

GREEN BUILDING CONVENTION 2010

Raj Menon of InterfaceFLOR makes a compelling case for organizations to become sustainable and environmentally conscious

Pune, 19th February, 2010:

Speaking at the Green Building Convention 2010 at Pune, **Mr. Raj Menon, Country Manager, InterfaceFLOR India**, made a compelling case for organizations to become sustainable and environmentally conscious by sharing the experiences at InterfaceFLOR. He said that by ensuring that business decisions are contemplated against their possible impact on the environmental, natural and social systems, organizations could deliver greater value to its customers and stakeholders.

Mr. Raj Menon was speaking on the sustainable choices for today's businesses and the benefits of sustainability. He spoke extensively on how InterfaceFLOR addresses sustainability on 7 fronts. These involve eliminating waste; elimination of harmful emissions; use of renewable energy; recycling raw materials; developing resource efficient transportation, sensitizing stake holders; and redesigning commerce to focus on the delivery of service and value instead of material.

He stressed that it is important not to over engineer products and one should use innovation so that 'less is more'. At InterfaceFLOR, this technique has enabled the company to use less material, less energy, less water, less money and make less waste to achieve the same quality and durability standards in their products.

InterfaceFLOR makes and sells the industry's largest and most diverse range of carpet tiles. InterfaceFLOR modular flooring combines a high degree of functionality with a genuine sense of style. In all its ranges InterfaceFLOR offers architects and interior designers an almost infinite variety of colour combinations, textures and patterns, suitable for every kind of commercial installation.

Globally, InterfaceFLOR is widely recognized as a pioneer in sustainable manufacturing and business practices and has won numerous design and innovation awards for its market-leading modular floor covering products. In addition, it has also become widely recognised as a pioneer in sustainable manufacturing and business practices, and has won many prestigious accolades for its environmental initiatives.

During the mid nineties, the company's founder and chairman, Ray Anderson, put the company on track to becoming the first sustainable company by 2020. Now defined as Mission Zero, the company's drive to achieve a zero environmental footprint is a central part of the organization's ethos and culture.

The company's aim is to move from the traditional industrial approach of 'take, make, waste' and move towards a more natural or cyclical system of material and resource flows. Encouraging other companies to follow its lead in resource friendly manufacturing policies and processes is also a central part of the environmental mission.

InterfaceFLOR's Global facts:

- 67% absolute reduction in the volume of waste sent to landfill since 1996
- Water intake in manufacturing is down 72% since 1996 per unit of production
- Total energy use down by 44% since 1996 per unit of production
- Absolute reduction of Interface GHG emissions by 34% since 1996
- Absolute net change in GHG emissions is down 71% from Baseline
- 28% of global energy is from renewable sources
- 24% of total raw materials are recycled or bio-based materials
- European manufacturing operates using 100% green electricity
- Cumulative avoided waste costs totalling \$405 million since 1994

Since 1994, InterfaceFLOR has globally saved \$405 million in cumulative avoided waste costs, which has allowed the company to make significant investments in the development of its staff, machinery, policies and processes.

Interface has been ranked number one in the Survey of Sustainability Experts by [GlobeScan](#), ahead of corporations like BP and General Electric.

For more information on InterfaceFLOR India, visit www.interfaceflor.in.

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