

FLOORING FOR

# Senior Living & Residential Care Environments



FLOORING



Flooring is one of the most abundant finishes that you'll specify or purchase.

Before you make a decision, you'll want to think about flooring's potential to improve seniors' quality of life, positively affect caregiver productivity, and help limit liability and costs for owners and operators.

At J+J Flooring, we understand how flooring impacts health, safety, and comfort in senior living and residential care environments.

That's why we offer a complete portfolio of high-performance resilient, soft surface, and advanced textile composite flooring products engineered to stand up to the multipurpose demands of senior living and residential care environments.

Beyond performance, we know you want more transitional and modern designs that appeal to today's seniors and their children. That's why we also offer a broad range of fresh styles and colorways that work in a variety of spaces.

**OUR PORTFOLIO OF FLOORING SOLUTIONS INCLUDES:**

Modular Carpet

Broadloom Carpet

Resident Rooms Carpet

Kinetex® Textile Composite Flooring

Luxury Vinyl Tile



[cover]  
MODULAR CARPET  
Tempest, Gale Color,  
ashlar

Zephyr, Westerlies  
Cumulus, Cirrus Color  
monolithic

MODULAR CARPET  
Emulsion, Blue Kashi  
brick





## Modular Carpet

Our modular carpet is Nexus – a premium vinyl-backed carpet tile that offers exceptional dimensional stability and a backing that is impermeable to moisture.

Modular carpet has low installation costs and offers excellent durability. You'll also appreciate that it's also easy to remove and replace with another tile if damaged; or remove, clean, and re-install existing tiles.

Because of these qualities, the use of modular carpet is increasing dramatically in senior living environments.

## Broadloom Carpet

We combine great design and engineering to craft innovative, durable 12-ft. wide broadloom carpet. Our expansive range of broadloom carpet includes large to small-scale patterns, solids, and contemporary textures.

This portfolio of designs provides you with broad range selections for every space, from large public areas and corridors to resident suites and other private areas. Our broadloom carpet is also available with a variety of backing options that address specific application needs, including a moisture barrier.

## Resident Rooms Carpet

Our resident rooms carpets are an affordable yet stylish option to help you create warm, welcoming resident living spaces. This grouping of broadloom carpets is constructed using PureColor® nylon, a trusted fiber built for stain resistance and backed by 10-year warranties.

Because more and more residents are bringing pets with them when they move to a senior living community, we offer a Pet Stain warranty on all our Rooms Carpet products.

*[top left]*  
MODULAR CARPET  
Serene, Sky  
ashlar

*[top right]*  
BROADLOOM CARPET  
Tranquil, Sky

*[bottom]*  
RESIDENT ROOMS CARPET  
Fairway II, Pinehurst



Kinetex® Textile Composite Flooring

Created as a unique floor covering alternative to hard-surface products, J+J Flooring’s Kinetex non-slip flooring encompasses an unprecedented range of performance attributes suited for senior living and residential care environments.

Kinetex’s unique low profile provides rolling resistance equal to that of hard surface while offering exceptionally high traction. Kinetex is the first and only wall-to-wall interior floor covering to be certified as a high traction surface by the National Floor Safety Institute. Its modular nature also allows you to mix and match patterns and colors as a design element and create wayfinding or physical distancing signals.

The breathable nature of Kinetex® allows vapor transmission, so it performs on elevated RH slabs up to 100% without costly moisture mitigation.

Luxury Vinyl Tile

You’ll love the advanced technology and performance features of our luxury vinyl tile (LVT) – including ZPT anti-microbial treatment that prevents unpleasant odors, degradation, and discoloration as a result of microbial contamination.

With classic hardwood aesthetics or fresh, modern designs, our LVT collections are sophisticated and cost-effective.



KINETEX  
Umbra II, Twilight  
ashlar



LVT  
Fusion, Union  
1/3 drop



KINETEX  
Put A Cork In It, Cask  
ashlar



Beyond Aesthetics – Making the Right Choice

There are so many things to consider when choosing flooring for senior living and residential care environments. Our sales reps can provide you with the latest research and information on flooring and help you choose the best product for the space.

