

A woman with long, wavy reddish-brown hair is holding a baby. She is wearing a brown knit sweater over a blue skirt and dark tights, with brown leather shoes. The baby is wearing a blue long-sleeved shirt, black pants, and purple socks. They are standing on a dark grey carpet. The background features a light pink textured wall, a vertical green stripe, and a framed abstract painting with yellow, blue, and red elements.

WATCH YOUR BACK

a new generation in carpet backing



LESS EMISSIONS | REDUCED FLAMMABILITY | ODOURLESS

CENEVA

Ceneva® is the world's first carpet backing containing no styrene-butadiene. Instead, Ceneva® uses a compound based completely on vinyl acetate ethylene (VAE). VAE provides a number of advantages to the final product and is the solution for those who are environmentally conscious.

Ceneva® backing is 100% SBR-free and improves the final product

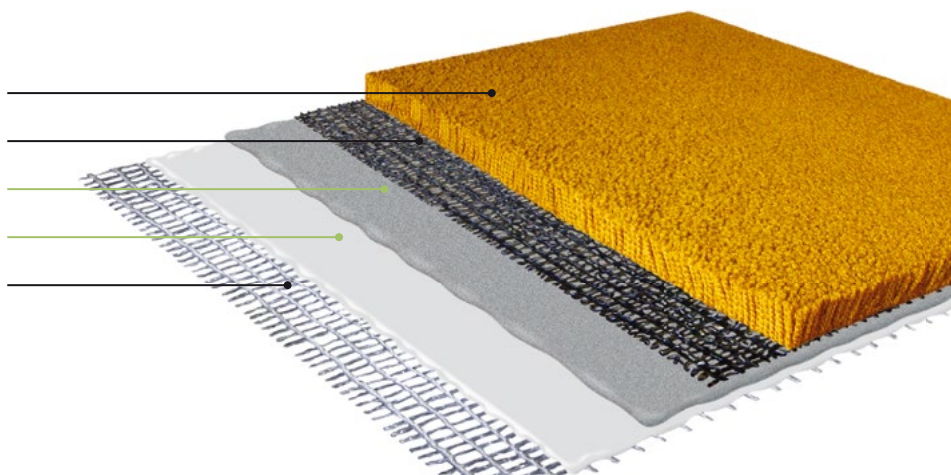
The production of tufted carpets consists of several steps of which "backing" is the final. The aim of the backing process is twofold; the primary backing fixates the yarn to the base cloth and the secondary backing improves the lifespan of the carpet. For this, high quality synthetic rubbers (latex) are used. Traditional compounds used for backing carpets contain a latex from styrene-butadiene rubber (SBR). SBR is a family of synthetic rubbers, derived from styrene and butadiene and is commonly used as a replacement for natural rubber.

A NEW GENERATION

SBR has for decades been unrivaled, however, specific questions raised by different environmentally conscious customers led to the decision to look for a substitute backing. After a period of extensive research and testing, Ceneva® was developed, a backing based on vinyl acetate ethylene (VAE). Backing products with Ceneva® has two advantages: it is 100% SBR-free and it also improves several aspects of the final product.

carpet face
primary backing
Ceneva® precoat
Ceneva® secondary coating
secondary backing

by kind permission of WACKER Chemie AG



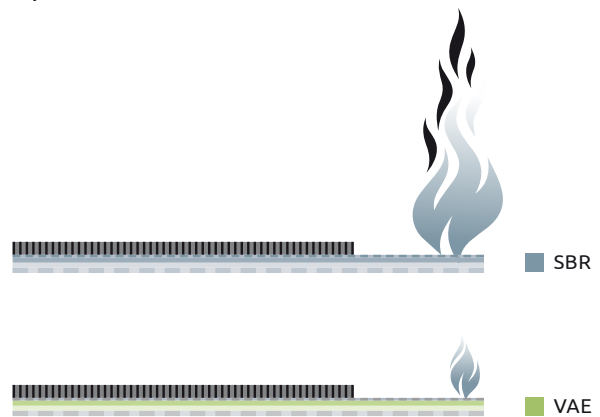
THE ADVANTAGES

Vinyl acetate ethylene is produced from acetic acid. In the 1960s researchers succeeded in creating a binder that is now used in a wide range of applications including adhesives, low-odour interior paints and nonwovens. The use of VAE in carpet backing has several advantages:

