

NEW AT NEOCON

MAPEI

A single application of Mapei's new Ultrabond ECO 995 provides both superior bonding and moisture vapor emission control of up to 15 pounds in MVER or 85% relative humidity. This single-component, 100%-solids, moisture-cure urethane system is excellent for all types of wood flooring, including exotics and bamboo. Ultrabond ECO 995 utilizes Mapei's greenest technology and naturally renewable resources, resulting in an odor-free, phthalate-free installation that helps contribute points toward LEED-certified projects.

JOHNSONITE

The Balanced Choice message continues for Johnsonite, which provides innovative flooring system solutions that coordinate aesthetically and functionally.

Ecolibrium is a non-PVC rubber wall base product manufactured with an innovative and unique blend of rapidly renewable and pre-consumer recycled content, including walnut shells and oyster shells. The product does not contain PVC and is also FloorScore certified.

Also new is Metallurgy, which allows specifiers to emulate the look of real metals in rubber tile. The collection features finishes in silvers, brass, golds and coppers. As a rubber material, Metallurgy has an extremely long installed life. Maintenance requires less water, chemicals and energy, reducing the impact on the environment and minimizing the product's life cycle cost.

The Folio collection, made up of six designs based on tree, branch and leaf forms, will also make its debut. Folio's long installed life and "no finish required" maintenance reduce the impact on the environment by using less water, chemicals and energy. The product is FloorScore certified and can contribute to LEED accreditation.

The overall theme of the booth will be based off the Johnsonite Tile Idea Book, "Possibilities," which illustrates the endless design possibilities available because all sheet products are now also offered in tile format.



Metallurgy

Flooring manufacturers will be out in full force at NeoCon showing their latest and greatest. Aside from an aesthetic and performance story, the A&D community not only expects but demands these products be environmentally responsible. Here's a sampling of what's in store for attendees at the industry's largest commercial contract show.

BENTLEY PRINCE STREET

Inspired by Los Angeles' rich history and fashion-forward culture, Hollywood Story reflects a bird's-eye view of the complex street layout and gridlines that represent the City of Angels. Available in broadloom and carpet tile, Hollywood Story is comprised of charming colorways perfect for complementing high-level corporate spaces such as law offices and government buildings.

Hollywood Story features Antron Bio Legacy 6,6 nylon, a recyclable fiber containing 10% bio-based nylon made from castor bean oil, a renewable resource. The collection offers extra hints of colorful shimmer for depth and texture via Antron FiberEffects fibers.

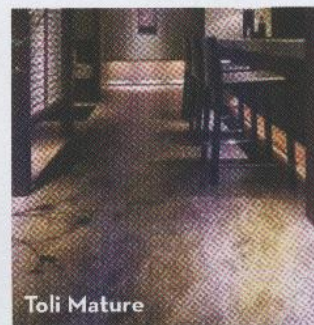


TANDUS

Authenticity offers six textured designs with a silky luster and 18 rich colors. Modular works in tandem with broadloom, a unique feature of Tandus. Lushness is derived from the product's 30-ounce weight, thick texture and added visual texturing. Broadloom is available with Ergo-Step bio-based backing; tile comes with ethos made of reclaimed film from car windshields.

CBC FLOORING

CBC Flooring is setting a new standard for environmental friendliness in the commercial flooring marketplace. To this end, CBC products must meet strict guidelines such as high recycled content, high performance wear surfaces that result in lower maintenance options, PVC-free options and improved indoor air quality. "Our manufacturers must strive to limit the use or generation of toxic agents during the manufacturing process and commit to reducing their carbon footprints with eco-friendly packaging," said Chip Braulick, senior marketing manager.



Toli Mature

Products and brands that will be featured at NeoCon include the recently purchased Halo Floors luxury vinyl tile. "With its modern and refreshing designs, Halo represents growth and expansion for CBC in this category," Braulick said. Halo products are FloorScore certified to meet strict indoor air quality requirements.

Also featured will be the tried-and-true Toli Mature sheet flooring, now with an enhanced wear surface that offers increased durability for lower maintenance requirements to meet sustainability initiatives. With 10% post-consumer and 16% pre-consumer recycled content, Mature supports green initiatives and offers designers unparalleled choices.

These and CBC's other brands, such as Indelval rubber flooring and Ceres sheet vinyl, can contribute to LEED credits.

INTERFACEFLOR

InterfaceFLOR, the world's leading manufacturer of carpet tile, debuts Memphis, a modern and colorful offering designed by David Oakey and inspired by the 1980s Memphis design movement. The collection features bold colors, black and white stripes, and strong graphics. All are part of InterfaceFLOR's Convert design platform, which features products made with recycled content ranging from 64% to 75%, including up to 35% post-consumer content, in a selection of vibrant colors never before seen in recycled product.

ROPPE

Roppe at NeoCon will be introducing Impact, its rubber recycling program, which meets the strictest requirements for sustainability.

