

iQ Natural by Tarkett: a step towards a carbon-neutral society with the next generation of vinyl flooring.

London, August, 2020 – iQ Natural represents the next generation of vinyl floors in the transition to a circular carbon-neutral society. It is eco-designed to replace fossil-based raw materials by biomass, made to last for decades and recyclable at the end of its life. iQ Natural provides architects, designers and property owners with a flooring solution with a greenhouse gas emission reduction of more than 50 % ⁽¹⁾, compared to average homogeneous vinyl floors ⁽²⁾.



iQ Natural demonstrates Tarkett's commitment to sustainable innovation. It pushes the boundaries of eco-design to enable customers to proactively reduce the environmental impacts of their projects. For each square metre used, iQ Natural contributes to the transition from fossil to renewable raw materials – taking us one step further to a circular, carbon-neutral society.

The first flooring made with bio-attributed vinyl

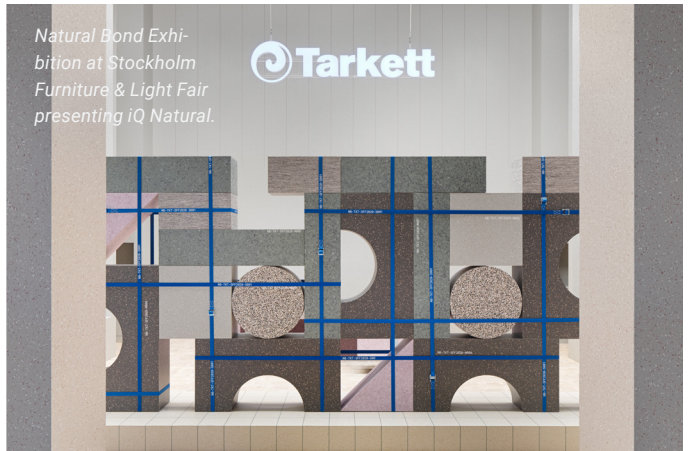
The new generation of iQ Natural substitutes 100% of fossil-sourced vinyl with bio-attributed vinyl BIOVYN™⁽³⁾. Bio-attributed means that the vinyl is manufactured in a production system using wood residue biomass not competing with the food chain in parallel with fossil feedstock. The biomass is then attributed to a specific final product according to mass balance principles. This attribution throughout the whole supply chain is recognised by the Roundtable on Sustainable Biomaterials (RSB). This ensures that iQ Natural benefits from strong sustainability attributes including significant greenhouse gas emission savings.

Mass balance principles enable a 'green transition' within existing production infrastructure – without requiring resource intensive development of new production facilities – and is an essential tool to accelerate the transition now.

iQ Natural enables circular economy

Recycling is a cornerstone of the circular transition as it is an efficient way to save resources, reduce waste and greenhouse gas emissions ⁽⁴⁾. iQ Natural is fully recyclable post-installation and post-use. It can be taken back through Tarkett's ReStart® program to be recycled into raw materials for new flooring products.

To effectively recycle post-use vinyl floors, Tarkett has recently launched an innovative industrial cleaning method in Sweden. It allows iQ Natural floors to be cleaned from glue and concrete residues before being turned into vinyl granules of the same quality as virgin raw materials.



Top facts

- Bio-attributed vinyl BIOVYN™, recognised by RSB.
- Carbon-neutral manufacturing: iQ Natural's manufacturing process has been optimised with energy efficiency measures and is powered by non-fossil energy. The few carbon emissions generated during the life cycle of the local utility's energy plants are compensated by carbon credits purchased by Tarkett.
- Bio-based ⁽⁵⁾ and phthalate-free plasticisers.
- Optimal Indoor Air Quality: emissions ⁽⁶⁾ of VOCs < 10µg/m³.
- Tough and ultra-durable solution for heavy and very heavy traffic areas (especially recommended for applications in healthcare and education for their resistance and ease of cleaning).
- Recyclable after use into new vinyl floors.

Overall, throughout its lifecycle, iQ Natural's green house gas emissions are reduced by more than 50% compared to other homogeneous vinyl flooring on the market, making it a go-to product for architects, designers and property owners looking for alternative solutions to address climate challenges.

