

HOSPITALITY | PUBLIC SPACE

The Houstonian Hotel,
Club & Spa
Houston, Texas



Antron® Carpet Fiber Tops List of Guest Room Amenities

- All too often the carpet for hotel guest rooms is one of the most overlooked interior design decisions, which may result in carpet that underperforms and easily stains. When Laura Terrell, the director of purchasing at The Houstonian Hotel, Club & Spa, started planning a \$7.1 million renovation for its 289 guest rooms, she was determined to find a beautiful, stain-resistant carpet that would become a true guest room amenity and complement the hotel's classic design for years to come.



When looking for new carpet, Terrell's first decision was the easiest one of all. She knew she didn't want the same type that had been previously installed. "After just three years, that carpet required time-consuming and costly maintenance to remove stains," said Terrell. "The constant maintenance was a frustrating process for our director of housekeeping."

When she began looking for a new carpet, Terrell soon discovered that finding a carpet that would perform to the hotel's expectations was one of the most challenging interior design decisions of the renovation.

Because this would be the first time Terrell selected carpet for the resort guest rooms, she wanted to specify a quality product with outstanding performance over time. She had been told that all carpet fiber was the same, but based on her experience she knew that could not be true. To evaluate if there was a difference among carpet fibers, Terrell conducted in-house performance tests on every style under consideration for specification. For the tests, the director of housekeeping brought

in strawberries, blackberries, red wine, mustard and coffee – all notorious for creating challenging stains - and ground them into the carpet samples.

"Stain resistance and ease of cleaning were the primary drivers behind our decision," said Terrell. "If a stain did not come out using our standard maintenance program, we didn't consider that style for the renovation."

The results from the testing showed that carpet fiber does make a difference. "We were extremely pleased with the stain resistance and cleanability of the carpet styles manufactured with Antron® Legacy™ nylon. We were able to easily remove all of the stains from the Antron® nylon carpet samples including the blackberries," said Terrell. "After seeing the results of our stain tests, I immediately became an advocate of Antron® Legacy™ nylon."

Once the technical specifications for the carpet and carpet fiber were outlined, Terrell shifted her attention to finding the perfect aesthetic to match the interior design of the guest rooms. "We wanted the finished rooms to have a warm, residential feel so we selected an earth-toned color scheme accented with rich jewel tones," said Terrell.

Terrell continues, "We found the perfect carpet style, "Soiree" by Masland. Because "Soiree" is a loop construction, it was difficult to obtain the right color intensity we were looking for using Antron® Legacy™ nylon. Our Masland mill representative introduced us to the new color line for Antron Lumena® solution dyed nylon carpet fiber. The iridescence of this new fiber was a perfect color match so we substituted the solution dyed fiber for the carpet. We even received an added benefit because the solution dyed fiber gives us the stain resistance we want plus the extra durability we need for high traffic areas."

"After seeing the results of our stain tests, I immediately
BECAME AN ADVOCATE *of*
Antron® Legacy™ nylon."

— Laura Terrell, director of purchasing

Even though the in-house testing and carpet selection process took more than nine months, Terrell now has a standard specification that will make future decisions easier. "My minimum carpet specification standard is Antron® Legacy™ nylon, and I prefer Antron Lumena® solution dyed nylon for high traffic areas," said Terrell. "I will only consider carpet styles that are manufactured with Antron® carpet fiber."

Guest reaction to the new carpet has been favorable. "Everyone says the guest room carpet is the most beautiful carpet they have ever seen," said Terrell.



→ *Antron® carpet fiber uses hollow filament shapes which minimize the soil trapping area of the fiber and the appearance of soil. The hole(s) refract and diffuse light to hide the effects of soil, while specially designed outer surfaces make it easier for soil to be released during cleaning.*

To learn more, contact your local Antron® Fiber Consultant or visit antron.net.

Information is current at the time of publication and INVISTA does not undertake any duty to update the information. Specifications are subject to change without notice. The optimal performance of any INVISTA product is dependent upon how it is integrated into end use form. Please contact INVISTA for application assistance.

K02725 (01/13)

© 2013 INVISTA. All Rights Reserved. Antron® and the Antron® family of marks and logos are trademarks of INVISTA. All other trademarks, logos and images used herein are property of their respective owners.