WE CAN HELP YOU EVALUATE THE IMPACT OF OUR PRODUCTS ON:

- Health: Infection control and indoor air quality
- Safety: Slips, trips and falls
- Noise Control
- Staff Comfort and Productivity
- Lifecycle Cost

[top left]  
MODULAR CARPET  
Cumulus, Cirro Natural  
monolithic

[top right]  
MODULAR CARPET  
Fractured Plaid, Armure  
brick

[center left]  
MODULAR CARPET  
Atmospheric, iron  
ashlar

[bottom]  
KINETEX  
Renewal, Stand-In  
ashlar







MODULAR CARPET  
Smolder, Ash

## Health: Infection Control

It's no secret that infections are a major cause of hospitalization and death for seniors.

380,000 people in the U.S. over the age of 65 die every year of infections they get in nursing homes, skilled nursing facilities, and assisted living facilities.

The coronavirus pandemic also reminded us that residents in senior living and residential care environments are more vulnerable to outbreaks of airborne viruses like seasonal influenza, whooping cough, SARS, and Covid-19.

That's why regular, proper maintenance of flooring is important to controlling the spread of contaminants in the air. Sanitizers can reduce pathogens on a surface by at least 99.9%.

## Hard vs. Soft Flooring

While hard surface flooring may be easier to clean than soft surface carpet and Kinetex flooring, it is more difficult to sanitize.

Kinetex cleans easily with vacuuming, encapsulation cleaning and hot water extraction, and is easily sanitized with approved cleaning agents. It retains less water than carpet and therefore dries quickly. Kinetex resists the most challenging staining agents, such as blood, urine, Betadine and hand sanitizers.

All of our soft surface flooring products can be sanitized using either Vital Oxide or a 50/50 mixture of 3% hydrogen peroxide and water.

Vital Oxide and Hydrogen Peroxide are on the Environmental Protection Agency's list of disinfectants that meet its criteria for use against SARS-CoV-2, the cause of Covid-19.



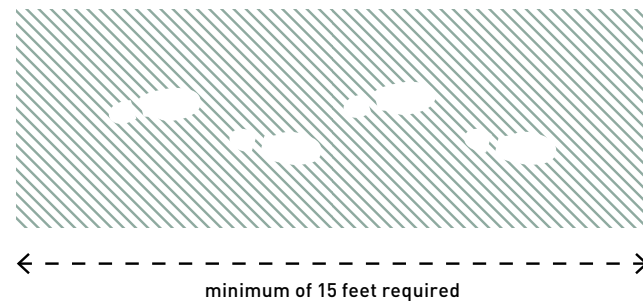
## LVT

Apart from sterile areas or if there is a blood spill, the Centers for Disease Control does not require the use of disinfectant on LVT. However, if a disinfectant is needed, Virex II (from Diversey®) may be used. There are a number of commercially available sanitizers and disinfectants that can also be used on LVT. These typically have chlorine, ammonium compounds, or peroxides as biocides.

