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BUILDING SUSTAINABILITY FROM
THE GROUND UP



Certified Sustainable Flooring Products

THE SMART SUSTAINABLE FLOORING STANDARD EASES GREEN CHOICES



BY THE INSTITUTE FOR MARKET TRANSFORMATION TO SUSTAINABILITY

MARKET CONFUSION AND MISCONCEPTIONS ABOUT WHAT IS GREEN, or sustainable, never have been greater. Estimates are that from 80 to 95 percent of product communications currently flooding the market are not life-cycle based as clearly required by the U.S. Environmental Protection Agency, Federal Trade Commission, attorneys general and ISO 14040 standards.

To stop dangerous and irreversible climate change, the Washington, D.C.-based American Institute of Architects; American Association for the Advancement of Science, Washington; NASA, Washington; U.S. and European mayors; and United Kingdom stated we need to eliminate 60 percent of global pollution/carbon in the next five to 10 years as part of the 2030 Challenge, an initiative to slow the growth rate of greenhouse-gas emissions and reverse it through a concerted global effort. Part of this effort, and to reduce market confusion, is promotion of SMART Certified Sustainable Products. (SMART stands for Sustainable Materials Rating Technology.)

Leading manufacturers, governments, nongovernmental organizations, purchasers and specifiers worked diligently on a consensus basis and are ready to launch their SMART certifications for sustainable flooring products across the global supply chain. This approach to sustainable products is different from current efforts because it is

- Based on consensus standards
- Transparent
- Life-cycle based
- Third-party certified and audited

These factors are very important because the building industry has been regulated by such standards since 1898, and government and the capital markets require such standards to limit risk and uncertainty.

DEVELOPING SMART STANDARDS

When the Institute for Market Transformation to Sustainability was founded in 2000 at the Holland, Mich.-based Marigold Lodge/Herman Miller's Executive Conference Center, Herman Miller Chairman Dave Nelson requested MTS prepare what became the

SMART Fabric, Apparel & Textile Standard for Herman Miller suppliers.

The SMART Fabric, Apparel, Flooring and Building Product Standards have since been developed identically to cover products and materials for all buildings, including homes. The standards reference the approved and identical California Gold Sustainable Carpet Standard (www.green.ca.gov/EPP/standards.htm), which was adopted this year by California and requires certified sustainable carpet for all state buildings.

The SMART Fabric, Apparel, Flooring and Building Product Standards were created through the leadership of committee Chairman Phil Harrison, chief executive officer of Perkins + Will, Atlanta; Vice Chairman Ralph Bicknese, principal of Hellmuth + Bicknese, St. Louis; Vice Chairman Eric Freed, principal of Organic Architecture, San Francisco; Vice Chairman Lou Newett, director of environment, health and safety for Knoll, East Greenville, Pa.; Vice Chairman Michael Bohn, director of brand marketing for Bosch, Orlando, Fla.; and Vice Chairman Michi Pena, city of Chicago.

"Flooring products certified to SMART and California Gold standards have the highest market value for global environment, economy and social equity," says Ken Baker, vice president and managing partner for architectural firm Gensler's Washington office. Baker; Art Gensler, chairman; and other Gensler professionals played a leading role in approving the predecessor and identical SMART Fabric, Apparel & Textile Standard.

ACHIEVING THE FLOORING STANDARD

MTS is an American National Standards Institute-accredited standards developer and follows the ANSI essential democratic requirements for standards approval, including voting, due process and an opportunity to be heard.