Framing interior landscapes

The iQ Natural collection consists of 35 colours with a subtle blend of tone-on-tone hues and neutrals, selected to create indoor areas inspired by outdoor atmospheres. The collection is divided into five colour families, each triggering different emotions. The new flecked pattern of Natural Flakes is designed to highlight architectural sections, enabling smooth transitions or accentuating design or architectural features within spaces.

In February 2020, iQ Natural was presented at Stockholm Furniture & Light Fair as part of Tarkett's exhibition Natural Bond.

1. Over the lifecycle of the product ; verified by an independent third-party according to the Roundtable on Sustainable Biomaterials (RSB) Advanced Products Standard.
2. Based on a comparison with the generic Environmental Product Declaration (EPD) of homogeneous floors from the European Resilient Flooring Manufacturers' Institute (ERFMI).
3. Produced by INOVYN, BIOVYN™ is the world's first commercially available bio-attributed vinyl. It is recognised by the RSB, an independent body that recognises the 'bio-attributed' status.
4. IVL Swedish Environmental Research Institute estimates that for each kg of PVC recycled, 2 kg of CO₂-eq are saved (vs incinerating the material with energy recovery) – [download here](#).
5. Made from vegetal source.
6. Volatile Organic Compounds, tested 28 days after installation, are lower than 10µg/m³, a threshold 100 times lower than levels set by the most stringent EU regulations.

