

InterfaceFLOR

COOL CARPET®

Climate neutral modular carpet from InterfaceFLOR

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Mission Zero:
our promise to eliminate
any negative impact our company
may have on the environment
by the year 2020.

COOL CARPET® NOW WE CAN ALL BREATHE A LITTLE EASIER

A breath of fresh air from InterfaceFLOR

At Interface Inc. we're used to innovating. Right from 1973, when we first started making modular flooring, to 1994, when our chairman and founder Ray Anderson unveiled his vision of Interface as a truly sustainable organisation, we've been at the forefront of positive change.

Now, in addition to the many sustainable design and manufacturing improvements we've made over the past ten years, comes Cool Carpet® – a scheme which makes it possible for our customers to buy products which are 'climate neutral'. This means that any greenhouse gases (GHGs) which are emitted during the lifecycle of the product are offset, or balanced. By product lifecycle, we mean a true 'cradle to grave' approach, covering raw material acquisition, manufacturing, transport, use and maintenance and final disposal or recycling.

How offsetting works - Essentially, we calculate the total amount of carbon dioxide (CO₂) that is created during a product's lifecycle. This figure is then offset through investment in projects which reduce or reverse the impact of those emissions.

These tend to fall into three kinds:

- ▶ Projects which produce renewable energy without adding CO₂ to the atmosphere
- ▶ Projects which increase energy efficiency by cutting down on the amount of fossil fuels used and consequently the CO₂ produced
- ▶ Projects which actually remove CO₂ from the atmosphere

While the scope and number of projects we sponsor does change, we're currently working with Climate Care to fund energy reduction projects in South Africa and a major project to re-establish 10,000 hectares of rainforest in Kibale National Park, western Uganda.

Why we're doing it - More and more of our customers – designers, architects and corporations alike – are concerned about the environmental impact of the products they specify. Indeed, global climate change is a major concern for all of us, which is why we have taken this positive and measurable step towards creating products which have no negative impact on the environment.

What you can expect - When customers choose the Cool Carpet® option, they can rest assured that they are buying a floorcovering with net zero greenhouse gas emissions. In addition, we can issue a certificate detailing the amount of their purchase and the consequent saving in emissions through offset.

Your next step - Relax; it's as simple as contacting your local InterfaceFLOR account manager. The Cool Carpet® option is available on all of our products – all you have to do is ask.

