

Fortune Contract

Carpet Backing Options

Fortune offers a variety of carpet backing options. Whether your specification calls for our standard broadloom Actionbac, Modular Tile or BioCel and EnviroCel backings with high recycled content, all backings result in outstanding performance over the life of your carpet, and are CRI Green Label Plus certified for low VOC emissions. See the chart below for details on Fortune carpet backing options:

<p>Ultra Premium ActionBac</p>	<p>Latex backing with outstanding performance in even the toughest environments. Provides enhanced tuft bind for both dry and wet conditions dramatically exceeding the tuft bind recommended by the Carpet and Rug Institute for all loop carpet products. Minimizes edge ravel, prevents pulls, withstands heavy foot traffic and assists with seaming and pattern match.</p>
<p>Premium Unitary ActionBac</p>	<p>Latex backing provides superior delamination and tuft bind for both dry and wet conditions. Prevents edge ravel, snags, pulls and reduces the risk of fraying or sprouting, provides superior seaming and pattern match. For extremely high traffic areas.</p>
<p>Modular Tile Backing</p>	<p>100% PVC-free recyclable backing system made from thermoplastic polyolefin compound with 40% recycled content. 24" x 24" size allows for large design elements and installation efficiency. Lightweight design for ease of installation, strongest most durable backing with greater tensile and tear strength than PVC. Contributes to LEED certification for recycled content.</p>
<p>BioCel and EnviroCel Backing</p>	<p>Polyurethane Laminate available with attached cushion. These high performance backing systems are up to 90% green by weight with high recycled content from varying percentages of rapidly renewable soy, post-consumer and post-industrial recycled content. Provides antimicrobial protection with an anti-moisture barrier, superior delamination and tuft bind. Contributes a high percentage of recycled content for sustainable projects and contributes toward LEED certification.</p>