METROFLOR®

WHAT YOU STAND ON IS WHAT WE STAND FOR

Metroflor Achieves its First Carbon Neutral Product: Commercially Rated Déjà New

NORWALK, CT, June 29, 2023 - Following the creation of Environmental Product Declarations (EPDs) for specific product lines and the data they provided about product lifecycle assessments, Metroflor Corporation announced that it has secured carbon credits to offset the total amount of embodied carbon generated by the manufacture and sale of Déjà New products. This has enabled Metroflor's benchmark commercially rated glue down LVT to become the brand's first Carbon Neutral collection.

Based on the EPD calculations and sales history, Metroflor purchased the required amount of Verified Emission Reductions (VERs) to fully offset its embodied carbon footprint. While Metroflor's long-term strategy is to make floors that contain no embodied carbon, this carbon offsetting initiative meets Metroflor's short-term goal of making an immediate impact in the global effort to stave off global warming. Said Gary Keeble, Metroflor VP of Marketing, "It's what we call cradle-to-gate: determining the amount of carbon footprint that the product is responsible for, which in turn determines how many carbon credits or VERs are needed to offset Déjà New's footprint."

Being able to promote Déjà New as a carbon neutral product will resonate with commercial customers. According to Keeble, "When a designer, architect or building owner is looking for products through a database like mindfulMaterials and Ecomedes which enable filtering for sustainability certifications, being able to add that our products are carbon neutral offers an important feature to qualify the product with this commercial audience."

The Impact of Carbon Neutral Verified Emission Reductions

Metroflor has joined HMTX in supporting REDD+ projects in partnership with Everland that protect forests and enhance the lives of their human inhabitants through the purchase of VERs with a goal of halting deforestation and supplying financial assistance to project developers, local communities, and governments. REDD+ is a United Nations framework that stands for Reducing Emissions from Deforestation and forest Degradation.

The top five options for mitigating global warming are solar energy, ending deforestation, wind energy, carbon sequestration in agriculture, and reforestation. While reforestation is a positive initiative, its benefit is achieved over 10 to 20 years. Metroflor focused on ending deforestation because it produces an immediate effect.

Protecting Cambodia's Southern Cardamom Rainforest

In following HMTX's path and partnering with Everland, Metroflor is helping to protect the REDD+ project in the Southern Cardamom Rainforest in Cambodia. The Southern Cardamom is one of the last unfragmented rainforests remaining in Southeast Asia, serving as the region's most important watershed, climate regulator and carbon sink. The Southern Cardamom is a biodiversity hotspot under relentless threat from illegal logging and poaching. REDD+ currently protects 497,000 hectares (over a million acres) of the Southern Cardamom Rainforest.

Déjà New's carbon offsets will help fund activities of the Southern Cardamon REDD+ project that:

- Establish robust ranger programs to protect the forest against illegal logging and poaching
- Provide incentives to conserve the forest instead of selling it to loggers and developers
- Supply new economic opportunities to forest communities that are not reliant on forest products

According to Metroflor President Russ Rogg, "We believe taking part in the path towards carbon neutrality is the right thing to do for our world. Obviously with all the climate change consequences that we're seeing – the storms, fires, floods – addressing carbon output is undeniably a strategic way to be good stewards first and foremost for our planet."

Learn more about Metroflor's carbon commitment HERE.

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PRESS CONTACT:
Susan Bang
sb@hmtx.global
917-991-9714

AT METROFLOR:
Gary Keeble
gkeeble@metroflorcorp.com
(706) 217-8356