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Dow to offer systems for polyurethane carpet backing in Europe

16 JANUARY 2006 BY [UTECH](#)

By Liz White, UT staffSandbach, UK-Dow Chemical Co. has launched its polyurethane carpet

backing in the European market, claiming that its innovative technology will improve European carpets. “Carpet mills in Europe can now offer their customers the best in performance, durability and style by using Dow polyurethane systems for their carpet backings,” a 16 Jan statement from Dow said. “This is the perfect time to introduce Dow polyurethane carpet backings to the European market,” said Peter Mackey, European business development manager for PU Flooring, in the Dow statement. “With the growth in recent years in Europe’s carpet industry and the desire for improved quality, we knew the market was ready for a better carpet backing product.”The US-based foam materials supplier said it has offered innovative PU carpet backing products to the North American market for over 30 years. Its Dow Enhancer and Enforcer carpet backings produce commercial broadloom and tile carpet with “superior stability, enduring look and long life,” Dow said. PU backings can also be used on synthetic turf, giving better safety, comfort and durability. Dow claims. Europe has traditionally used latex backings, but Dow says its PU types have benefits, including: faster production, low coating weight, improved dimensional stability and physical properties. Having perfected its polyurethane formulations over the years, Dow says these offer “much more efficient manufacturing process for the mills and a superior product for the end-customer.”And the supplier is offering European carpet mills a free one-week test using Dow polyurethane products with a free ‘demo’ multi-component machine directly on their own coating line. Carpet makers will have to buy a coating machine if they decide to change to PU backings, and can buy direct from Dow. While this requires upfront capital investment, “mills will realise a savings in energy and operating capacity, translating to increased operating efficiency,” said Dow. “