## Entryway Systems

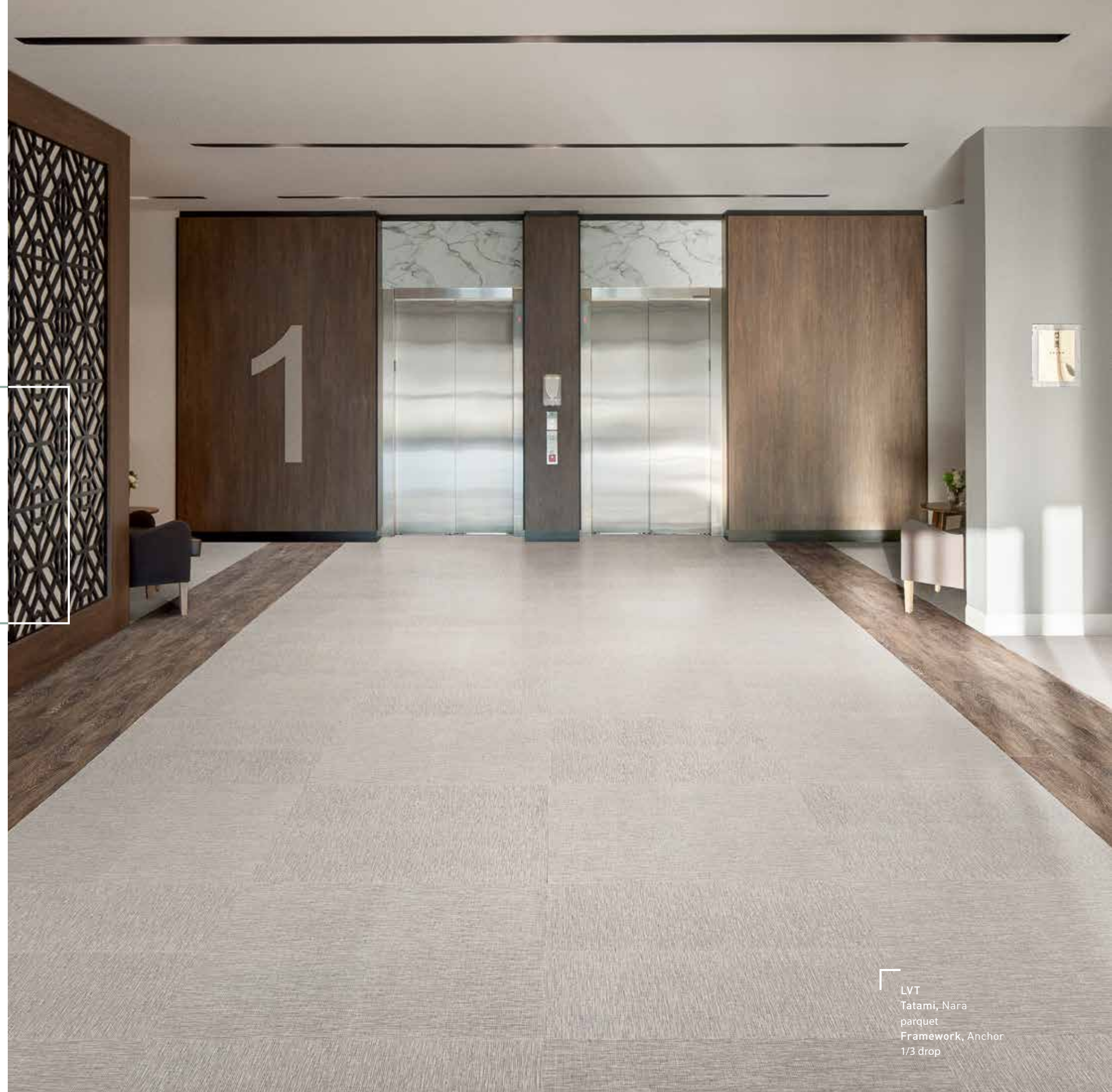
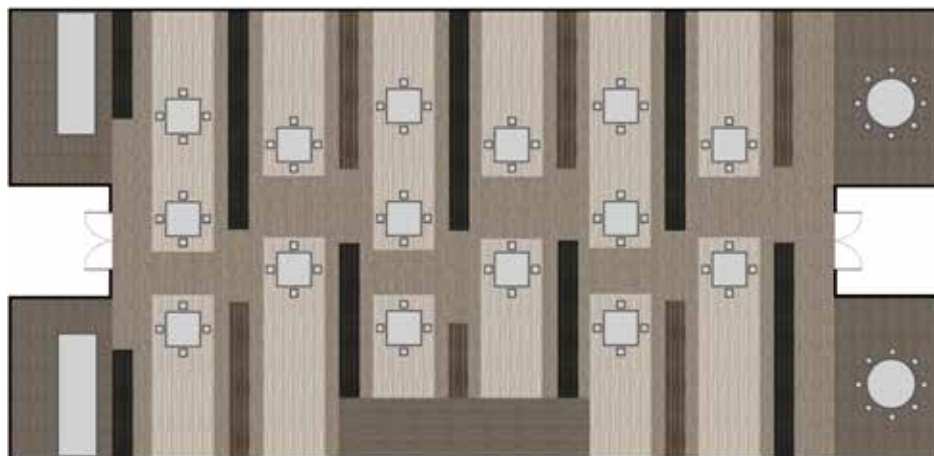
Since 85% of carpet soil and other contaminants come into the building on shoe soles, we also recommend using entryway systems at all entrances to trap and hold dirt and other pathogens before they are tracked into interior floor surfaces. A minimum of 15-ft. of entryway system is needed.

