



FOR IMMEDIATE RELEASE

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There's a very large elephant in the room at NeoCon, & InterfaceFLOR plans to talk about it.

InterfaceFLOR, in partnership with The Human Elephant Foundation, brings Nomkhubulwane to NeoCon World Trade Fair 2010.

LaGrange, GA – InterfaceFLOR, LLC, (www.interfaceflor.com) the world's leading manufacturer of commercial modular carpet, is bringing a South African artist and one of his larger than life elephants to Chicago. Why? Here's the story on how InterfaceFLOR hopes this profound pachyderm will create plenty of conversation at NeoCon 2010.

Her name, Nomkhubulwane, means "Mother Earth" in Zulu.

Life size and made entirely of recycled truck tires, Nomkhubulwane will stand watch at the entrance to the NeoCon World Trade Fair in Chicago this week. Pronounced Nom-koo-bull-wah'-nee, she is an oversized ambassador for an oversized issue: the ability of human intelligence to harness its creative potential to inspire a more sustainable future for our planet. Her creator, prominent South African artist Andries Botha, believes his public art (which always features the earth's largest land mammal) is an important symbol of the threat that unchecked industrial development represents to all forms of life. InterfaceFLOR agrees with the artist, and considers Nomkhubulwane a powerful metaphor for "the elephant in the room," that topic we avoid but sits heavy in all our minds these days...

OIL, and how do we get off of it?

Making the commitment to get off oil is a tremendous thing.

In the last fifteen years, InterfaceFLOR has achieved significant progress towards one of its principal *Mission Zero*® goals: *To be OFF OIL by 2020*. The company, known for making decisions and commitments based on the urgency of an issue, not how large or small the goal may be, incorporates everything they've learned about sustainability into the products they produce. In the making of gorgeous modular carpet, their Convert™ design platform combines three big sustainable elements: (1) Post-consumer content fiber; (2) GlasBac®RE post-consumer content backing; and (3) TacTiles®, the company's glue-free installation system. So like the Andries Botha's larger than life elephant Nomkhubulwane, InterfaceFLOR's best practices and goal to be off oil is a larger than life message for *all* industries.

Says Peter Greene, VP of Marketing at InterfaceFLOR, "Since 1994, InterfaceFLOR and its parent company, Interface, Inc., have inspired not just their own industry, but the manufacturing world, to look for ways to break the cycle of take-make-waste systems. We will be off oil by 2020...it's one really

pragmatic, tangible aspect of our Mission Zero® commitment. For 16 years we've believed our mission is extremely relevant from every perspective: sustainability, geopolitics, and environmental concerns."

Everyone's talking about the elephant as she trumpets her message at IIT and Chicago Field Museum.

InterfaceFLOR is also sponsoring the rest of Nomkhubulwane's visit to Chicago. She arrived June 4th at IIT and was on display there through June 12th. She then lumbered over to the riverside entrance of the Chicago Merchandise Mart for NeoCon on June 13th and will be there through June 16th. Finally, after NeoCon Nomkhubulwane will move to the North Terrace of the Field Museum from June 17-July 30 where she will act as a keynote speaker of sorts for The Field Museum's current exhibition, Mammoths and Mastodons: Titans of the Ice Age. She is available for free public viewing in all places. Fun educational activities for families are available online at imaginechicago.org.

"Talk about the elephant in the room" and InterfaceFLOR gives \$1 for every tweet and Facebook post that features your photo!

To help the Human Elephant Foundation accomplish its goal of making the world a better place, InterfaceFLOR is encouraging NeoCon attendees, as well as anyone in Chicago to visit Nomkhubulwane, take a photograph of the visit and then *talk about "the elephant in the room"* on Facebook and Twitter.

Here's how it works:

- 1. Stop by and see Nomkhubulwane, June 14 - 16. (She'll be standing at the south entrance of the Merchandise Mart, facing the Chicago River)**
- 2. Take a photo of yourself standing with Nomkhubulwane.**
- 3. Share that photo on Twitter using the #InterfaceFLOR hash tag, or on Facebook by tagging @InterfaceFLOR.**

For every tweet or Facebook post that follows steps 1-3, InterfaceFLOR will donate \$1 to The Human Elephant Foundation.

Nomkhubulwane



About InterfaceFLOR

InterfaceFLOR, LLC, is a subsidiary of Interface, Inc., the world's largest manufacturer of commercial carpet tile. For 37 years, the company has consistently led the industry through innovation and now leads the industry

in environmental sustainability. InterfaceFLOR is setting the pace for development of modular carpet using materials and processes that take less from the environment, and is well along the path to “Mission Zero[®],” the company’s promise to eliminate any negative impact it has on the environment by the year 2020. Interface’s worldwide carpet manufacturing facilities maintain third party registration to the ISO 14001 Environmental System, and the company obtained the first-ever Environmental Product Declaration (EPD) for the commercial floor covering industry. The company is recognized globally for its commitment to build environmental considerations into its business decisions. For more information go to www.interfaceflor.com.