



Joy Carpets & Co.

Accentuate™ Cushioned Backing System

Accentuate™ is a proprietary carpet tile backing system that incorporates a PVC-free, polyurethane commercial cushion. Unlike hardback carpet tiles, this open-cell cushion provides support to the face fiber of the tile, enhancing appearance retention and durability, reducing noise, and increasing comfort underfoot.



The cushion also includes a fiberglass mid-layer that eliminates tile cupping or curling while acting as a functional liquid barrier. The barrier is particularly beneficial when used in facilities where spills often occur. Dirt and moisture cannot enter the carpet backing, reducing residual carpet odors and staining due to wick-back. The moisture barrier also allows for aggressive carpet cleaning programs using the hot-water extraction method.

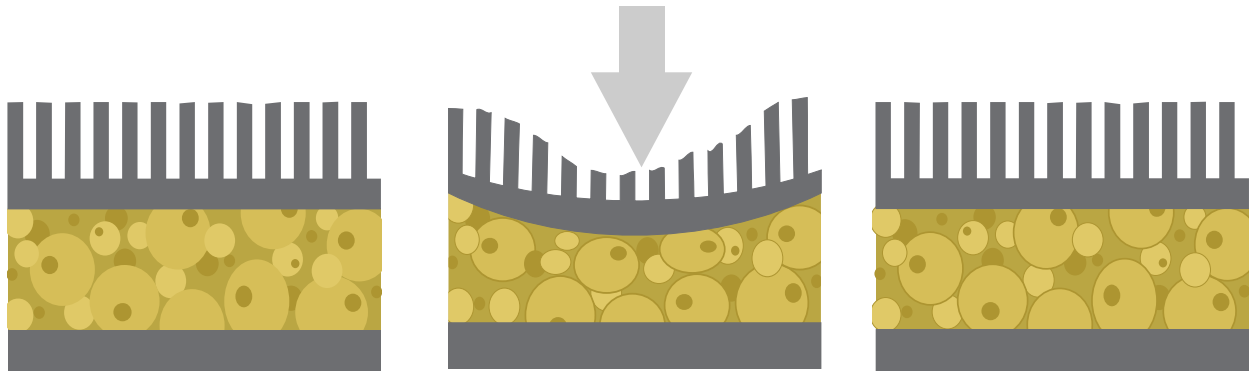


Fig. 1
Carpet tile before compression
by foot or rolling traffic

Fig. 2
During compression, the
cushion absorbs impact,
reducing face fiber wear and
enhancing comfort underfoot

Fig. 3.
Carpet tile after compression by
foot or rolling traffic showing no
matting, crushing, or face fiber
wear

When it comes to installation, carpet tiles with Accentuate™ install easily and quickly. The backing will not react with residual adhesives from previous flooring installations, saving hours of costly and time-consuming floor preparation. In addition, the cushion absorbs floor undulations and imperfections minimizing visual “telegraphing.” And because of the cushion’s open-cell construction, there is no need for moisture testing on any above grade installation.