How can we redesign campus environments to help improve student experiences and learning while controlling costs and keeping pace with system-wide change?
As higher education adopts a new model to lower costs, improve learning outcomes and incorporate more technology, architects, designers and facility managers are facing new challenges and priorities.

It’s no longer enough to create a comfortable, secure and accessible physical environment. You have to consider how the design will impact everything from student experience to energy consumption to a more information-based society.

What matters in higher education spaces?

The basic model of higher education that exists today was created in the eleventh century, operates on a nineteenth-century calendar, and yet is supposed to prepare students for life in the twenty-first century.

FLOORING PLAYS A PIVOTAL ROLE IN THE CAMPUS EXPERIENCE AND HOW PEOPLE RELATE TO THE SPACES AND PEOPLE AROUND THEM.

The overall look and feel of the campus plays a role in whether students decide to attend a particular institution and how they perceive it once they are there.

To enhance student experiences and outcomes, spaces are becoming less institutional and more sophisticated. Interactive learning spaces and a more corporate-like feel are putting a higher premium on flooring design, aesthetics and performance.

Carpet and resilient flooring can add warmth, comfort and appeal to campus interiors. To preserve the design aesthetic, Patcraft incorporates a high-performance design approach to ensure the look and feel will last.

69% of students say the overall quality of campus facilities is essential to their decision in choosing a college or university*

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* The Impact of Facilities on Recruitment & Retention of Students, David Cain Ph.D. & Gary L. Reynolds, P.E.
In an effort to improve learning retention, instruction models are changing to include more active, peer-to-peer learning. Impromptu meetings and group collaborations are happening in every corner of the campus. While peer-to-peer interaction may aid in learning, it’s often disruptive in the traditional space layout. Flooring can help designate common areas for collaboration.

**FLEXIBLE SPACES**

Spaces have to be more flexible in order to accommodate the unexpected rearrangement of furniture and the alteration of typical traffic patterns.

**TRANSITIONS & WAYFINDING**

Flooring can help with transitional space design. Modular carpet and resilient working alone and together can help define traffic pathways and suggest smaller spaces within a larger structure.

**SOUND ABSORPTION**

Softer surfaces, including carpet and resilient, can also help absorb sounds and lessen the distractions when sharing common areas.

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**A NEW ERA OF COLLABORATION**

A New Lease on Life for Residence Living

How important is the quality of on-campus housing in determining whether a student will attend your institution?

In order to compete with off-campus options and meet student expectations of privacy, today’s residence halls are more sophisticated and offer more amenities. Dormitories are now part of a larger mixed use community including storefronts, cafes, restaurants, recreation areas, gyms and other spaces.

Facilities need to balance a community feel with the individual need for privacy. Many undergraduates are reluctant to share space, especially bathrooms. So, residence halls are being redesign to offer apartment-like features, including a variety of space plans, private bathrooms and kitchen options.

Flooring can help create a welcoming environment for students, making them feel at home. The wood aesthetics of resilient can warm a space and provide a neutral palette to complement student’s individual design preferences. Patcraft resilient and carpet tile options are durable, easy to clean and resist staining. They also help with other quality of life issues such as air quality and sound absorption.
HOW CAN YOU BE SURE THAT YOUR FLOORING’S LOOK AND FEEL WILL WITHSTAND THE MISHAPS AND WEAR AND TEAR THAT COME WITH CONVENIENCE?

By the time students reach college, they are accustomed to a certain level of convenience and access to technology. It’s not unusual to see students meeting over coffee and snacks or rearranging furnishings to access technology. Cafes and coffee houses are popping up across campuses, including in libraries. The widespread exposure to food and liquids, along with the impact of constantly rearranging furnishings for more social gatherings, can be damaging to flooring.

Patcraft designs flooring for high demand environments by incorporating moisture impermeable backing options and stain resistant fibers. Solutions such as walk-off carpet tile in entryways can trap typical dirt, debris and sand to further protect your flooring.

Our performance-based design approach incorporates more than 100 tests to ensure your flooring will maintain its look and feel and withstand the stress of intense usage.

In dry weather, 1,000 people can track 1/4 lb of dirt per day into a facility. During wet weather conditions, 3 lbs. of moisture and debris is tracked into a building. Solutions such as WALK-OFF CARPET IN ENTRYWAYS can trap typical dirt, debris and sand to further protect your flooring.

80% of soil brought into a building can be trapped within the first 12 feet of carpet surface.
HOW CAN YOU MAXIMIZE SPACE UTILIZATION, REDUCE COSTS AND MEET THE GROWING NEEDS OF STUDENTS?

Designing for a variety of different spaces, many of which are multifunctional, can be challenging. To maximize budgets and space utilization, facilities are broadening their focus to meet multiple programming needs and address the larger concerns of student populations.

Patcraft’s high-performance carpet and resilient are built to withstand heavy usage and can easily adapt to any setting. Patcraft also has the manufacturing capabilities to produce high-performance custom designs. Adding custom colors to running line products, creating unique designs and constructing flooring for specific space needs can be a powerful way to reinforce the institutional brand and enhance the campus feel.
Recycling
Re2E, Dalton, GA; Plant X, Cartersville, GA; Clear Path, Fayetteville, NC & Evergreen, Augusta, GA

At the end of its useful life, we want your carpet back. Our industry leading Recycling Facilities make old carpet into new carpet, fuel or other useful products.

