# GREEN SMART A COMMON SENSE APPROACH TO SUSTAINABILITY







At J+J Flooring, we take a common sense approach to sustainability and pursue our goal of bettering the planet one floor at a time. **That is why we offer PVC-free flooring.** 



Kinetex is one of the most durable soft-surface flooring products on the market. It contains no less than **45% post-consumer recycled content.** And with its lower mass, Kinetex has a **50% lower environmental impact** compared to other commercial flooring.



MADE WITH 45% post-consumer content

**CONTRIBUTES TO** LEED, Living Building Challenge, and WELL

EPD ENVIRONMENTAL PRODUCT DECLARATION

HPD HEALTH PRODUCT DECLARATION



**CONTAINS NO** chlorine, plasticizers, solvents, harmful pollutants, or phthalates

























## We Believe In Second Chances

# kinetex®

# 

Each 24" x 24" tile contains the equivalent of 27 plastic water bottles.

SINCE THE INTRODUCTION OF KINETEX IN 2013, WE HAVE SOLD OVER 100,000,000 SQ. FT.

-683,330,000 BOTTLES



## Bio-Based Resilient

RESPONSE // REUSE

Our bio-based resilient products are a heterogeneous, commercial rated polyurethane flooring made from natural ingredients and manufactured in an ecologically responsible factory. It's a **sustainable**, high-performance composite material produced from **plant-based** oils such as canola and naturally occurring mineral components like chalk and does not contain chlorine, plasticizers, solvents, harmful pollutants, or phthalates.

### MADE FROM NATURAL INGREDIENTS

**CONTRIBUTES TO** LEED, Living Building Challenge, and WELL

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SCScertified

GREENGUARD PRODUCT CERTIFIED FOR LOW CHEMICAL EMISSIONS UL COM/G UL COM/G LOW CHEMICAL EMISSIONS UL COM/G







## Advance Modular Carpet Backing<sup>™</sup>

ARTISTRY // SANDBLAST

Advance Modular Carpet Backing<sup>™</sup> is **PVC-free** and is engineered to provide outstanding performance, protection, and stability that is required of modular carpet systems. This backing, paired with our broad range of modular carpet designs, provides you with **higher performance** and appealing design. Other PVC-free options include our Nexus Cushion modular backing and all broadloom backing options. CFA FREE COAL FLY ASH FREE



**CONTRIBUTES TO** LEED, Living Building Challenge, and WELL

EPD environmental product declaration

HPD HEALTH PRODUCT DECLARATION



**CONTAINS NO** chlorine, plasticizers, solvents, harmful pollutants, or phthalates

















### **NEXUS® CUSHION MODULAR BACKING**

Our Nexus Cushion Modular and all broadloom backings are PVC-free

### **BROADLOOM BACKINGS:**

PremierBac<sup>®</sup> Plus TitanBac<sup>®</sup> Plus Endure<sup>®</sup> Plus Standard Back



**CONTRIBUTES TO** LEED, Living Building Challenge, and WELL



EPD ENVIRONMENTAL PRODUCT DECLARATION HPD HEALTH PRODUCT DECLARATION





# Our Sustainability Philosophy

We design our products from the ground up to lead the pack in durability, while also integrating raw materials with recycled content wherever possible. Our commercial sustainability efforts are guided by continuous and quantifiable improvement, big-picture thinking, and full transparency.

## Nexus<sup>®</sup> Modular

J+J Flooring's broad range of modular carpet designs paired with our Nexus modular backing, provides you with higher performance and appealing design. Nexus is engineered to provide outstanding performance, protection, and stability that is required of modular

#### CFA FREE COAL FLY ASH FREE

CONTRIBUTES TO LEED, LIVING BUILDING CHALLENGE, AND WELL





CONTAINS HIGH RECYCLED

CONTENT

AND LOW GWP (GLOBAL

WARMING POTENTIAL) HPD HEALTH PRODUCT DECLARATION



### **Declare**

## Encore® 100

The first step in building a better commercial carpet is using a superior nylon. At J+J Flooring, we have produced our own solution dyed nylon since 1991 to control the color, quality, and appearance retention of our carpet products.

For carpet to be a true value, it must look as good years into the future as it does the day it is installed. It must withstand all of the abuse that an active workplace can produce. No other fiber meets these challenges as well as Encore 100, and no other fiber is backed by a stronger quality assurance package. Furthermore, the high recycled content incorporated into Encore 100 nylon provides a reduced environmental impact without compromising quality or color clarity.

- » 100% post-industrial (pre-consumer) recycled content
- » Full inclusion into the J+J Flooring Reclamation Program
- » Lifetime warranty for stain removal, colorfastness, wear and static



## Transparency

In addition to J+J Flooring's own measurements, we rely on **independent auditing and certification agencies** to ensure the accuracy and verifiability of our efforts.













Platinum Certified NSF/ANSI 140 Sustainable Carpet









# Our Impact



### **CONSERVATION IS AT OUR CORE**

As responsible stewards of the environment, J+J Flooring believes in using all resources as efficiently and judiciously as possible, prioritizing conservation and consumption reduction before recycling or reuse.

OUR IMPACT



# ENERGY USE 600600

GAS EMISSIONS 666.5%

**Reduction Since 2010** 

GREENHOUSE

**Reduction Since 2010** 

### WATER CONSERVATION



**Reduction Since 2010** 

In 2007, we developed the industry-leading R4 program – Return, Reuse, Recycle, Reduce – to facilitate the recycling of all carpet, LVT, Kinetex samples, and architect folders that are no longer needed. **Our goal is that none of these items ever reach a landfill.** The R4 program returns those samples to our sample inventory for reuse in other projects, or they are recycled.



pounds of samples recycled or reused in 2024.



pounds of waste diverted from landfills in 2024.

### **FLOORING RECLAMATION**

At J+J Flooring, we offer our customers the opportunity to use our Flooring Reclamation Program. With this program we facilitate the reclamation of used carpet (from any manufacturer), Kinetex, and LVT (sold by J+J Flooring only) so that it will not reach a landfill.



# GREEN SMART

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