### Entryway Systems Reduce Contaminants In Building Interiors



## Physical Distancing

There's a more creative and permanent solution for this than just a sticker on the floor. Use flooring as a "roadmap" to safely navigate the environment and maintain a six-foot spatial distance in waiting areas, dining rooms, gyms, and other activity spaces as needed. We can work with you to provide embedded directional symbols and/or text on our modular carpet products.



LVT  
Tatami, Nara  
parquet  
Framework, Anchor  
1/3 drop



Health: Indoor Air Quality

While proper ventilation is critical to preventing the spread of contaminants or odors in the air, the type of flooring you choose also impacts indoor air quality in senior living and residential care environments.

- Research has shown that soft surfaces such as carpet and textile composite flooring, such as Kinetex, are more effective than hard surfaces at holding particulates and allergens out of the breathing zone.
- Environmental experts have concluded that carpet can actually improve indoor air quality because it captures and holds dirt, contaminants and allergens that would otherwise become airborne.

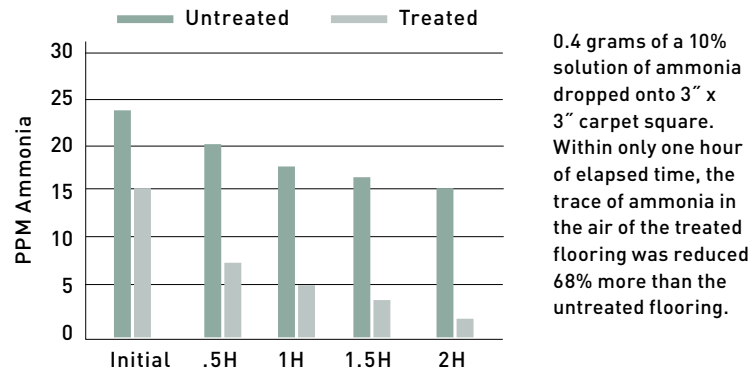
Moisture can be an issue for soft flooring surfaces in areas where spills might occur. When carpet is clean and dry, living organisms, such as bacteria and mold, are unable to find the nutrients necessary to multiply.

To help prevent against bacterial and fungal growth, as well as eliminate odors from mildew and mold, ProSept® antimicrobial can be added to our modular carpet and broadloom carpet. Our LVT comes standard with ZPT antimicrobial.

Sentir®

Our groundbreaking odor-blocking technology neutralizes odor at its root. This self-renewing treatment is designed to control or eliminate offensive odors and is particularly effective on odor-bearing spills. Available on modular carpet and broadloom carpet.

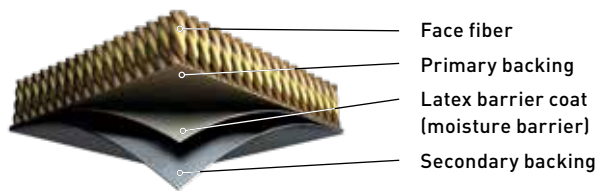
Effectiveness of Sentir® in Reducing Ammonia-Based Odors



TitanBac® Plus

This differentiated high-performance moisture barrier backing system for broadloom carpet prevents moisture from penetrating to the subfloor. Ideal for use in areas where spills or incontinence are likely.

TitanBac® Plus Components



MODULAR CARPET  
Naturalist, Sky  
ashlar





## Safety: Slips, Trips, and Falls

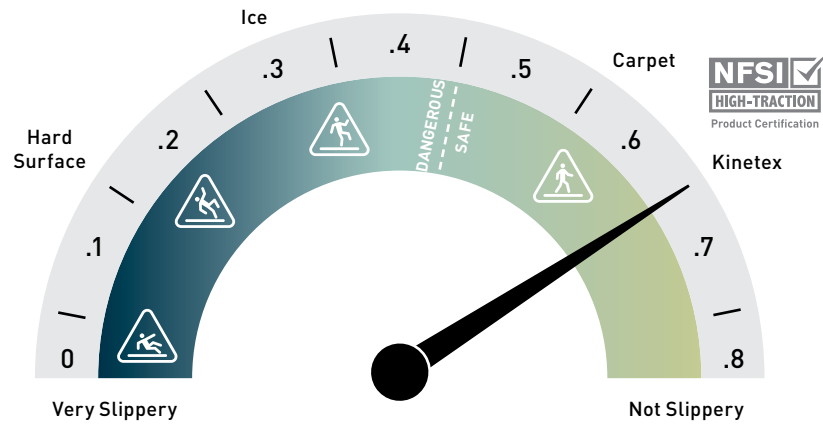
According to facts gathered by the National Council for Aging Care, one in four Americans over the age of 65 falls each year. Between 30-50% of falls are due to environmental causes, such as poor lighting, slippery floors, and uneven surfaces.

