



Bulletin #: 09-005

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### EFFECTIVE IMMEDIATELY

**Subject: NEW – “This Side Down” sticker**

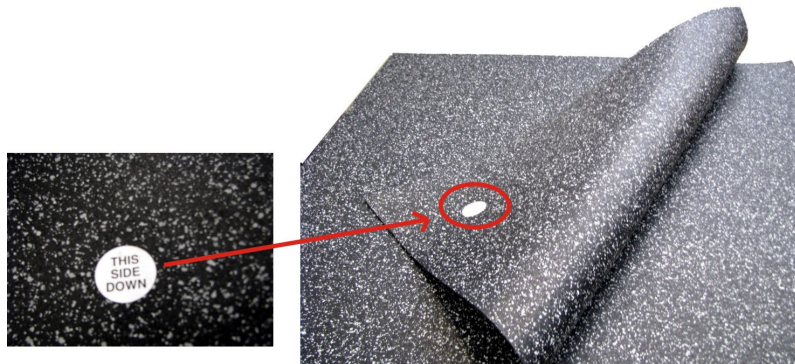
As noted in the Atmosphere Installation Guidelines for Indoor Rubber Flooring Square Edge / Glue Down, tiles should always be installed “same side up” as received on the pallet. If this procedure is not followed, shade differences in the overall finished surface may be apparent.

In order to ensure that customers receive the best possible installation of their new Atmosphere interior flooring products, when glue down applications are specified, we have added a new tool to aid the installers:

- ▶ a sticker will be attached to the **back of every “square edge” tile** stating:  
**THIS SIDE DOWN**

These stickers will always be placed in the same corner of each tile as it goes through our slicing station. This will also assist the installer in ensuring that the tiles are not rotated during installation. This will also help to reduce the appearance of shade variation.

Please inform your sales representatives, installers, and DIY customers of this new step in ensuring a successful installation.



**DO NOT REMOVE THESE STICKERS DURING THE ACCLIMATION PROCESS.  
THEY SHOULD NOT BE REMOVED UNTIL ACTUAL GLUING COMMENCES.**

***”Ensure a successful installation every time,  
read your guidelines thoroughly”***

June 18, 2009