

FLOORCOVERING TECHNOLOGIES, INC.

CLEAN BEAT

Lasting IMPRESSION

Empathy Between Legends

In the heart of St. Petersburg, FL, there stands a building steeped in history and charm—the *Flori de Leon Apartments*. This stately structure has housed many residents over the years, but among its most famous were baseball legends Babe Ruth and Lou Gehrig. A couple of years ago I had the opportunity to learn more about this fascinating building and its storied past, thanks to a couple of clients who live there.

Through my work as a Senior Carpet Inspector with over thirty-three years of experience, I stumbled upon a unique committee tasked with selecting new carpeting for the entire building. One of my clients was serving on this committee, and I offered my expertise to review their selections before presenting them to the Board. During this volunteer effort, I not only shared my professional knowledge but also gained insightful tidbits about the building's history.



The *Flori de Leon Apartments*, situated on 4th Ave N., consist of two seven-story towers—one on the West and one on the East.

It was within these towers that Babe Ruth and Lou Gehrig resided, occupying the top apartments. Both men were icons of their time, their names synonymous with baseball greatness.

Babe Ruth, often called "*The Sultan of Swat*," was renowned for his immense home runs and larger-than-life personality. He dominated the baseball field in the 1920s and 1930s, setting numerous records that still stand today. Ruth's charisma and flair made him a beloved figure not just in baseball, but in popular culture as well.

Lou Gehrig, known as "*The Iron Horse*," was revered for his durability and consistent performance. He famously played in 2,130 consecutive games, a record that stood for over half a century. However, Gehrig's illustrious career was tragically cut short when he was diagnosed with *amyotrophic lateral sclerosis (ALS)* in 1939—a disease that would later bear his name as "*Lou Gehrig's Disease*."

Despite their different personalities and occasional professional rivalries, Ruth and Gehrig shared a profound respect and friendship. Gehrig's diagnosis marked the beginning of a grueling battle with a debilitating illness. ALS progressively weakened his muscles, making everyday tasks, like climbing stairs, increasingly difficult.

In contrast, Babe Ruth's apartment was accessible via an elevator that went directly to his floor, sparing him the ordeal of navigating stairs. Recognizing the hardship his friend was enduring; Ruth demonstrated an act of profound empathy. He offered to trade apartments with Gehrig, ensuring that Gehrig could avoid the exhausting climb and have easier access to his home.

This gesture was emblematic of the deep bond between Ruth and Gehrig. It was more than just a practical solution; it was a heartfelt acknowledgment of Gehrig's struggle and Ruth's willingness to help in any way he could. The apartment swap highlighted the respect and compassion that existed between the two men, transcending their on-field personas.

Their relationship serves as a poignant reminder of the importance of empathy and support among friends, especially in times of great difficulty. Babe Ruth's willingness to ease Gehrig's burden is a story that resonates through the annals of history, illustrating that even the greatest of rivals can show immense kindness and humanity towards one another.

The *Flori de Leon Apartments* stand as a testament to the rich history and enduring legacy of Babe Ruth and Lou Gehrig. Their story is not just one of baseball prowess but also of profound friendship and empathy. As I walked through the halls they once roamed, I could not help but feel a deep sense of connection to these legends and their remarkable story.

If you are ever in St. Petersburg, take a moment to visit the *Flori de Leon Apartments*. Stand where these legends once stood and remember the story of how Babe Ruth's simple act of kindness made a world of difference for Lou Gehrig. It is a powerful reminder that, no matter our stature, we all have the capacity to make a meaningful impact on the lives of others.



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Dear Valued Clients,

I hope this message finds you well! My name is Nathan Suddreth, and I am excited to introduce myself as the new VP of Operations here at our company. While I may be new to this role, I am eager to build strong relationships with each of you and to ensure that we continue to provide the exceptional service you've come to expect.