The materials and resources specified for campus projects must meet new standards in environmental responsibility. How your flooring is manufactured is important.

As part of Shaw Industries, Patcraft has a strong commitment to environmental leadership. As such, we use Cradle to Cradle principles and carefully work to minimize our impact, including reducing greenhouse gas emissions, optimizing water and energy efficiency, using environmentally preferable ingredients and designing to meet LEED certification and point contribution.

As part of the world’s largest recycler of post-consumer carpet in the world, we reclaim carpet and make it useful once again. The recycled carpet is transformed into new carpet, fiber, backing and other products, including steam energy to help run our facilities.

109.5 million pounds of carpet were reclaimed and recycled by Shaw Industries in 2012.

A More Healthy, Sustainable Campus

Factors such as moisture and volatile organic compounds or VOCs can impact human health and contribute to poor indoor air quality. By selecting flooring with built in moisture barriers you can limit moisture levels and the potential growth of biological contaminants such as mold, mildew and bacteria.

According to the Carpet and Rug Institute, clean, dry, well-maintained carpet actually improves air quality since the carpet acts as a trap keeping dust and allergens out of the air. When it comes to other flooring options, such as resilient, look for the FloorScore® Certification to ensure compliance with air quality emission requirements. All of Patcraft’s resilient flooring is FloorScore® certified and most contain up to 30% recycled content.

How you clean flooring is also important. Carpet and resilient that resists stains and are easy to clean with water and environmentally-friendly products can reduce chemical contaminants.

Solution Q Extreme makes maintenance and cleaning more ecologically friendly by decreasing the need for harsh chemicals. Fibers are constructed to repel stains, allowing most spills to be cleaned using just water.

SOURCING FLOORING THAT’S RESPONSIBLE
HOW CAN YOU PROTECT YOUR FLOORING INVESTMENT FOR THE LONG-HAUL?

Several factors influence flooring’s performance and appearance retention including construction, installation and maintenance. The right combination of flooring products and solutions are key to protecting your investment for the long-term.

THE RIGHT FLOORING SOLUTIONS MATTER

CONSTRUCTION

The ingredients that go into a flooring’s construction matter to the overall strength, durability, appearance, maintenance, safety, comfort and moisture management.

Construction also plays a large role in creating sustainable products. As part of the world’s largest recycler of post-consumer carpet, we are constantly looking at ways to transform carpet back into a useful product. Many of our fibers and backings are fully recyclable and meet Cradle to Cradle standards.

Solution Q Extreme® fibers are constructed to repel stains to help protect your surfaces from spills, stains and mishaps. Carpet constructed with Solution Q Extreme can be cleaned using just water, helping lessen the need for harsh chemicals. The fibers are impermeable to moisture, greatly reducing stains and offer lifetime warranties against abrasive wear, static protection, stain resistance, colorfastness to light and colorfastness to atmospheric contaminants.

EcoSolution Q® fibers are made of long-lasting, colorfast nylon 6 that withstands wear and helps retain appearance. Made of pre and post-consumer content, Eco Solution Q is an industry leader in DPF or denier per filament, which means that the filament holds up better to wear from walking, rolling traffic and other stresses. It also leads in tensile strength, which measure the force a fiber can withstand before breaking.

EcoWorx® Tile is the industry’s first sustainable, non-PVC tile backing. This high-performance tile backing offers limited lifetime warranties against extreme wear, static, zipper, ravel and delamination.

EcoWorx® Performance Broadloom adds a powerful moisture barrier that helps protect subfloors from liquid contaminants and passes the 10,000 impact test.

ExoGuard Quartz® finish for resilient offers an easy non-wax option and high-performance construction that enhances its strength, pressure and indentation retention. Our resilient products are manufactured to provide maximum comfort and control while reducing moisture and noise levels.
INSTALLATION & MAINTENANCE

Proper installation and maintenance are key factors when considering sustainable, high-performance flooring that will maintain its appearance under high usage and traffic.

LokDots® is an odorless adhesive designed for the installation of carpet tile in occupied spaces. It’s ideal for high moisture areas and raised access flooring. Installation with LokDots allows for little set up and downtime and can improve project turn-times.

Resilient Spray Adhesive S-150 for sheet, plank and tile offers a solvent-free, water-based adhesive options for occupied spaces that’s low in odor and free from calculated VOCs.

MAC is a free online Maintenance and Cleaning tool that provides training for end-users and facility managers to help them develop a maintenance plan to best care for their flooring.

Resilient products are engineered to resist ground-in dirt and particles. Surfaces are easily cleaned with conventional methods such as sweeping and mopping with a pH neutral cleaner and are buff and wax optional.

PROJECT SUPPORT & WARRANTIES

Our carpets are covered by a lifetime commercial warranty against staining, edge ravel, zipper and delamination.

Resilient products are backed by performance warranties including 10 year under bed warranties on most products.

Patcraft’s Custom Design team can help create or modify a design to complement your space, school colors and design aesthetic.

Customer Connect offers professional, prompt and accurate service through every phase of your project including specifications, installation, order monitoring and tracking, shipping, expediting and maintenance.

Through innovative performance-based design, we create flooring to enhance interiors, improve experiences and increase product life cycles because when it comes to higher learning ... flooring matters.