

FCW

F L O O R C O V E R I N G W E E K L Y



FCW EXCLUSIVE Mohawk reveals marketing muscle behind SmartStrand Silk Reserve. See story on page 6.

Full Disclosure

Clarifying the conversation for a healthier population

BY ELISE LINSKOTT

Across the country, consumers are becoming more interested in knowing what the products they're buying are made of. This has also spread into flooring, where makers are being asked to provide more information about the ingredients in their products. That's why many rely on third-party certifiers and Declare labels — though there's still a long way to go in the global transparency discussion, particularly as imported products like resilient flooring continue to gain market share.

"Being upfront is very important," said Noah Chitty, director of technical services for Crossville. "It sets the bar and establishes the standard. In our 31-plus year history, we've always maintained this approach."

Crossville also errs on the side of being conservative — for example, some of its tile products may have color options that contain 20 percent recycled material yet other colors may have no more than 4 percent, in which case the company states that such products have "4 percent or more" recycled content instead of saying they have "up to 20 percent," Chitty said. This is because lighter colors take more new materials to make, whereas darker tiles can use more recycled materials.

According to David Kitts, Mannington Mills' Continued on page 14

2017
GreenStep
ENVIRONMENTAL AWARDS PROGRAM

Entries begin on page 17

Transparency transforms

INTERNATIONAL LIVING FUTURE INSTITUTE RAISES THE BAR FOR SUSTAINABILITY

See story on page 15

PRODUCT

Continued from page 25

— one of the largest commercial installations in the southeastern United States — to the roof of its carpet tile manufacturing facility in Cartersville, Ga. Most recently, Shaw worked with one of its suppliers to remove an ingredient from its latex that was added to the list of banned chemicals within Cradle to Cradle version 3. Because that supplier's latex is used by multiple manufacturers, the healthier chemistry is now present in many flooring products, even from those companies not currently participating in Cradle to Cradle. It's part of Shaw's commitment to creating a better future and positively impacting lives. ■

USFLOORS

Natural Bamboo Muse Strand

Muse Strand from USFloors is the ideal strand bamboo floor for homes located in a wide range of climates. Muse Strand's cutting edge design cues feature distressed and chiseled surfaces, hand sculpted scraping and wire brushed enhanced grains. Fashion forward stains and washes evoke a sense of artistry and inspiration. These bamboo floors are easy to install, up to two times harder than oak, sustainable and rapidly renewable, and GREENGUARD GOLD Certified for Indoor Air Quality. The collection satisfies LEED credits for EQ: Low Emitting Floors, and meet the European EO Standard, a strict test that measures the amount of formaldehyde in a product. ■



DRITAC

DriTac8302- DriTac8301

DriTac is unveiling two new underlayment systems; DriTac 8302 Double Impact for wood plank and floating floor installations and DriTac 8301 Impact for resilient floor installations. Both zero VOC products provide enhanced sound control properties with improved footfall sound performance. When used with

approved DriTac flooring adhesives, a total sound reduction system with dual force, silent fuse technology helps dramatically cut down on sound transmission. Double Impact and Impact underlayments provide zero harmful emissions and exceed all standards for indoor air quality, including the California protocol. This innovative VOC free technology protects your family from harmful subfloor emissions by blocking their direct transmission into the room. Both products are hypoallergenic and mold/mildew/bacteria resistant with no toxic additives CFC/HCFC/PVC/BHT/pinta bromide/latex or antimicrobials. Lightweight for easy handling, both underlayments offer a safeguard seaming system with a built-in vapor barrier. DriTac 8302 and 8301 offer anti-crush technology for residential and commercial applications. DriTac's adhesive and underlayment Total Sound Reduction System provides installers with an enhanced warranty package from one trusted company. ■



HALLMARK FLOORS

Voyager PVC Free Flooring

Discover Voyager PVC Free Flooring, environmentally safe, beautiful and durable. Perfect for healthcare education and other commercial environments, Hallmarks Floors' Voyager is completely free of chloride and other synthetic solvents. Our planks feature a variety of species and colors with convincing realism, our thermally sealed, protective finishes create the ideal flooring solution. Voyager PVC Free is setting new standards for the healthcare industry. Hallmark Floors' Voyager PVC Free plank has profound environmental qualities containing zero poly vinyl chloride, chlorine, halogens, heavy material plasticizers and phthalates. Highly dimensionally heat stable construction that provides durability, while also being a safe alternate to vinyl. FloorScore Certified, Voyager PVC Free vinyl has been tested and certified as a hard surface flooring and is made with materials that are in compliance with stringent indoor air quality emissions. ■



PROMOTION

BENTLEY

One Earth. One Week.

As a California-based manufacturer, sustainability is one of our biggest accomplishments and coveted goals. Through our internal and external efforts we have established a firm environmental program that includes monthly dumpster dives, carpooling and our IDEAS program.

Through the practice of consistent dumpster dives, Bentley is able to identify how efficient their waste stream is. Different types of waste are sorted and then weighed based off their recyclability. A report is then generated and distributed to all mill employees stating what is and isn't recyclable, what materials were collected and weighed, and alternatives for waste disposal. In 2016, we diverted 96 percent of our mill waste. All employees are encouraged to participate every month to fully understand our waste stream processes.

Another program that Bentley advocates is for our Carpooling Program. A mill-wide email is distributed quarterly to promote our carpooling initiatives and its benefits. At the top of 2017, applications were filled out, permits were created, and almost all of our carpool spots across all three shifts were reserved within the first week of the program. This encourages reducing single occupancy vehicle use and promotes sustainable thinking.

A final program that led to the dumpster dives and carpool programs is Bentley's IDEAS program. Employees are encouraged to fill out a form that offers suggestions and improvements for any and all efforts. One particular effort that has gotten the most attention is our sustainability sector. Ways



to decrease the waste stream, green cleaning policies and lighting are some of the issues that have been addressed by our mill employees. These suggestions lead to overall increases in efficiencies and cost reductions while providing an incentive for applicable suggestions. ■

MOHAWK INDUSTRIES

Cushion The Fight

With more than 240,000 women diagnosed with breast cancer in the U.S. every year, Mohawk Industries realizes there is no time to lose. To take a stand, Mohawk Industries began partnering with the Susan G. Komen Foundation in 2001, donating between 2 cents and 15 cents per square yard of SmartCushion and KaraStep carpet cushion sold through Mohawk's Decorate for the Cure program. More than \$10 million has been donated to date, serving millions in more than 30 countries.

Walk for the Cure: In 2016, Mohawk took its work with Susan G. Komen to a new level, expanding its support of the 3-Day Walk for the Cure to all seven U.S. cities. The first 3-Day was held in Michigan in August and moved across the country from there ending in November in San Diego. Mohawk distributed more than 6,000 total pieces of soft, durable, eco-friendly SmartCushion rolls at campout areas. Tied with pink ribbons, the rolls were available for participants and crew members to use under their sleeping bags. A Mohawk camera crew captured stories from participants about their reasons for taking part in this successful fundraiser and how breast cancer has affected their lives.

#CushionTheFight: To support the distribution and 3-Day Walk, Mohawk implemented one of the largest social media campaigns in company history. Helping to #CushionTheFight against breast cancer, 97 percent of eligible Mo-