Roppe's rubber flooring can be found in many of the nation's oldest buildings. When the facility decides to renovate the space and replace rubber products, they can easily be recycled within Roppe's Impact Recycling program that encourages building professionals to Rethink + Reuse + Recycle = Responsibility.

"We hope that this program will encourage the use of rubber flooring products among designers who have not considered rubber in the past due to the environmental concerns at the end of the products' life cycle," said Dee Dee Brickner, marketing coordinator.

Products are gathered at the jobsite and palletized or gathered in containers for return to Roppe's recycling partner in the Midwest to be made into many products. In the past, rubber products with adhesive were not able to be recycled. "Many of our contractor partners have expressed that the process will ultimately end up being cost neutral when considering the cost to landfill the products versus shipping them to our recycling partner," Brickner said.

The result of this partnership is that potentially thousands of pounds of jobsite waste can be diverted each year from our already gorged landfills. They can then be repurposed into cost-effective products that simultaneously promote the environment while providing beautiful, durable landscaping alternatives or eye-catching playground surfaces.



THE MOHAWK GROUP

Karastan: A new broadloom collection, Pretty Concrete, couples the durability of hard surface with the style and luxury of carpet through texture and color. Utilizing a new dye level with contrasting luster intensities, the piece-dyed products resemble the organic and multi-faceted surface of concrete in three patterns. Products are CRI Green Label Plus and NSF 140 Platinum certified.



Lees: Technology provides the inspiration for the modular Digital Infusion. The line offers asymmetrical and organic shapes in three patterns and are manufactured with Duracolor, the company's innovative fiber system that offers permanent stain, soil and fade resistance. Built into the fibers rather than applied topically, Duracolor reduces the dependence on cleaning chemicals – improving indoor air quality, minimizing chemical deposits in waste, and saving time and money resources.

Bigelow: The energy of city living comes to life in Bigelow's Urban Oz, a modular and broadloom collection. Utilizing a rolling thread manufacturing process, Urban Oz captures the sophistication of ombré hand-knotted rugs. CRI Green Label Plus and NSF140 Gold certified, the products also feature ColorStrand solution-dyed nylon made of 25% post-consumer content.

Durkan: EcoSense, the industry's first lower-ounce weight (26 ounce) guestroom option, is offered in two debut style groupings. Using fewer raw materials to manufacture than traditional carpets, EcoSense ultimately helps reduce energy consumption, fuel and transportation costs, as well as the product's environmental footprint. The products within the sustainable collection are constructed with Durkan's ColorStrand nylon.

MANNINGTON COMMERCIAL

In last year's Tx:Style Design Challenge, the public crowned Squareberry the winner. Now, along with companion pieces Canopy and Bark, Squareberry is launching in broadloom and modular formats. The product is engineered with Antron Lumena or available as Antron Bio Legacy fiber with 10% bio-based content. In addition, all Mannington carpet backings are certified Platinum Environmentally Preferable Products, including rEvolv high performance thermoplastic polyolefin with 40% recycled content and renewable resources.

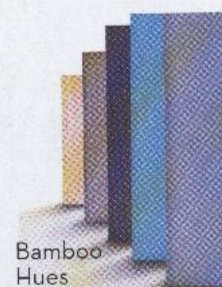
SHAW CONTRACT

Social is a character created from subtle texture and subdued tones. Mingle in patterns, overlay color, pile on the personality and a cradle-to-cradle carpet collection is born. Social is comprised of three tile and two broadloom patterns that employ recyclable Eco Solution Q nylon and EcoWorx backing.

USFCONTRACT

Bamboo and hardwood will be among the focal points at NeoCon for this manufacturer of environmentally friendly products.

Bamboo Basics and Bamboo Hues transform one of nature's easily renewable and sustainable materials into beautiful and durable floors. Strand woven Natural Bamboo



is produced by shredding the bamboo stalk into strands and then fusing it together under high pressure to create a flooring plank that is twice as hard as oak. These products are the first bamboo floors to be certified by GreenGuard, Children & Schools, GreenGuard's most stringent certification.

On the wood side, the distinctive character of each Avignon Collection natural oil finished oak hardwood plank is achieved using a variety of antiquing and aging techniques, and finished with natural oils to preserve the original beauty of the wood. The natural oil finish provides a warmth and refinement to the floor that cannot be achieved with modern day acrylic or polyurethane finishes. The natural oils in Avignon Collection floors penetrate the grain and become part of the finish. The floors are FSC certified, ensuring that not only the oak wear-layer, but the entirety of the wood used to produce these floors follow a verified and documented chain of custody.

AMTICO

Channeling the polished elegance of the '80s, Amtico will introduce Metals, six subtle metal shades and a rippled, beaten texture. The low-VOC products are FloorScore certified, making them eligible for LEED credits and many other green building programs. Amtico uses a closed-loop manufacturing process to recycle 100% of scrap material back into new product layers. In addition, the company acquires other waste stream materials to further reduce the need for virgin material.