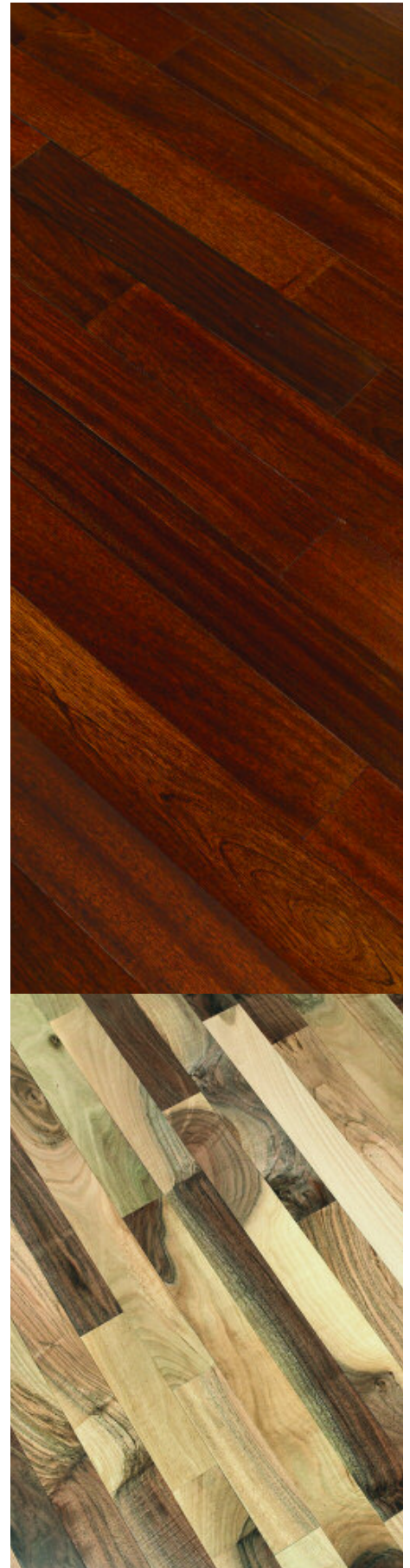
To achieve the SMART Sustainable Flooring Standard 2.0, flooring products must meet the following criteria:

- Renewable energy use
- Energy reductions
- Reuse/reclamation
- Pollution reductions
- Social-equity requirements
- Forest Stewardship Council-certified wood use
- Organic products
- Biobased and recycled content

Manufacturing facilities also must meet certain requirements, including eliminating toxic chemicals identified by the Stockholm Convention (www.pops.int) and adopting an LCA process.

Products are rated using the SMART 2.0 Flooring Standard Scorecard. The scorecard features six sections for a total of 157 points—Safe for Public Health & Environment (31 points); Renewable Energy & Energy Reduction (36 points); Biobased or Recycled (30 points); Facility or Company Based (18 points); Reclamation, Sustainable Reuse & End of Life Management (23 points); and Innovation in Manufacturing (19 points). Products achieve a Sustainable

(Left) Marmoleum Real, Fresco and Walton designs from Forbo Flooring North America were specified for the Atlanta Children's Museum. Marmoleum is seeking the SMART Flooring Standard. PHOTO BY RON HART PHOTOGRAPHY **(Right)** Applying for the SMART Flooring Standard is EcoTimber's Brazilian Cherry flooring, which is Forest Stewardship Council certified and low-E. PHOTO COURTESY OF ECOTIMBER, SAN RAFAEL, CALIF. **(Bottom right)** Forest Stewardship Council-certified Orchard Walnut flooring from EcoTimber has applied to achieve the SMART Flooring Standard. PHOTO COURTESY OF ECOTIMBER



rating with 28 to 40 points; Silver requires 41 to 60 points; 61 to 89 points equal Gold; and 90 plus points are Platinum-rated products.

Auditing of manufacturing facilities is conducted by London-based Ernst & Young's Global Sustainability Auditing Group. Section 7 of the standards require manufacturers complete documentation and legally certify the information they provide is accurate, as well as publish a summary of the basis of certification on their Web sites. Data and field audits are conducted, and decertification occurs when problems or inaccuracies are identified and not promptly corrected.

Once an ISO 14040-compliant LCA is conducted or if actual supplier data are available, the certification application takes about 20 hours to complete. Certification is required to be completed within 30 days of submission of an application. The standards require recertification every three years or sooner if a product changes its formula in a way that materially degrades its environmental performance.