The most important safety and design factors you should consider when specifying flooring for senior living and residential care environments are slip resistance, rolling mobility, transitions, patterns, and glare.

Clinical studies have proven that flooring, such as carpet and Kinetex, with a wet static coefficient of friction of 0.60 or greater are 50-90% less likely to cause slips and falls.

Our carpet and Kinetex® provide exceptional slip resistance, helping to prevent slip and fall accidents before they occur.

And it's worth repeating that Kinetex is the first and only wall-to-wall interior floorcovering to be certified as a high traction surface by the National Floor Safety Institute.

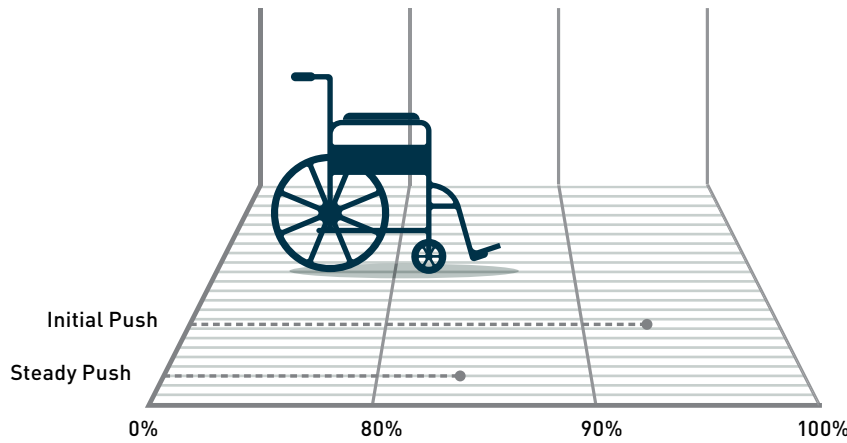


How Slippery is Your Floor?  
Coefficient of Friction for Wet Soapy Surfaces

Initial rolling resistance refers to the amount of force needed to push a wheeled object forward from a stopped position. This is important for residents who use walkers or wheelchairs in senior living or residential care environments.

The rolling resistance coefficient, or coefficient of rolling friction, refers to the amount of force needed for steady pushing. In both cases, the lower the resistance, the easier it is, or less work it takes, to push the object.

- Independent laboratory tests reveal that not all carpet has the same rolling resistance (the amount of force needed to push a wheeled object forward from a stopped position).
- Carpets with cushioning have higher rolling resistance and greater pushing-related injury potential.
- Carpet without cushioning or Kinetex textile composite flooring have rolling resistance similar to hard surfaces, which have lower pushing-related injury potential.



### % of People who can Safely Push on Kinetex® Flooring

Carpet (without cushion) and Kinetex® textile composite flooring have rolling resistance similar to hard surfaces, and the same reduced pushing-related injury potential as a hard surface.

Source: Liberty Mutual Materials Handling Tables

Want to eliminate transition strips? Our 5mm LVT is designed to transition to both J+J Flooring modular carpet and Kinetex® with no need for transition strips. This allows for ease of movement between spaces and reduces risk of trips and overexertion.





