

ReUse



En

Environmentally  
Friendly

SOLID VINYL TILE

> COMMITTED TO THE ELEMENTS OF CHANGE.

**AZROCK**<sup>®</sup>  
LOOK SMART



AZROCK'S  
RECLAMATION  
PROGRAMS

MISSION  
ABBREVIATION



FLOORSORE™  
CERTIFIED SYSTEM  
FOR IMPROVED  
INDOOR AIR QUALITY

AZROCK'S  
MISSION

## AZROCK'S MISSION STATEMENT

AZROCK® PROVIDES A SYSTEM OF INNOVATIVE SOLUTIONS FOR END-USERS WHO DEMAND SMART, SUSTAINABLE, COST-EFFECTIVE FLOORING THAT DELIVERS REAL ECONOMIC RETURN ON THEIR FLOORING INVESTMENT.

### THINK SUSTAINABLE

#### Re>Discover: our enviro-mentality

At Azrock, we have a mission. It's not enough for us to create flooring that is environmentally responsible and long lasting. We strive to make flooring solutions that are also practical and affordable. We create products that are good for people, the environment, and the bottom line. This is what makes our business truly sustainable. This is the Triple Bottom Line.

It influences everything we do. It forces us to take a long view. How do our products affect indoor air quality and human safety? How can we reuse the products we make? What kind of world will we leave to the next generation? We have designed the Azrock System of tiles and adhesives around these questions.

We only use raw materials that are available near our plants, significantly reducing fuel consumption and emissions. We also manufacture products that require minimal wet cleaning, so they use less water and harsh chemicals.

It's our belief that cleaner air fosters healthier lives. That's why we make products that meet the high standards of indoor air quality set by the FloorScore™ program. This ensures that you're breathing cleaner air.

We are dedicated to eliminating waste, too. And a great way to do this is to recycle our products. Our ReUse Programs reclaim samples, products and installation waste. First, the Architectural Sample Return Program repurposes unused and outdated samples from specifiers. Then, our Contractor Return Program reclaims clean installation flooring waste, which is incorporated into our new products.

In addition, Azrock has launched a Pilot Post-Consumer Recycling program in Texas. This program effectively recycles all resilient flooring tiles, even previously installed tiles with adhesive.

These are all ways we are making the entire Azrock System of tiles and adhesives more sustainable. Because truly sustainable flooring is more than just a product. It's a process, a mindset and a promise.

#### OUR MANUFACTURING PLANTS

All Azrock® manufacturing plants are ISO 9001 certified. The ISO system sets a rigorous, international standard for manufacturing excellence and quality. Moreover, our plants utilize one of the most advanced air purification systems available, providing clean, healthy air for our employees.

#### ENERGY

We've made great strides in conserving energy in our plants, recently receiving the Department of Energy's coveted Energy Saver award for our Houston plant. In fact, 10 percent of the electricity we use at our Houston facility is generated by wind. All of our plants have reduced energy consumption by as much as 20 percent through various strategies, such as the use of T5 fluorescent bulbs in 40 percent of our production areas and "soft-starts" on 35 percent of our equipment.

#### OUR PRODUCTION PRACTICES

We are continually searching for ways to improve our manufacturing practices and to conserve natural resources. For instance, the cooling water used in our plants is filtered and recycled. Stabilizers used in our flooring production have moved from liquid to powder-based, lowering the discharge of organic compounds into the air.

#### LOCALLY SOURCED RAW MATERIALS

Our tiles are American made, and we're proud of it! Whenever possible, we source our raw materials, such as plentiful limestone, close to our manufacturing plants. This not only potentially contributes to LEED credits, but conserves transportation fuel.

#### USE OF RECYCLED MATERIALS IN OUR TILE PRODUCTS

Using recycled material in our flooring tile products is the smart and environmentally correct thing to do. Both Asset (VCT) and Advance (VET) categories contain pre-consumer recycled content. Azrock is committed to increasing the percentage of pre- and post-consumer material in our tile products. In one week alone in March 2008, we reclaimed a total of 20,352 pounds of pre-consumer and post-consumer tiles. Not only does this help preserve our limited natural resources, recycled materials make sense. For LEED projects, specifying flooring products with both pre- and post-consumer recycled content will contribute to LEED credits.

#### RECYCLING IN OUR PLANTS

Our production process utilizes internal recycling in a close-loop process — nothing is ever wasted. All manufacturing scrap is salvaged and reused. Our packaging contains a minimum of 30 percent recycled material. We are continually looking for more ways to recycle.