Sigi Koko, a national sustainable product expert and president of Washington-based Down to Earth, a company that specifies greener and more sustainable products, is chair of the SMART Sustainable Flooring Committee that developed the standard. "I'm very pleased the standard provides the greatest credit for certified sustainable flooring products over the entire global supply chain," she says.

BENEFITS OF SMART PRODUCTS

Products that meet the SMART standards will achieve greater

- Product differentiation: A sustainable product certified to a consensus standard distinguishes the product from conventional products and provides a competitive advantage.
- Design innovation: Conducting life-cycle improvement as required by the standards enhances product design, saves money and reduces liability from pollution.
- Public accountability: Independent third-party certification of sustainable attributes greatly improves the credibility of product marketing.
- Increased customer and employee good will.
- Long-term customer relationships.

"The market desperately needs credible certification of sustainable flooring and other products," emphasizes Tim Cole, director of Forbo Flooring North America, Hazleton, Pa., and a SMART Sustainable Flooring Committee vice chairman. "Designers want these certified products so they can easily specify a bona-fide sustainable product, trust the label and not conduct research."

Flooring Committee Member Lewis Buchner, chief executive officer of San Raphael, Calif.-based EcoTimber looks forward to differentiating his company's products, "We're excited about certifying our FSC wood floors, including FSC Brazilian Cherry, to this very high rating under the SMART Flooring Standard."

Currently, a partnership of leading NGOs and manufacturers are preparing an expansive

education and training program about the nature, value and importance of sustainable products certified to consensus standards. The program will be delivered in January 2007 by thousands of manufacturer's representatives to their customers with the goal of providing better products for a better world. ♻️

The Institute for Market Transformation to Sustainability is a nonprofit public charity in Washington, D.C., comprised of leading environmental groups; state and local governments; and companies achieving 90 percent sustainable-products market penetration by 2015 through standards, the capital markets, education and advertising. For more information, contact MTS at mts@sustainableproducts.com or (202) 338-3131.



St. Louis-based Fuse Advertising's conference room features Milliken Contract modular carpet from the Theory collection in the Eureka design by Milliken & Co., Spartanburg, S.C. The carpet has been certified Gold under the SMART Flooring Standard. PHOTO COURTESY OF MILLIKEN & CO., SPARTANBURG, S.C.

MEMBERS OF THE SMART SUSTAINABLE FLOORING STANDARD COMMITTEE

- **Chair, Sigi Koko**, president of Down to Earth, Washington, D.C., www.buildnaturally.com
- **Vice Chairman, Tim Cole**, director of Forbo Flooring North America, Hazleton, Pa., www.forbolinoileumna.com

ADDITIONAL COMMITTEE MEMBERS

- **Bob Hurt**, environmental vice president of Dal-tile Corp., Dallas, www.daltile.com
- **Zaida Basora**, AIA, city of Dallas, www.dallascityhall.com
- **Guenther Kerscher**, technical director for Freudenberg Building Systems Inc., Lawrence, Mass., www.norarubber.com
- **Wade Mosby**, senior vice president, The Collins Cos., Portland, Ore., www.collinswood.com
- **John Bradfield**, director of environmental affairs for the Composite Panel Association, Gaithersburg, Md., www.pbmdf.com
- **Lewis Buchner**, chief executive officer of EcoTimber, San Rafael, Calif., www.ecotimber.com

- **Denny Darragh**, chief executive officer of Forbo Flooring
- **Fred Seifert**, technical vice president of Forbo Flooring
- **Alison Dillion**, research associate for the Sustainable Products Corp., Washington, www.sustainableproducts.com
- **Dennis Schmick**, president of Freudenberg Building Systems
- **Casey Johnson**, national sales manager for Forbo Flooring
- **Tim Whaley**, chief executive officer of EnviroGLAS Products Inc., Plano, Texas, www.enviroglasproducts.com
- **Steven Janeway**, vice president of HOK Inc., Dallas, www.hok.com
- **Bob Sawyer**, vice president of Amorim Flooring North America, Hanover, Md., www.wicanders.com
- **Harry Brownnet**, marketing director for CBC America Corp., Commack, N.Y., www.cbcamerica.com



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