CARPET  
Elemental, Steel  
ashlar

### Noise Control

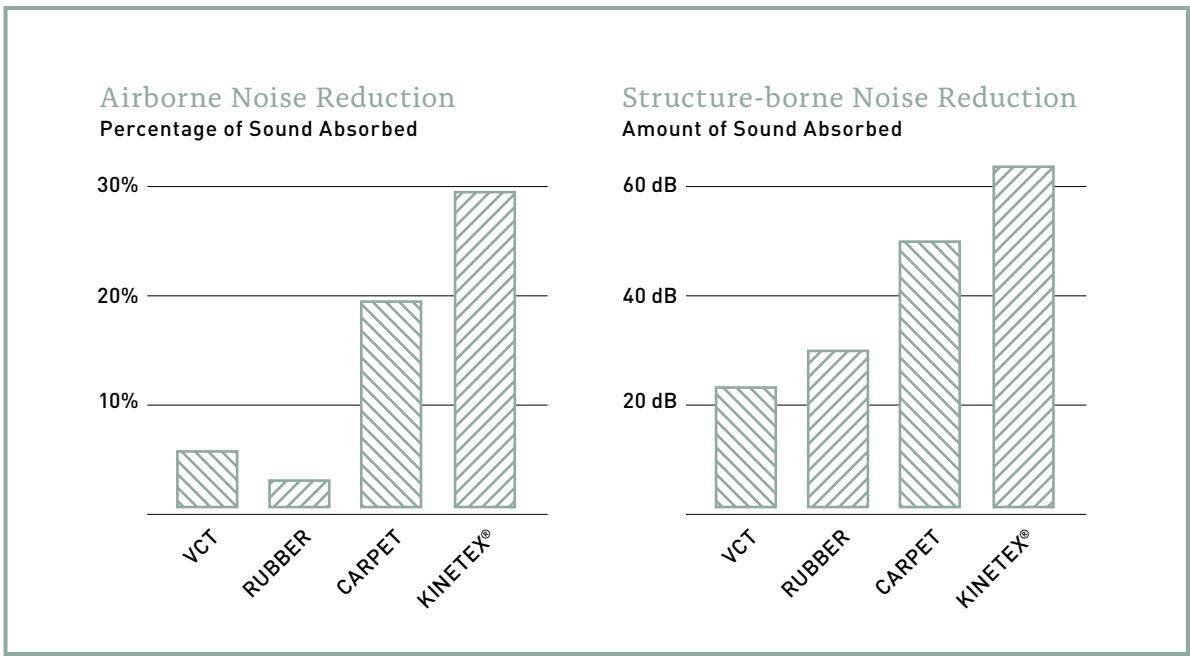
Noise can diminish the quality of residents' lives and can cause agitation and confusion, particularly for those with dementia. Background noise can also make it difficult for those with hearing loss to follow conversations and for hearing aids to work properly.

So what type of flooring should you choose to make a difference for noise control?

Hard surface flooring absorbs little or no sound and has greater potential to transmit sound, contributing to a noisier environment. In contrast, soft surface flooring absorbs significantly more sound and transmits less sound, contributing to a quieter environment.

Reverberations are continuing effects of a sound, which happen when sound waves strike a surface and are reflected back into the space.

- Test results show that soft surface flooring mutes reverberation better than hard surface flooring.
- Soft surface flooring is better than hard surface flooring in reducing impact sound transmission, such as footsteps and objects dropping into spaces below.



Kinetex offers the highest Noise Reduction Coefficients (NRC) and Impact Insulation Classifications (IIC) rating of any commercial flooring product.



# Staff Comfort and Productivity

Prolonged standing at work has been shown to be associated with a number of potentially serious health outcomes, such as lower back and leg pain, cardiovascular problems, fatigue, discomfort, and pregnancy related health outcomes.

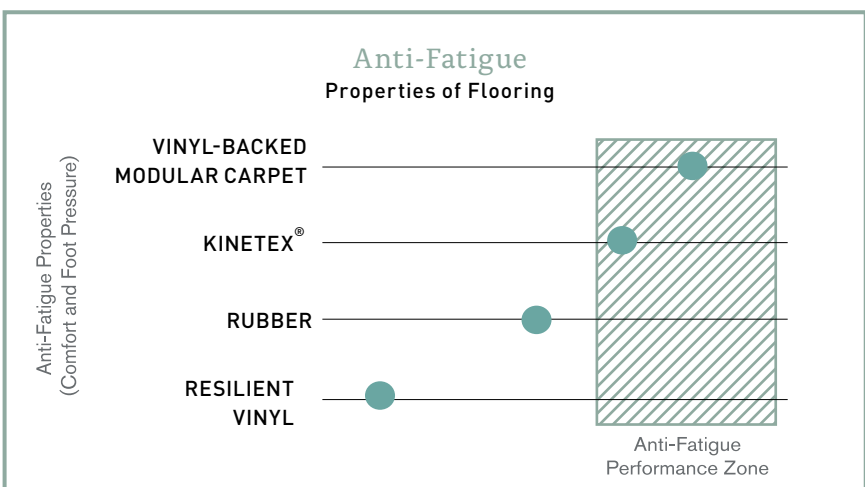
The type of flooring surface can cause increased stress on the structure of the foot, as well as contribute to joint compression, and poor blood circulation.

