

iD Revolution: Tarkett launches the market's first non-PVC modular resilient flooring with Cradle to Cradle® gold certification



UK 22nd October, 2018 – Today Tarkett unveiled iD Revolution, to offer customers a new innovative modular resilient flooring in line with its strong sustainability commitment. A flexible, modular flooring, iD Revolution is regenerative by design as it is comprised of 83% recycled, mineral and bio-based materials and is 100% recyclable. The result: a Cradle to Cradle® gold certified modular resilient flooring which has been designed for life while also combining performance and design.

Valérie Lebon, EMEA Marketing Vice-President for Tarkett, said: *“iD Revolution was developed to meet the needs of our customers looking for alternatives to PVC in the modular resilient flooring category. We challenged ourselves, pushing the boundaries within the market to create the first non-PVC modular resilient flooring with Cradle to Cradle® gold certification. This reflects our commitment to providing our customers with products that create friendly spaces and respect the planet’s natural capital. Through this regenerative product, we are taking one step further towards closing the loop, together with our clients.”*

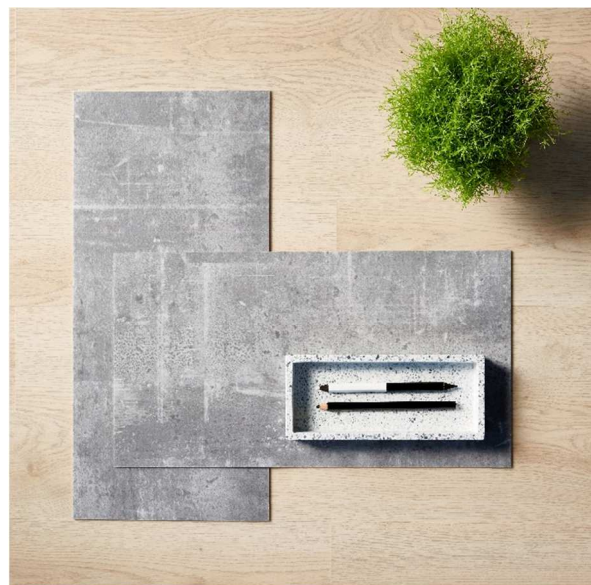
A Product Designed for Life

To create this innovative new product, Tarkett sources recycled PVB, a non-PVC and phthalate-free resin used to help prevent windscreens from shattering. It is recovered from end-of-life vehicles or safety glass from buildings, before being integrated into the product. The product formula includes 24% recycled PVB, 11% bioplastic and 49% chalk, a mineral found in abundance in nature. Not only is iD Revolution’s product composition sustainable but the manufacturing process also respects the earth’s natural capital: 99% of the water used during the production is recycled, and 50% of the electricity needed comes from renewable sources, while the remaining 50% are offset, via carbon credits through a project supporting biodiversity in the Peruvian Amazon Rainforest.

In addition, iD Revolution is free from phthalate and solvents, and has been designed with an ultra-low level of volatile organic compounds (VOCs)¹, thus contributing to optimal indoor air quality and healthy spaces.

Closing the Loop

To close the loop, the product itself is 100% recyclable. iD Revolution can once again be re-used at the end-of-life stage. Through ReStart®, Tarkett's take-back programme, iD Revolution's tiles and planks will be eligible to be collected and sent back to the manufacturing site to be re-engineered as a new product.



Thanks to this focus on sustainability driving every step of the design and manufacturing process, iD Revolution is the first Cradle to Cradle® Gold certified modular resilient flooring made with recycled materials and natural fillers.

This doesn't mean compromising on design, resistance and durability. Treated with Tarkett's TopClean XP™ surface protection, the tiles and planks deliver the same high quality as Tarkett's other modular vinyl flooring collections, allowing for easy maintenance and extra resistance to scuffs, scratches and stains caused by daily wear and tear.

An award-winning product

Just after its launch, iD Revolution has already received in France the "Innovation Teams Best Practices 2018" award, organized by Paris Sorbonne University and Paris Directors of Innovation Club. This award demonstrates Tarkett's team commitment towards sustainable and innovative flooring solutions.

Adopted as part of the Nesto project in Luxembourg

Nesto is a six apartments affordable building in Wiltz, which has been conceived respecting the concept of circular economy. Tarkett has worked closely with Heliosmart and PROgroup to provide the most suitable flooring solutions. iD Revolution, alongside Cementi Click, Tarkett's

¹ The level of total volatile organic compounds (TVOC), yielding a measurement of < 10µg / m³ after 28 days, is much lower than the existing regulations and standards.

innovative and 'clickable' mineral tiles, have been chosen as the ideal products for this project, as they both combine sustainability, durability and design.

For more information on our products visit www.tarkett.co.uk or email marketing@tarkett.com

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Tarkett's ReStart® programme – Take-back and closing the loop with flooring

ReStart® is Tarkett's take-back programme dedicated to collection of post-installation and post-consumer flooring, with the aim to recycle and reuse it as a new resource. Through ReStart®, Tarkett helps its customers manage their flooring waste. As project owners are increasingly including site waste management in their calls for tender, ReStart® allows Tarkett's customers to sign up to a cost-effective local take-back flooring programme. Companies participating in ReStart® contribute to safeguarding the world's natural resources, protecting the environment and shifting towards a circular economy model. Between 2010 and 2017, 99,000 tons of flooring, including vinyl, linoleum and carpet, were collected in Europe and North-America through ReStart®.

Today, Tarkett's customers in Europe can access ReStart® in Belgium, Denmark, Finland, France, Germany, Luxembourg, the Netherlands, Norway, Spain, Sweden and the UK. In the next years, the programme will be further extended to additional European countries. Tarkett partners with waste collectors, such as Veolia and Suez, and transporters to collect and sort post-installation flooring off-cuts that are recycled at its production sites in Europe.

About Tarkett

With net sales of more than €2.8 billion in 2017, Tarkett is a worldwide leader of innovative flooring and sports surface solutions. Offering a wide range of products including vinyl, linoleum, carpet, rubber, wood, laminate, synthetic turf and athletic tracks, the Group serves customers in more than 100 countries worldwide through its major brands: Tarkett, Desso, Johnsonite, Tandus Centiva, Tarkett Sports, FieldTurf and Beynon. With approximately 13,000 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to "*Doing Good. Together*", the Group has implemented an eco-innovation strategy based on Cradle to Cradle® principles and promotes circular economy, with the ultimate goal of contributing to people's health and wellbeing, and preserving the natural capital. Tarkett is listed on Euronext Paris. https://professionals.tarkett.com/en_EU/

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