# REUSE PROGRAMS

## ARCHITECTURAL SAMPLE RETURN PROGRAM

RE>SAMPLING: ARCHITECTURAL SAMPLES WITHOUT THE GUILT



When was the last time you bought a car without driving it around the block? When it comes to selecting the best flooring products for your project, nothing can replace holding an actual sample in your hand. That's why Azrock® has created

one of the best sampling programs in the industry for specifiers. But, as we all know, thousands of pounds of samples end up in landfills each year. With our Architectural Sample Return Program, you can feel good about your flooring choices and about

your efforts to protect our environment. Simply return Azrock samples to our Alabama recycling center in the pre-paid packaging provided. One hundred percent of the samples will be reused or recycled.

## CONTRACTOR RETURN PROGRAM

RE>THINK: RETURN THAT FLOORING INSTALLATION SCRAP



Green flooring installation? In 2003, long before it became fashionable, Azrock became the first North American resilient flooring company to develop a recycling program for installers

to return adhesive-free installation flooring waste to our plants in pre-paid packaging. Not only has Azrock's Contractor Return Program diverted 100,000 pounds of material from our landfills in the last two years alone, this program,

as part of a construction waste management plan, will help contribute to LEED credits.

## PILOT POST-CONSUMER TILE RECYCLING PROGRAM

RE>CHALLENGE: EVERYTHING IS BIGGER IN TEXAS - EVEN THE RECYCLING CHALLENGE

Recycling clean post-industrial or installation waste is one thing. What about the huge quantities of installed floor tiles that are removed each year?

Previously, this post-consumer flooring waste was headed straight to your local landfill. Using new technology, Azrock has launched a Pilot Post-Consumer Tile

Recycling Program in Texas which can effectively recycle all resilient flooring tiles — even previously installed tiles with adhesive.



# AZROCK® SYSTEM :

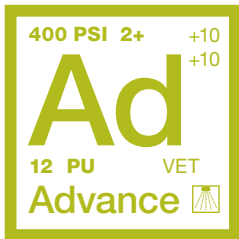
Our system includes sustainable tiles and adhesives that make sense for people and the environment, while delivering a strong return on investment for businesses. Each category of tiles offers a slip-resistant solution to your flooring challenges, improving safety and fostering health. Plus, Azrock tiles reduce waste — as low as 2 percent. Altogether, the 20- to 30-year life span of our flooring system saves money and energy, while its durability and longevity allow us to conserve resources in the long term. These are only a few ways the Azrock System supports the Triple Bottom Line.



Our Achieve products are a Solid Vinyl Tile (SVT) flooring option for specifiers. This category has homogeneous construction with a minimum of 50 percent limestone, a readily available natural resource mined in close proximity to our U.S. manufacturing plant.

When installed with our SpraySmart™ adhesive, Achieve is VOC-free and FloorScore certified. Maintenance costs may be cut dramatically by using a high speed, dry buff method that reduces applied labor, water usage and chemical cleaning. With proper care,

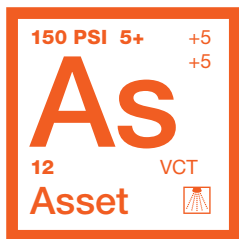
the overall cost of a SVT floor can be reduced by up to 50 percent over a seven-year life span. And, there's never a need to use stripper or polish. Specifying Achieve may contribute to achieving LEED credits.



Advance tiles are Vinyl Enhanced Tiles (VET) with low life-cycle costs. Not only are 10 percent of these products derived from pre-consumer recycled content, but 75 percent of the construction material is limestone, a readily available natural resource

supplied nearby by our U.S. manufacturing facility. When installed with our SpraySmart adhesive, VET reduces labor time, energy and cost, while qualifying for FloorScore certification. Minimal maintenance requirements mean Advance tiles reduce water usage and may help save more

than 70 percent in costs of chemical cleaners and strippers. In total, you can save 30 percent on maintenance costs over the life span of these products. Specifying a design from an Advance tile line may contribute to your buildings' LEED eligibility.

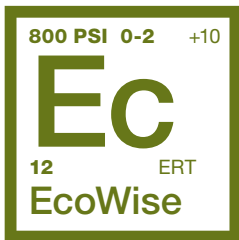


Our Asset products are manufactured with 85 percent limestone — the highest amount of any of our tile categories. Known as Vinyl Composition Tile (VCT), this resilient flooring option contains a minimum of 5 percent pre-consumer recycled content. And

installations with our SpraySmart adhesive earn FloorScore certification. A very economical upfront cost makes VCT the ideal choice for budget-conscious clients, but its innovative technology like photoluminescence appeals to all facility managers interested in

increasing safety in their buildings. Specifying Asset may contribute to achieving LEED credits.

