

FCW

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

10th Anniversary
GreenStep
ENVIRONMENTAL AWARDS PROGRAM

Entries for FCW's GreenStep Awards program – Pinnacle, Practice/Process, Product, Promotion, People and International – begin on page 8.

The Green Mile

DON FINKELL GOES THE DISTANCE WITH ENVIRONMENTAL ISSUES

By Amy Rush-Imber

[Burns, Tenn.] Don Finkell, CEO of American OEM, has been a champion of sustainable practices, particularly in the hardwood category, long before it was commonplace in the floor covering industry. He was, in fact, honored with FCW's GreenStep Pinnacle Environmental Leadership Award in the program's debut year, 2009.

Finkell was recognized for his work as the chairman of the National Wood Flooring Association's (NWFA) Environment Committee where he lobbied for the passing of the Lacey Act and helped develop the Responsible Procurement Program. And while these were not conversations spoken of industry-wide, he had the sense that they were necessary.

"I thought there was an opportunity to sell environmentally-conscious wood flooring products," he said, noting that he got involved in the Forest Stewardship Council (FSC) in the mid-90s.

Back then, Finkell was involved in procuring product from around the world. "I was fascinated by all the wood species and their looks," he said, adding, "There were some people out there sounding the alarm on what was going on in the tropics. I started thinking about what was going on in the industry."

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Don Finkell

PRODUCT

AMERICAN OLEAN

American Olean believes the best design takes the environment into consideration. Taking a stand for beautiful and sustainable design in every way possible, we introduced American Olean Greenworks™.

This program ensures that all tile products are created in ways that reduce environmental impact, without sacrificing style and quality. More than just a compilation of sustainability programs and best practices, Greenworks serves as our philosophy and commitment to providing customers with stunning and sustainable products that complete their design vision.

Underneath this initiative, we are dedicated to several manufacturing processes that make a larger impact on the environment. In fact, 100 percent of our manufactured tile products contain recycled or reclaimed materials. We also strive to produce tile collections using methods that minimize waste and conserve water and energy. Customers can select from our array of tile options that are produced with the underlying plan of minimizing usage of raw materials.

Additionally, American Olean takes a whole-building approach to sustainability. In an effort to minimize the overall impact on nature's resources, the brand offers products that can contribute to earning LEED points for projects seeking certification by the U.S. Green Building Council. Through an appealing product selection and a trusted network of industry professionals, American Olean empowers creative vision and encourages sustainable building. ■



DALTILE

At Daltile, we believe we must take responsibility into our own hands and not only create, but promote earth-friendly practices. As the largest manufacturer and marketer of ceramic tile and natural stone products in North America, we have the resources and influence to endorse eco-friendly choices, through our very own Greenworks™ initiative.

Through our conscientious manufacturing, we produce 100 percent natural, environmentally friendly tile. Our tile contains zero VOCs, PVCs, phthalates, asbestos or formaldehyde — We call this “the Daltile Zerotox Advantage”. Completely allergy-free, Daltile products harbor no odor or bacteria and comply with the Collaborative for High Performance Schools (CHPS) Low-Emitting Material Standard. Tested true and trusted by many, Daltile is committed to using materials that ensure our products meet these strict and honored standards.

Our tiles are made from only natural materials: water, clay, sand, feldspar and other minerals. With over 98 percent of our manufactured tile products containing some level of pre-consumer (post-industrial) recycled materials, our sustainability practices are apparent. Additionally, we proudly recover the water used for the manufacturing process for use during the process of creating our tile. In 2017, we recycled over 100 million gallons of water. This means we are minimizing the wastewater discharged into our local cities' sewer systems — saving communities from exerting the needed energy for wastewater treatment.

On top of reusing water and utilizing recycled materials to create our tile, Daltile also conserves energy. ■



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DRITAC

New & Improved MCS 7000 “Green” Concrete Moisture Control System



DriTac's New and Improved MCS 7000 is a premium “green” two-part epoxy, concrete moisture control system that mitigates vapor emissions up to 100 percent relative humidity (RH) and 25 pounds, prior to the installation of wood and resilient flooring. The system offers an industry leading perm rating and an enhanced moisture warranty when used with approved DriTac flooring adhesives for residential and commercial applications.

New and Improved MCS 7000 reduces the transmission rate of moisture vapor within any on, above or below-grade concrete subfloor to levels acceptable to most flooring manufacturers. It can also serve to isolate old cutback adhesive residue. The system consists of a two-component epoxy, Component A (1-gal) and Component B (.79 gal), which are mixed to form a coating that is applied to the surface of the concrete subfloor.

Manufactured in the U.S., this easy-to-mix and apply formula allows for same-day installations with a 6-hour cure time. MCS 7000 can be roller, squeegee or trowel applied with a coverage rate of 300-350 square feet per mixed unit. It is easy to clean when wet and colored green for easy identification. MCS 7000 is low odor and will not promote the growth of mold. This premium-grade moisture control system touts DriTac's “green” certification, designated for flooring installation solutions that contain zero VOCs and zero solvents. MCS 7000 also helps contribute to LEED credits. ■