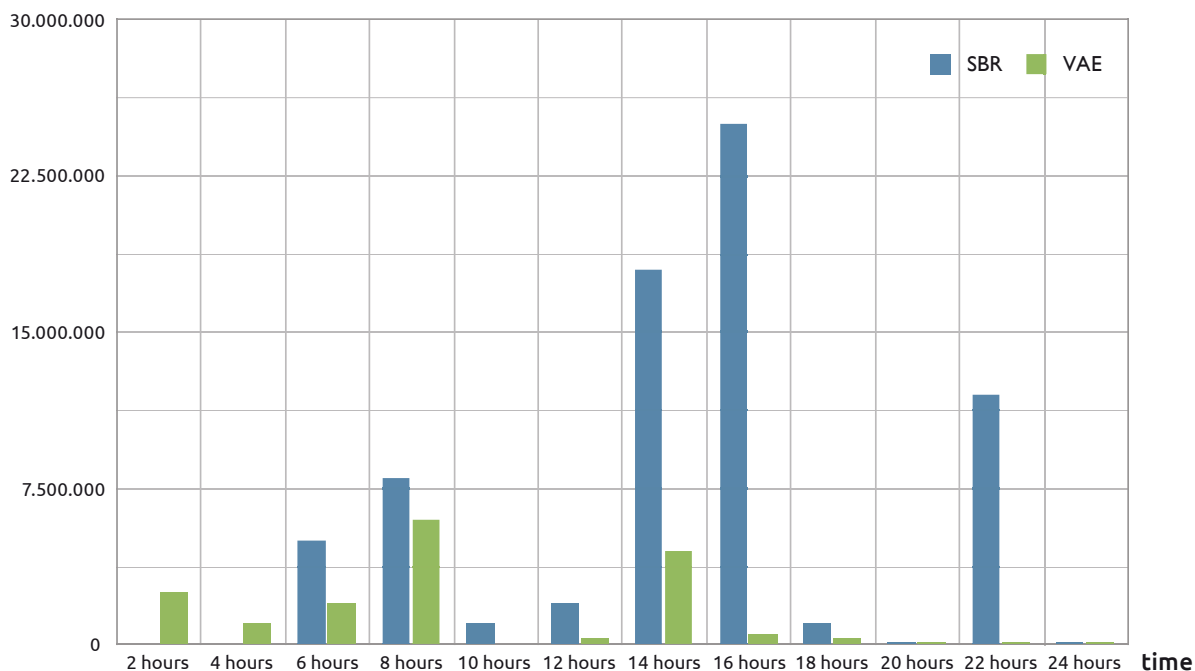
- **absence of odour:** using VAE ensures that the characteristic odour of new carpets - sometimes perceived as being unpleasant - now belongs to the past.
- **reduced flammability:** tests on films of carpet backing compounds with VAE and SBR showed the VAE films to be far less flammable than the SBR films. The backing compound based on SBR burnt completely and even released a black smoke in the process (as shown in the illustration on the right). Ceneva® backing is therefore ideal in commercial locations such as hotels, offices and aircraft where fire safety is a high priority.
- **lower emissions of volatile organic compounds:** volatile organic compounds (VOCs) are chemicals used to manufacture and maintain building materials, interior furnishing and cleaning and personal care products. These carbon based chemicals evaporate into the air, often in indoor

environments. Since their surface area is large, floor coverings have the potential to emit such VOCs to the environment. The German Textiles & Flooring Institute GmbH (TFI) tested both VAE and SBR carpet backing for emissions of VOCs. Following the rigorous standards of the GUT label, the emissions of VOCs released by carpets on VAE backing was shown to be much lower than when using an SBR backing (see chart below).

- **quality final product:** the quality of the carpet backing has become more consistent and is now more flexible allowing for easy fitting. Ceneva® backing also has excellent tuft bind and lamination qualities.



emissions of VOCs





Ceneva® is the solution for those
who are environmentally conscious