

# GREEN FLOORS IN ALL COLOURS

Straight-forward talking on how we are involved in reducing our carbon footprint, helping you meet your green build standards and our sustainable development goals.



# DURAFLOOR



Both Duraflor and its production partners, are committed to a programme of environmental improvement. This includes compliance with internationally recognised regulatory standards, energy consumption and ensuring wastage is significantly reduced. We know the impact producing floor coverings has on the environment, and we share the desire to pro-actively reduce the impact.





# WE SHARE YOUR VISION FOR GREENER BUILDINGS

**We are pleased to offer our customers products that positively contribute to them achieving a strong BREEAM rating.**

BREEAM measures sustainable value through a range of categories: energy and water use, health and wellbeing, pollution, transport, waste, ecology and management processes, as well as materials used.

Green Guide Ratings can either use a generic rating or a certified rating. The generic for Carpet Tiles in offices is 'B'. Our certified products achieve 'A' for Offices and in most case 'A+' for Retail, School and Health.





# PRODUCT FOCUS: ELEGANZA

**Made in a factory that uses wind turbines as their energy source, every effort is made to ensure reduced energy and water consumption as well as reducing waste.**

The LVT floor coverings produced here contains between 35% to 50% recycled material of verified origin. Post-industrial recycling limits the impact on the environment.







**“WE UNDERSTAND THE  
IMPORTANCE OF CHOOSING  
THE RIGHT YARN FOR  
OUR CARPET TILE RANGES,  
AND HOW THAT CHOICE  
IMPACTS THE ENVIRONMENT.”**





Boardroom image is FREEDOM STORM II Fern

## ECONYL®

**ECONYL® is not just a yarn, it represents a way of thinking, a way to reconcile the desire for innovation with a constant commitment to protect the environment.**

At DURAFLOR we have ranges that use ECONYL® yarn. A yarn made from nylon waste such as fishing nets that can no longer be used, or textile production scraps normally destined for disposal. These are recovered and transformed into a new yarn, having the same characteristics as nylon made of virgin raw material.

Our Cubism Collection uses ECONYL® yarn and is the perfect example of combining style and sustainability.

Sustainability choices are brighter choices, and never more so than with our Bright Ideas Range, made with ECONYL® yarn.

We don't just consider the yarn, we consider longevity. In fact with the FREEDOM COLLECTION we offer a 20-year Commercial Wear Guarantee.

### **FREEDOM STORM II – one of our most popular & sustainable ranges**

The Heavyweave™ construction of these ranges means a tuft density that is 30% greater than many commercial carpets. This means we are able to offer a 20 year guarantee, and end users have the assurance of product that will always look good. It really does have some impeccable credentials: Freedom STORM II has a BREEAM A Rating for Office use.

**20** YEAR  
**COMMERCIAL  
WEAR  
GUARANTEE.**



We also know the importance of recycling floor coverings. As part of our environmental programme, and to assist our customers with the problem of disposing of used carpet tiles, Duraflor offers a part-exchange service.

**We also support the Recofloor™ Vinyl Take-Back Scheme. Helping in every way that we can to reduce waste.**



**duraflor.com**

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