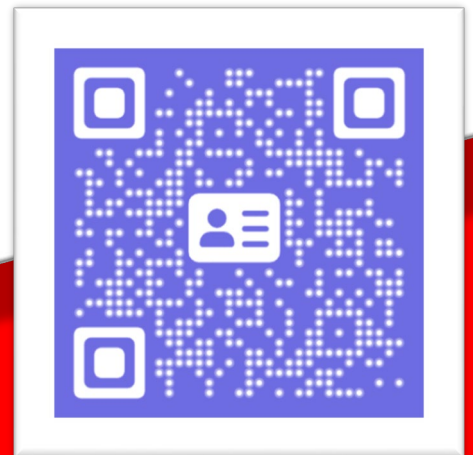
A bit about me: I have deep roots in this community, and Jerry and Becky have known me my entire life. They were my Sunday School teachers at the church where my parents, Tim and Janet, serve as pastors. In fact, they love to recount a humorous story from my childhood where I supposedly asked the class to pray for my mom because she was going to have a baby and name it Max. My mom quickly labeled that as "Fake News," but it certainly adds a touch of charm to my background, even though I neither confirm nor deny that story!

Last year, I completed my service in the United States Marines, and I carry the values instilled in me during that time into everything I do. While I may not bring the same level of experience as Jerry, I've been raised with a strong work ethic instilled by my dad. I am dedicated to ensuring that our operations run smoothly and efficiently while delivering the quality you deserve.

I am looking forward to working closely with all of you and ensuring that your experience with us is nothing short of excellent. Your trust and partnership mean the world to us, and I am committed to fostering that relationship.

Thank you for your continued support, and I can't wait to connect with you soon!

Warm regards,
Nathan Suddreth



Wall-to-Wall Carpeting: The Comeback Kid of Home Décor

By Jerry Kessie



In the world of interior design, what is old is often new again—and wall-to-wall carpeting is no exception. After years of hard floors ruling the roost, carpeting is making a stylish, cozy comeback, proving that everything old can indeed be new again.

Remember the days when every room in the house was swathed in plush, luxurious carpet? Your toes would sink in with every step, and the sound of your footsteps was nothing but a soft whisper. For a while, it seemed like carpeting had taken a backseat to hardwood, tile, and laminate, with everyone embracing the sleek, minimalist aesthetic of bare floors. But like a beloved retro tune, wall-to-wall carpeting is back in vogue, and it is making a statement that is louder than ever.

The Soft Appeal

Let's face it—there is something irresistible about the feel of carpet underfoot. It is like walking on a cloud, every single day. No wonder people are once again opting for the comfort and warmth that only carpeting can provide. Today's carpet is not your grandmother's shag (*though even that has a certain nostalgic charm*); it has evolved with better materials, modern designs, and innovative technology.

Technology and Trends: A Match Made in Heaven

Speaking of innovation, the carpet industry has been busy during its time in the wings. Modern carpets are now more durable, stain-resistant, and eco-friendly than ever before. Thanks to advancements in fiber technology, today's carpets can withstand spills, pets,

and high traffic—all while looking fabulous. However, it is still my opinion to avoid carpets that are made from recycled materials. P.E.T. is one to avoid and stands for *Polyethylene Terephthalate*. It is a type of polyester that is commonly used in the manufacturing of carpets, particularly because of its stain resistance and affordability. P.E.T. fibers are often made from recycled materials, such as plastic bottles, making them environmentally friendly, but still less resilient than Type 6,6 Nylon.

Style Meets Substance

Another reason for carpet's resurgence is its versatility in design. Whether you are into bold patterns, neutral tones, or something in between, there is a carpet to suit every taste. Designers are getting creative with carpet tiles, geometric patterns, and color-blocking, transforming floors into canvases of self-expression. Plus, with the trend towards creating cozy, inviting spaces at home (*thank you pandemic, or sometimes referred to as the 2020 voter distraction*), carpet is the perfect way to add warmth and personality to any room.

