

Globe Tracking

FR TREATMENTS FOR FABRICS

There have been several cases when a fabric that is specified is not appropriate to be used on a system. This can be because the fabric is not a panel fabric, has a yarn content that may be problematic, or does not have an available ASTM E84 unadhered test. In the case of the fire test being unavailable, the answer is often to have a Flame Retardant applied to the fabric. Some treatment facilities are issuing certificates or documents stating that the fabric meets either Class A or ASTM E84 fire rating. These certificates mean absolutely nothing unless they are accompanied by an actual ASTM E84 test, conducted in a certified ASTM laboratory.

In short, the folks that apply the FR treatment usually do not run an actual test after the treatment has been applied. If the client is absolutely set on the fabric, suggest that the fabric be treated and then do a system test. It is the best way to be absolutely sure that you will not get caught in a lawsuit.

EVENTS

ASID Alabama State Conference

Huntsville, AL
April 8-9, 2011

REUSE RECYCLE REPURPOSE

"Track it back to Something New"

DESIGN
Tex



Arc Com

true.

maharam

Knoll

LUNA
TEXTILES

with Novawall®

Who Would your Fabric Reps Recommend?

When I meet with Fabric Reps there are several things I always ask. *What can I do to support your business? Are there fabrics in your panel line that you do not sell? Can I make you some mockups with fabrics you would like to introduce to your clients?* Building a working relationship is more than just knowing who your Fabric Reps are, it also requires that you give them a reason to know you. Being a partner in their sales is a good way to build that relationship.

In Malcolm Gladwell's book, "**The Tipping Point**" *How Little Things Can Make a Big Difference*, he explores in depth the importance that Connectors, Mavens and Salesmen play in the world of social epidemics and the phenomenon of **Word of Mouth**. In our business, Fabric Reps are the Connectors, Mavens and Salesmen of the Architectural world. They are usually far more socially integrated into the design community in ways we may not be. Their social and professional obligations will include everything from regional shows, company parties, fund raisers and holiday get-togethers to more personal family events like baby showers, birthdays and weddings. *"Connectors are more important than simply the number of people they know. Their importance is also a function of the kinds of people they know."* Gladwell tells us "we rely on them

to give us access to opportunities and worlds to which we don't belong."

Gladwell believes that "it isn't just the case that the closer someone is to a Connector, the more powerful or wealthier or the more opportunities he or she gets. It is also the case that the closer an idea or product comes to a Connector, the more power and opportunity it has too." Connectors are fundamental to anything that moves by **Word of Mouth**.

I treat all my Fabric Reps with the same regard. I may not know who is more connected or who may have the next "got to have" fabric. But having two or three Reps showing their fabrics on a Novawall mockup is exactly how a little thing can make a big difference.

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Carnegie