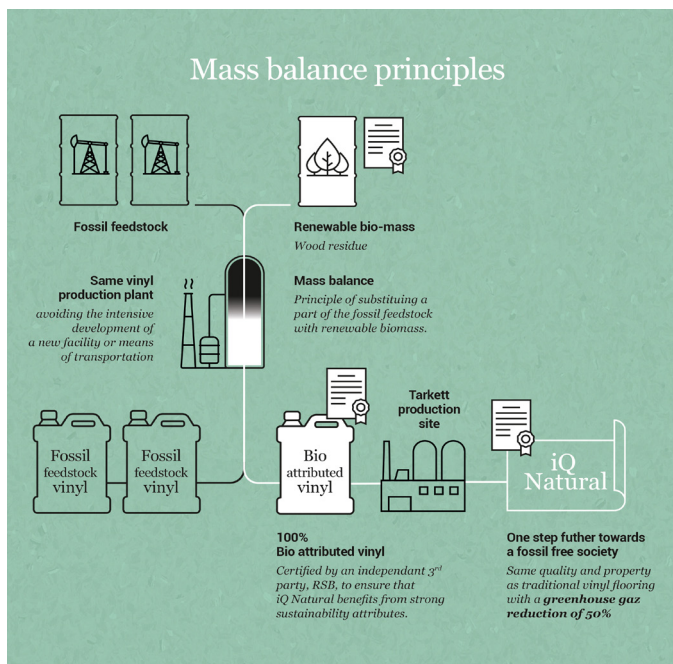
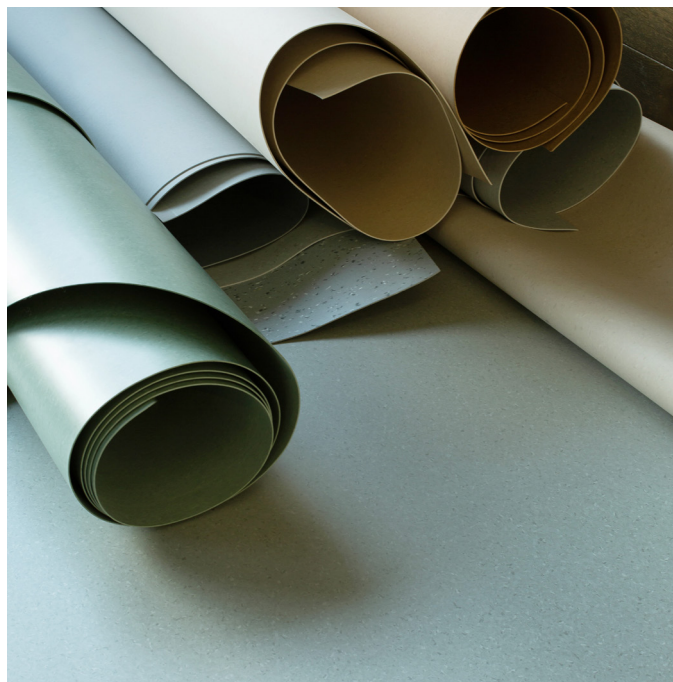
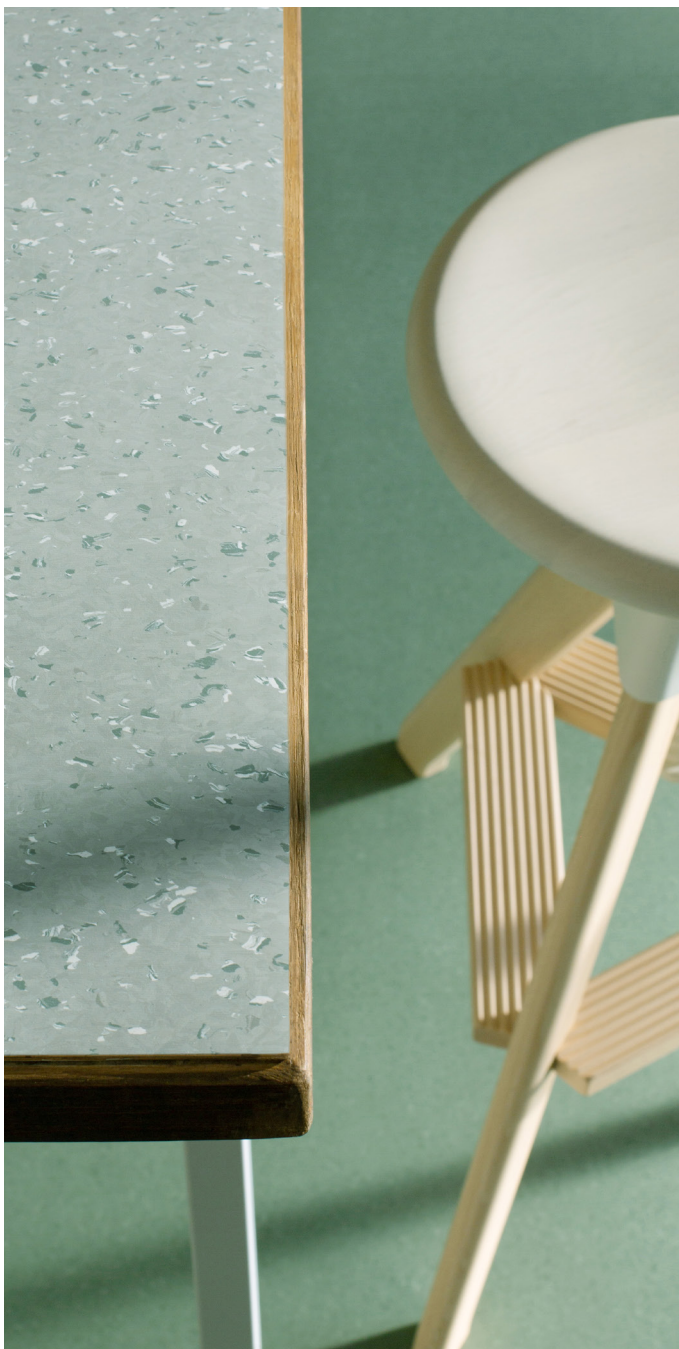


Photo credit: Aude Monier

About Tarkett

With a history of 140 years, Tarkett is a worldwide leader in innovative flooring and sports surface solutions that meet design and functional requirements in multiple market segments. It offers an extensive range of products including vinyl, linoleum, carpet, rubber, wood, laminate, synthetic turf and athletic tracks. Tarkett serves customers in over 100 countries and sells 1.3 million square metres of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Floors play a key role in building a unique, immersive experience and Tarkett believes that rethinking environments starts with good design. Thanks to Tarkett’s design teams, co-creation tools, digital printing technology and collaborative work with design studios, its ranges provide endless possibilities for customizing products and creating unique designs. Committed to change the game with circular economy, the Group has implemented an eco-innovation strategy based on Cradle to Cradle(R) principles, with the ultimate goal of contributing to people’s health and wellbeing, and preserving natural capital. For more information, please visit [tarkett.com](https://www.tarkett.com)

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Images for download [here](#).