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FOR IMMEDIATE RELEASE

**The Green Standard Announces  
First Environmental Product Declaration in Its New System  
InterfaceFLOR Steps Ahead with Initial EPD**

***Unique Gaia Product Profile Makes Environmental Performance Easy to Communicate, Compare***

**Chapel Hill, NC**-----InterfaceFLOR, LLC, the world's largest manufacturer of modular carpet, is taking yet another momentous step forward towards environmental sustainability by posting the first Environmental Product Declaration (EPD) in North America. The pioneering company is registering the declaration in The Green Standard™ EPD System, the first ISO-compliant EPD System in North America in a move that will open up their EPD to greater transparency, allow broad access to it and set a standard for how product manufacturers should communicate and disclose info about their products.

InterfaceFLOR was the first company to receive third party review and verification, and thus achieve the EPD, based on its Convert™ platform of products. Convert products communicate the importance of a lifecycle approach to environmental claims and to working towards entirely closed-loop manufacturing processes. Convert styles include pre-consumer and post-consumer recycled content and illustrate InterfaceFLOR's commitment to reducing virgin raw materials and taking responsibility for products at the end of their use.

An EPD is the international gold standard for illustrating various aspects of a product's performance, such as life cycle impacts, human health concerns, hazardous substances and recycled content. An EPD requires an unprecedented level of analysis, transparency and disclosure of information that has previously remained confidential.

The steps to attaining a third party verified EPD require substantial commitment from companies and diligence in measuring and reporting impacts. Verification of the InterfaceFLOR EPD posted in the Green Standard Environmental Product Declaration System was handled by Eva Schmincke of Five Winds International, a sustainability management consulting firm serving organizations around the world for more than ten years.

Best practices dictate that a product's life cycle assessment (LCA) and ultimately the impacts, from raw materials through end of use, be validated by a third party according to standard 14040 of the International Standards Organization (ISO) for full objectivity and transparency. Additionally, to meet ISO Standard 14025, the process for attaining an EPD must be based on product category rules that add an extra layer of specificity to the LCA process, dictating the scope, boundaries, data quality, impacts to be considered, etc., for a given product category. This helps minimize the differences between EPDs within a given category, such as floor coverings.

With LCA as its foundation, The Green Standard EPD System is in alignment with ISO standards and best practices globally. "Our EPD System offers all stakeholders a scientifically-robust platform with a user-friendly interface encompassing a broad range of life cycle and other product performance information," says Deborah Dunning, president and CEO of The Green Standard.

Demand for such information is increasing rapidly, and The Green Standard's program gives manufacturers the opportunity to cost-effectively complete and credibly communicate product performance information to a broad audience. Furthermore, The Green Standard's comprehensive EPD System can help them meet their environmental goals and gain a competitive edge. Most importantly, it gives institutional and individual purchasers benefit from independent, impartial assurance of a corporation's environmental claims.

"InterfaceFLOR is empowering specifiers and purchasers of interior building products to engage in best practices in green purchasing efficiently by providing them with EPDs that feature diverse types of product information in one place," notes Dunning. "Moreover, in posting their EPD for Convert products in The Green Standard Environmental Product Declaration System, InterfaceFLOR is demonstrating their commitment to making it possible for building designers to use one product evaluation tool that can be used in projects around the world as EPDs meet all requirements of the International Standards Organization."

Keeping the users of the EPD System in mind, The Green Standard has developed the **Gaia Product Profile**, an innovative tool for integrating diverse types of performance information into a single and comprehensive document. Claims and notable accomplishments can now be seen, communicated, and compared by customers using this EPD based web-tool. The Gaia provides users with a layered approach to product information, enabling them to access information according to their knowledge level, project nature and time availability. The Gaia gives specifiers and purchasers a straightforward summary of all of the information in a full Environmental Product

Declaration Report. This environmental performance data helps verify and document environmental claims as end-users strive to achieve LEED or Green Globe certification.

“We were eager to create and have verified EPD that it registered. We think EPDs and registries like The Green Standard are the way of the future, the way for customers to learn more and make more informed product choices,” said John Wells, President of Interface Americas, Inc.

At Greenbuild 2008, The Green Standard announced that two other manufacturers of products for commercial interiors enrolled as early adopters of The Green Standard™ Environmental Product Declaration (EPD) System. Knoll, Inc., a designer and manufacturer of branded furniture and textiles, and Shaw Industries, a commercial provider of flooring, broadloom carpets and modular carpet tiles, both have initiated the first step in the process, the Life Cycle Assessment (LCA), and are moving forward with the EPD reporting process in 2009.

#### **About The Green Standard**

The Green Standard™ is a not for profit organization founded in 2000 that advances sustainable production and consumption by using life-cycle based resources. TGS provides education, technology and training for manufacturers and purchasers on product eco-design, certification and purchase. TGS works in open and transparent ways on these resources, implementing best practices in consensus-based development to insure stakeholder participation, often collaborating with other organizations to develop tools that are innovative yet practical. For more information, visit [www.TheGreenStandard.org](http://www.TheGreenStandard.org).

#### **About InterfaceFLOR**

InterfaceFLOR, LLC is a subsidiary of Interface, Inc., the world’s largest manufacturer of commercial modular carpet. For 33 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. InterfaceFLOR’s worldwide carpet manufacturing facilities maintain third party registration to the ISO 14001 Environmental Management System, and the company is recognized globally for its commitment to build environmental considerations into its business decisions. For more information, visit [www.interfaceflor.com](http://www.interfaceflor.com).

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