

5 Ways CarpetLOK™ Beats PosiTile®

1. **Lower cost.** To make PosiTile, plastic “buttons” are attached to finished carpet. This process adds well over \$5 per yard. (Your customers pay extra, but not to Interface.)
→ The CarpetLOK system uses standard Interface tiles, right from the box.
2. **Less carbon.** No matter where your project is, PosiTile carpet travels 1st to a factory in PA for button attachment. *More handling, more freight, more cost, more carbon*. (Trying to qualify for LEED regional sourcing? That extra trip alone is 800 miles.)
→ Tiles for use with CarpetLOK ship straight from Interface to your dealer or jobsite.
3. **Interface exclusive.** When PosiTile is specified, Tate can provide carpet from *Shaw, Tandus, Julie, or Interface*: http://tateinc.com/products/finishes_concore.aspx
→ When CarpetLOK is specified, carpet comes from Interface. Period.
4. **Life cycle freedom.** A PosiTile customer must always buy replacement carpet—no matter what brand—from Tate, *adding the high cost of new buttons & extra freight each time*.
→ With CarpetLOK, customers can replace with any Interface tiles, at any time.
5. **No design limitations.** *Here's what Tate says about PosiTile:*

Button Telegraphing

“PosiTile buttons provide an effective means to locate the tile to the panel as well as provide lateral resistance against excessive shifting. These buttons are essential to maintaining the carpet’s one-to-one fit to the access floor panel and reducing the amount of releasable adhesive required. Buttons do however have an inherent thickness and as a result can **telegraph through the carpet face and be visually apparent** especially in side lighting with the absence of overhead lights. Carpet with **higher face weights, multi-colors, patterns, and/or textures all are effective steps to minimize the visual impact** of button telegraphing however **it is an inherent design of PosiTile and the customer should be informed in order to set their expectations.**”

“Dissatisfaction with appearance relative to the above conditions may not necessarily be considered a defect either in workmanship or material, and as such, **may not be covered under the terms of the warranty.**”

By using Interface tiles, Tate may be able to eliminate supplemental adhesive...but their buttons still have “inherent thickness” & visible button telegraphing must be expected.

→ In contrast, a floor using CarpetLOK anchors is **indistinguishable** from the same carpet on slab, regardless of carpet weight, color, pattern & texture.

Isn't that how it should be?