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## **INTERFACEFLOR COMMITS TO ARCHITECTURE 2030 CHALLENGE FOR PRODUCTS**

(LAGRANGE, GA—FEBRUARY 14, 2012)—InterfaceFLOR has chalked up another sustainability first, continuing its legacy of leadership in the contract furnishings industry. The global manufacturer of modular carpet tile has aligned with “Architecture 2030” and is the first manufacturer to adopt the nonprofit organization’s 2030 Challenge for Products.

The 2030 Challenge for Products initiative calls on the architecture, planning, design and building communities worldwide to specify, design and manufacture products that will meet a carbon footprint of 30% below the product average through 2014, and subsequently improve on this reduction: 35% in 2015; 40% in 2020; 45% in 2025; and, 50% in 2030.

“InterfaceFLOR’s own declaration —Mission Zero®—to be off oil in the manufacture of its flooring products and eliminate any environmental impact the company may have on the environment by 2020, has so much in common with Architecture 2030 that we were compelled to lead the charge in its Challenge for Products,” said John Wells, president of Interface Americas. “Moreover,” added Wells, “InterfaceFLOR is an early adapter of Environmental Product Declarations (EPDs)—statements of full disclosure on the life cycle performance of products, and it’s this ultimate level of transparency in eco-labeling that has qualified the brand to participate in the 2030 Challenge for Products.”

While InterfaceFLOR is the first manufacturer onboard for Architecture 2030, several of the most influential sustainability-driven organizations are supporting the undertaking, including Athena Sustainable Materials Institute, BuildingGreen, Carbon Leadership Forum, The Green Standard, Green Wizard, Healthy Building Network and Sphere E.

According to Francesca Desmarais, director of the 2030 Challenge for Products, “The critical need for this initiative is underscored by some alarming statistics. The Building Sector is responsible for almost half of the energy consumption (49%) and greenhouse gas (GHG) emissions (47%) in the U.S; and, the statistics for Canada are not much different, at 39.4% and 37.2%, respectively. While the majority of this comes from building operations, such as heating, cooling, and lighting, the embodied energy and emissions of building materials and products are increasingly having a significant impact. With InterfaceFLOR’s acknowledged reputation and position as a steward of sustainability, we are grateful that they have so resoundingly joined our efforts.”

For more information visit [Architecture 2030](#). And to learn more about InterfaceFLOR’s Mission Zero [click here](#).

#### **About InterfaceFLOR**

InterfaceFLOR, LLC and InterfaceFLOR Canada, Inc, are subsidiaries of Interface, Inc., the world’s largest manufacturer of commercial carpet tile. For 38 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 standard, and the company obtained the first-ever Environmental Product Declaration (EPD) for the commercial floor covering industry in North America. The company is recognized globally for its commitment to build environmental considerations into its business decisions. For additional information: [www.interfaceflor.com](http://www.interfaceflor.com) [www.interfaceflorblog.com](http://www.interfaceflorblog.com)

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**About Architecture 2030**

Architecture 2030, a nonprofit, non-partisan and independent organization, was established in response to the climate change crisis by architect Edward Mazria in 2002. 2030's mission is to rapidly transform the U.S. and global Building Sector from the major contributor of greenhouse gas emissions to a central part of the solution to the climate change and energy crises. Its goal is straightforward: to achieve a dramatic reduction in the climate-change-causing greenhouse gas (GHG) emissions of the Building Sector by changing the way buildings and developments are planned, designed and constructed.

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