



WHAT YOU STAND ON IS WHAT WE STAND FOR

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## THE METROFLOR DIFFERENCE

*Our Sustainability Initiatives*



## AT A GLANCE

- Metroflor is part of the global economy - we manufacture products at factories in Asia for our residential consumers and commercial specifiers in North America.
- HMTX Industries, Metroflor's parent company, is one of the world's largest LVT manufacturers with offices in North America, Europe, Asia and Australia.

## DID YOU KNOW?

- At Metroflor, we care about our planet and communities. We are dedicated to protecting and enhancing our planet and our place in it through sustainability, transparency, innovation and industry leadership and with a company-wide commitment to fight social injustice wherever we see it.
- We take fun seriously, but we also take our commitment to doing right seriously. What follows is serious business...Seriously.



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INFORMATION ABOUT  
METROFLOR



# OUR VALUES

## **PUT PEOPLE FIRST**

We care for our colleagues, partners and customers as if the life of our company depends on them. Because it does.

## **FLOOR SOMEBODY EVERYDAY**

We value each human encounter and view every product we offer as an opportunity to make someone else feel or live better.

## **DO THE RIGHT THING**

If we say it, we stand behind it. If it doesn't work, we fix it. Where there is dissatisfaction, we take action. Always.

We believe that by being responsive to our customers and the earth, and delivering innovative, responsibly manufactured products known for quality, beauty and durability, we will continue to build our reputation as a manufacturer for flooring products that enhance the lives of our customers.



# OUR PRODUCTS

## DID YOU KNOW?

- **ALL** Metroflor products are free of Red List heavy metals.
- **ALL** Metroflor products are phthalate-free.
- **ALL** Metroflor products are formaldehyde-free.
- **ALL** Metroflor products are flame retardant-free.
- **ALL** Metroflor products are CDPH (California Department of Public Health) compliant.

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# PRODUCT SAFETY, QUALITY & PERFORMANCE

## AT A GLANCE

- ASSURE is the most comprehensive standard for indoor air quality, product ingredients safety, and product performance for rigid core floors.
- You are making a responsible and smart purchase when you buy an ASSURE CERTIFIED floor.



## DID YOU KNOW?

- ASSURE, third-party verified by SCS Global Services, tests for: indoor air quality, phthalates, heavy metals, and 16 different ASTM quality and performance standards.
- You can rest easy with an ASSURE CERTIFIED™ flooring purchase for product ingredients safety, quality and performance.
- All of Metroflor's rigid core SPC and WPC floors are ASSURE CERTIFIED.



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INFORMATION ON  
ASSURE CERTIFICATION



# INDOOR AIR QUALITY

## AT A GLANCE

- You can breathe easier knowing our product is safe for your home by being FloorScore certified.
- FloorScore promotes good indoor air quality.



## DID YOU KNOW?

- FloorScore®, third-party verified by SCS Global Services, certifies indoor air quality for hard surface flooring products, adhesives, and underlayments to ensure they are in compliance with stringent indoor air quality emissions standards.
- All Metroflor products are FloorScore certified.
- FloorScore complies with CA Section 01350 indoor air quality requirements.



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INFORMATION ON  
FLOORSCORE CERTIFICATION

# DÉJÀ NEW CARBON NEUTRAL

## AT A GLANCE

“We are dedicated to protecting and enhancing our planet and our place in it through sustainability, transparency, innovation and industry leadership and with a company-wide commitment to fight social injustice wherever we encounter it.”

- Metroflor Brand Spirit



## DID YOU KNOW?

- In order to have an immediate impact, the carbon footprint of Déjà New has been offset through the purchase of Verified Emission Reductions (VER's) making it our first carbon neutral product.
- Metroflor is committed to reducing its impact. We are collaborating with our factories and suppliers in an effort to find innovative solutions to lower the carbon footprint of our products.
- Metroflor's VER's will support the Southern Cardamom UN REDD+\* project to protect the Cambodian forest from further deforestation.
- Currently 497,000 hectares of the Southern Cardamom rainforest is protected through REDD+.



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INFORMATION ON  
METROFLOR'S  
CARBON COMMITMENT

## DID YOU KNOW?

- Metroflor ships all of its samples and accessories via UPS Carbon Neutral as standard practice in the Continental U.S.
- A portion of the cost to ship UPS Carbon Neutral supports global projects that offset the carbon contribution of shipping.



UPS carbon  
neutral shipment

## AT A GLANCE

- Carbon neutral shipping of our product samples and accessories helps fight climate change and preserve natural resources.
- The UPS Carbon Neutral program reduces the carbon footprint for Metroflor and our customers.



SCAN FOR MORE  
INFORMATION ON THE UPS  
CARBON NEUTRAL PROGRAM



# TRANSPARENCY

## AT A GLANCE

- You can make informed decisions by knowing exactly what is in Metroflor products.
- Ingredient transparency helps open dialog with our customers.

**Declare.**



## DID YOU KNOW?

- Metroflor is dedicated to material transparency. We lead the flooring industry by disclosing to 100 ppm the ingredients for all of our plank and tile products.
- All Metroflor 20mil products have Declare® labels. Declare labels disclose product ingredient information on an easy-to-read label.
- All Metroflor plank and tile products have HPDs (Health Product Declarations®). A HPD discloses all ingredients of a product and the potential health hazards that each ingredient may pose.



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INFORMATION ON OUR  
TRANSPARENCY DOCUMENTS

# SOCIAL JUSTICE

## AT A GLANCE

- Our family culture extends throughout our global supply chain.
- Our Just label is an evolving report card for making a positive social impact.

# Just.<sup>SM</sup>

## DID YOU KNOW?

- Just<sup>SM</sup> labels are issued by the International Living Future Institute and document companies' level of responsibility to their communities and their employees.
- The Just label ensures that HMTX employees are treated fairly and not exploited.
- Just is a reflection of one of Metroflor's core values...Put people first.



SCAN FOR MORE  
INFORMATION ON THE  
JUST PROGRAM

...now you know.

 **METROFLOR™**

A PROUD MEMBER OF THE **HMTX** FAMILY

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