COMING SOON



Introducing our newest generation of tile: EcoWise. This Eco-Resilient Tile (ERT) is an environmentally friendly option for commercial specifiers interested in resilient flooring alternatives. Our new category of tiles is a polymeric blend composite constructed with up to 80 percent limestone, an abundant natural resource.

We've sourced our limestone within 500 miles of our U.S. manufacturing plant, decreasing transportation and lessening environmental impact. Emerge, our first ERT, is 100 percent recyclable and meets CA 01350. Installing with SpraySmart will reduce installation time and allow immediate occupancy of the

space. Its flexible water-and-mop maintenance requirements save energy, reduce the floor's environmental footprint and lower life-cycle costs, too. In fact, no polish or stripper is needed, making EcoWise our lowest maintenance tile, ever. Specifying our ERT products may contribute to your buildings' LEED eligibility.



All Azrock flooring products may contribute to achieving LEED credits in products such as LEED CI, EB and NC. To learn more about the Azrock System of tiles and adhesives, visit [Azrock.com/looksmart](http://Azrock.com/looksmart).



## FLOORSCORE™ CERTIFICATION

**Re>Breathe: just  
take a deep breath**



When you have to spend as much as 90 percent of your day indoors, wouldn't it be nice to know that at least the air you breathe is healthy? Well, Azrock® agrees. All Azrock flooring products and adhesives meet the rigorous standards set by the Resilient Floor Covering Institute's FloorScore Certification program. FloorScore certified products meet or exceed the strictest air quality standards set for 75 chemicals in the industry. We did the work, now relax. And breathe.

## FLOORING ADHESIVES: TRADITIONAL AND SPRAYSMART™

**Re>Formulate: does installing  
flooring need to be a smelly job?**

"New car" smell is one thing, but floor adhesives? Azrock knows you care about indoor air quality, so we offer four traditional trowel-on adhesives that work great, have met strict IAQ standards and are eco-friendly. In addition, we're proud to introduce our new, FloorScore-certified aerosol adhesive: SpraySmart. Want to save 70 percent of time and installation labor costs? Got higher subfloor or pH levels? Need to immediately occupy the space? GreenSeal™-certified SpraySmart is revolutionizing floor installation. Forget all those empty plastic buckets headed for the landfill. Azrock adhesives will contribute to LEED Credit EQc4.1.

## ECO-FLOOR CLEANING PRODUCTS

**Re>New: a responsibility  
to your future**

Azrock shares your concern for health. We're invested in developing new products that are good for all facets of the Triple Bottom Line — people, the environment, and your bottom line. That's why we're partnered with some of the best minds in the industry to create a new generation of floor cleaners utilizing only the safest, biodegradable ingredients. Affordable products that perform yet contain no caustic and harmful solvents. The Environmental Protection Agency's Design for the Environment Program (DfE) label assures consumers that each ingredient is the safest alternative, no exceptions. Our eco-friendly products will be available to the commercial marketplace soon. Please contact us at [info.us@tarkett.com](mailto:info.us@tarkett.com) for more information.

## THE USGBC AND THE LEED GREEN BUILDING RATING SYSTEM

**Re>Design: LEED us on**



Founded in 1993, The U.S. Green Building Council has become the leading, nonprofit agency internationally promoting green design and sustainable building practices. Its LEED Green Building Rating System, launched in 2000, is a voluntary, consensus based building rating system promoting greener, more

energy- and water-efficient buildings. Environmentally sustainable building materials, such as Azrock flooring tiles, play an integral role in the LEED program, from regionally sourcing raw materials to the incorporation of pre- and post-consumer recycled content in our products. Azrock leads the industry in low maintenance flooring, which saves labor costs, cleaning chemicals and water as well as improving indoor air quality.

The Azrock System has several solutions for designers using the LEED design guidelines. For more information on the USGBC LEED programs, go to [www.usgbc.org](http://www.usgbc.org). To learn more about the contribution Azrock tile flooring products by Tarkett® can make in your LEED efforts, contact us at [info.us@tarkett.com](mailto:info.us@tarkett.com).

## THINK DEDICATION

We are invested in the environment and our community. Our group memberships include:

United States  
Green Building  
Council (USGBC)

American  
Society for  
Testing and  
Measurement  
(ASTM)

National  
Association of  
Floor Covering  
Distributors  
(NAFCD)

Resilient  
Floor Covering  
Institute (RFCI)

**AZROCK®**  
LOOK SMART

For questions on the Azrock® ReUse program, e-mail [ReUse@tarkett.com](mailto:ReUse@tarkett.com)

Or call us at 1.800.558.2240

> For more on the Azrock System, visit [Azrock.com/looksmart](http://Azrock.com/looksmart)

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