The Acoustic Advantage

Let's not forget one of the unsung heroes of carpeting: sound absorption. Carpets are fantastic at muffling noise, making them ideal for families, apartment dwellers, and anyone who values a little peace and quiet. If your home has an echo that rivals the Grand Canyon, carpeting might just be the answer.

Carpeting in the Modern Age

Incorporating wall-to-wall carpeting into your home today does not mean sacrificing style for comfort. The latest designs are sleek, sophisticated, and far from the wallflower vibes of yesteryear. From bedrooms to living rooms, and even in home offices where Zoom meetings demand a soundproof sanctuary, carpeting is reclaiming its place in modern homes.

The Final Word

So, if you have been contemplating a flooring refresh, do not overlook the charm, comfort, and style of wall-to-wall carpeting. It is back, and it is better than ever. Whether you are a fan of the timeless or the trendy, this flooring option might just be the cozy upgrade your home has been waiting for. After all, who doesn't love a good comeback story?

**FLOORCOVERING
TECHNOLOGIES, INC.**

It's How Cleaning Is Done!

HOW TO PROPERLY WASH YOUR PET



Many people have come to us over the years and asked, “*What is the best way to clean my dog’s fur.*” For the answer to this question, we must go back many, many years ago.

This has been a problem since *Netan & Dagrín*, a normal prehistoric couple who were known as the first humans to domesticate dogs. We know this was an issue back 30,000 years ago, because Dagrín kept a detailed “*Honey-Do List*” on the wall of their cave. One thing that Archeologists say was a common household chore for Netan was to wash the dog. Netan apparently

tried several methods, which resulted in multiple failed attempts and a pile of dog skulls near the backdoor of the cave.

The first entry in Netan’s journal said,

Washing Dog Today –

- **“Rock Pile:** *Beat dog on a pile of rocks to remove dirt. Dog expired very quickly.*”
- **“Sturdy Stick:** *Used stick in an aggressive manner to clean dog. Dog became mean and bit me. Hit him with my club. Dog expired.*”
- **“Homemade Soap:** *Watched YouTube video on how to suspend soil from natural fibers. Used ashes from the fire pit, mixed with animal fat from Dog-1 and Dog-2, and water from Ocean. Lye soap worked better, but Dog’s hair fell out and he froze to death in the night.*”
- **“Homemade Soap 2.0:** *Asked ‘Alexa’ what happened? She said pH too high because of Sodium Hydroxide, salt water. She suggests I order Rain Barrell from Amazon to collect water for soap. New soap worked better. Dog survived.*”
- *Dagrín told me Instacart no longer deliver groceries to cave. Killed dog for food.*”



"Moisture Mysteries: Why Your Chair Mat Might Be Trapping a Hidden Stink"



When it comes to commercial offices, particularly those located on the first floor or directly on a concrete slab, a musty odor under office chair mats is a relatively common issue. This odor is often a result of moisture accumulating under the mat, and understanding the cause starts with the concrete itself.

Concrete slabs have a network of tiny capillaries—think of them as microscopic channels—that allow moisture from the ground below to migrate upward through the concrete. This process is known as capillary action. Even though concrete appears solid, it is actually porous, and these capillaries can transport water vapor to the surface of the slab.

When carpeting is installed over concrete, it typically allows this water vapor to pass through the carpet fibers and evaporate harmlessly into the air. However, when a plastic chair mat is placed on top of the carpet, it creates a barrier that traps the moisture underneath. Since the plastic mat is impermeable, the water vapor cannot escape, leading to the accumulation of moisture under the mat. Over time, this trapped moisture can create a musty odor and potentially damage the carpet and mat.

The easiest and most effective solution to this problem is to drill several small holes in the plastic chair mat. These holes will allow the moisture to escape, preventing it from becoming trapped and eliminating the musty odor. By providing an outlet for the water vapor, you can maintain a healthier environment under the mat and preserve the longevity of the carpet.

To subscribe to our monthly newsletter, email Jerry@carpetexpert.net