooms, pro shops and golfers' grills. This question is being answered by clubs with fully carpeted facilities throughout the country. The majority of these carpet installations are successful, and please members, guests, management and operating personnel. The failures that have occurred, according to our observations, are due to one or both of these reasons: 1. Price became the deciding factor in selecting the carpet, and the quality to resist spikes and tracked-in mud just wasn't there; 2. Maintenance was inadequate or ill-advised and permitted the carpet's soil appearance level to sink irretrievably low.

Philadelphia Carpet Company is one of the few mills in the country that both weaves and tufts, the methods for producing about 96 per cent of all carpets made today. Therefore we have nothing to gain in recommending one type of carpet over another. We have tested all textures, types of construction, fibers and fiber blends under spiked shoe wear. We have found nothing to equal a tightly-woven Wilton carpet with pile of 70 per cent wool and 30 per cent nylon. The wool provides resilience, cleaning ease and color clarity. The nylon provides stamina and abrasion resistance. The 70 per cent/30 per cent combination has proven to be the optimum balance. This type of carpet has been down in the locker room of East Lake, Atlanta, for 18 years, with hardly a sign of wear or aging, according to the club manager. It is not unusual to find this type of carpet still performing well and looking practically new after more than 12 years in locker rooms.

Most Wilton carpets are custom made, which gives the designer, architect or whoever is responsible for the interior design, full latitude in color and pattern. For example, the carpet can be woven with the club or resort crest or initials in it without ordering large yardage. What about price? The initial cost of a Wilton carpet is higher than most other carpets. But, when one considers their longer service life and their ability to retain their appearance over a protracted period of time, the amortized cost per year turns out to

be a bargain. There is an additional saving with carpet that lasts longer because, with replacement less frequent, money is saved on installation, which is a sizable cost factor today.

### SOLVING BUDGET PROBLEMS

Initial cost is a factor; because, if high, it can seriously distort the budget for the year in which the carpet is purchased. Some managers have learned to overcome this problem by ordering the finest and most spikeproof carpet where needed and thus practice true long-range economy, while ordering much less expensive carpet for less critical areas, such as lobbies, lounges and dining rooms. This "averaging out" lowers the total carpet expenditure.

One of the most significant advances in carpet fibers in recent years is the development of soil-hiding nylons. Through special cross-sectional shapes of the yarn filaments, light is refracted and diffused to conceal to a large extent the presence of soil and dirt in the pile. This development has made practical the use of lighter colors in soil and spillage areas where designers formerly felt restricted to neutral or "safe" colors. The leading soil-hiding carpet nylons are Antron by DuPont, Anso by Allied Chemical, Enkalure II by American Enka and Cadon by Monsanto.

### CARPET STATIC CONTROL

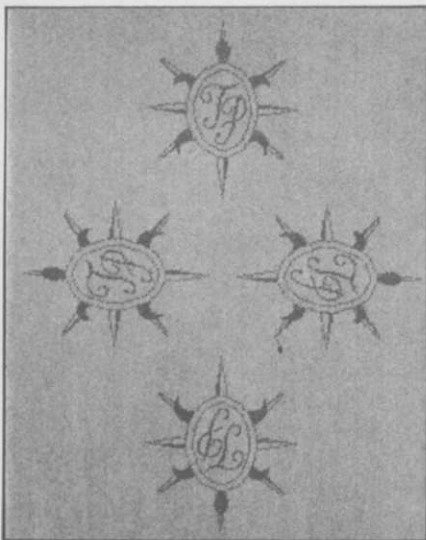
Another important development is static control in carpets. Generally, static is not a problem in spiked shoe

areas, because most locker rooms and pro shops are below grade, where humidity is higher; therefore less static is generated. However, controlling static is important for other areas. One pile fiber with built-in static control that eliminates the need for additives is olefin or polypropylene. The additive most commonly used to impart static control to other fibers is Brunslon, which consists of tiny, invisible conductive wires imbedded in the pile. The newest static control system on the market is Antron III, with polymeric conductive material, which is otherwise identical to the second generation product known as Antron II.

### NEW PRINTED CARPETS

No update on club carpets can be complete without reviewing printing. New printed carpet lines come in a dazzling array of patterns and color combinations. Most nonresidential types are level-loop nylons. They combine as many as eight colors to form precisely defined patterns with great clarity and detail. Colorfastness is no problem in most qualities, and the printed colors penetrate the pile all the way to the backing. During the printing process, an electromagnetic field is set up at the printing screens or rollers, depending on the system utilized, which attracts and seals in the dyestuffs for full penetration. To our knowledge, no printed carpets available are recommended for spiked shoe areas; however, they are often a sound choice for other locations because of their great decorative value without customization. Styling latitude is wide: our own printed collections range from Early American to Oriental to contemporary.

In closing, here are several timely words of advice as old as the carpet industry itself: 1) Buy quality carpeting that you know will be equal to the task you are assigning it in your club. You will find it least expensive in the long run; 2) Buy where you will get expert and unbiased advice. The world of carpet fibers, constructions, textures and specifications is far too complex to wade into yourself with the hope of finding intelligent answers in a hurry. It's a job for professionals who have the integrity to keep you out of the low price trap, which will result in a quick sale for them, but a keen disappointment in performance for you. □



*Spikeproof carpet with custom-woven club initials.*