If you specify flooring with anti-fatigue properties, it can help prevent heel spurs, which is the most common injury to feet.

Although there are few standards for flooring anti-fatigue performance, the type of testing that is used in the athletic footwear industry to develop running shoes and man-made athletic surfaces suggests that rubber and resilient vinyl flooring are not anti-fatigue surfaces, whereas some types of carpet are. Also, independent laboratory test data shows that carpet tile and Kinetex are the only two floor coverings with anti-fatigue properties.

Kinetex’s high-density backing and soft textile surface provides exceptional anti-fatigue properties along with minimal rolling resistance. It embodies the potential to absorb energy and reduce both repetitive foot stress injuries and injuries related to walking and moving frequently from place to place. With its thermal insulation properties, Kinetex also provides a warmer indoor environment.

Our Nexus® cushion and Endure® Plus backing systems provide additional underfoot comfort and noise-reduction properties for broadloom and modular carpet.



MODULAR CARPET  
Naturalist, Sandstone  
ashlar  
Serene, Sandstone  
monolithic



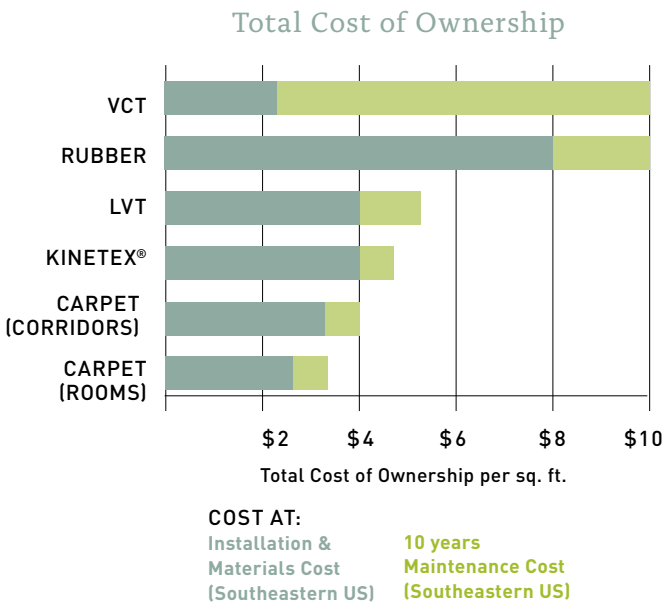
Lifecycle Cost

We know you want to make sure you’re getting the best product for the money. And if you look at the cost of flooring materials, installation, and maintenance over a 10 year period, our flooring products have a significant advantage.

Maintenance for our LVT and Kinetex products is less than half the cost of maintenance for hard surface options like VCT and rubber. And the replacement costs are significantly lower compared to other flooring alternatives.

However, to get a true picture of the total cost of ownership you should also consider whether the flooring product can reduce or increase the risk of slips, trips, falls, and infections for residents or injuries to staff – and the associated costs of those outcomes.

Use our lifecycle cost analysis tool to calculate and compare square foot costs of broadloom carpet, modular carpet, Kinetex® textile composite flooring, sheet vinyl, VCT, LVT, and rubber. [www.floorlifecost.com](http://www.floorlifecost.com).



Are you ready to partner with us to create healthy, safe, and beautiful spaces that will improve the quality of life for seniors? Visit [jjflooring.com](http://jjflooring.com) or contact your local J+J Flooring sales representative to get started.



[top left]  
LVT  
Timeless, Curio  
1/3 drop

[top right]  
MODULAR CARPET  
Aperture II, Sync  
monolithic

LVT  
Timeless, Gift  
1/3 drop

[bottom]  
MODULAR CARPET  
Tranquil, soft grey  
brick



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**FLOORING**  
A DIVISION OF ENGINEERED FLOORS