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NEW SURVEY AIMS TO HELP CONSUMERS IMPROVE THEIR ECO-AWARENESS

Elmhurst, IL, March 4, 2009 – A new survey conducted by FLOR, Inc., manufacturer and marketer of design-inspired carpet tiles, reveals that when it comes to eco-awareness and practices, Americans are sometimes uninformed and don't always practice what they preach.

VOCS IN THE HOME

Remember the smell of your first new car? Or the newly carpeted family room in your first home? According to the FLOR survey, three quarters of Americans like the smell of a new car and more than two in five say they enjoy the smell of new carpeting. But, as nice as these familiar smells may be, have people stopped to think about what's really under their noses?

The truth is, the recognizable smell of a new car or a fresh coat of paint actually comes from Volatile Organic Compounds (VOCs) – a harmful gas emitted from many household items. With only 10 percent of respondents saying they were familiar with VOCs, many people may be surprised to learn that these toxins can be found in a range of household products including paint, carpet, cleaning supplies, aerosol sprays, air fresheners - even cosmetics. What's more, according to the Environmental Protection Agency (EPA), Americans spend between 80 to 90 percent of their time indoors, where concentrations of VOCs are consistently up to 10 times higher compared to outdoors. With VOCs being linked to a number of ailments like asthma and other respiratory problems, consumers may want to seek out low or no VOC products for their homes.

GREEN FLORING – RETURN & RECYCLE

While an overwhelming majority (91 percent) of respondents expressed concern about the environment, more than half of the respondents surveyed (61 percent) reported that they throw unwanted carpet in the trash or place it on the curb for someone to take. With 5.8 billion pounds of carpet waste being disposed of each year (source: EPA), that means a lot of carpeting ends up in landfills where it can take 50 years for natural fiber such as wool to break down and 250,000 years for man-made fibers like nylon and carpet backing to breakdown completely (source: carpetrecovery.org). Despite more environmentally-friendly alternatives, the FLOR survey uncovered that a small percentage of people actually opt for some of these other disposal solutions, with only 15 percent of consumers choosing to recycle their old carpeting and 25 percent choosing to donate it to others.

But, FLOR is doing its part to offer people a more responsible alternative. Consumers can participate in the company's environmental efforts through FLOR's Return & Recycle Program, where old FLOR tiles can be returned to be recycled into new product. And, according to Greg Colando, President, FLOR, many FLOR products contain renewable or recycled materials and meet the Carpet and Rug Institute's (CRI) Green Label Plus standard for VOC emissions.

"FLOR has always been a believer in providing smart solutions for the home," said Colando. "As part of that commitment, we want to help consumers understand the range of eco-friendly issues and products out there when it comes to renovating or updating home décor. We're proud that FLOR is one of those responsible choices consumers can consider."

For more information about FLOR, please visit FLOR.com.

About FLOR

Launched in the spring of 2003 as part of the Interface, Inc. family of companies, FLOR is a line of high-style, modular carpet tiles for homes and businesses that allows consumers to create and express their own, unique design personality. FLOR's innovative and beautiful designs are packaged in 19.7 inch squares that allow people to freely and easily mix and match colors, patterns and textures in countless ways as area rugs, runners or wall-to-wall carpeting.

FLOR's dedication to beautiful design includes a commitment to the environment: Truly great design is to create sustainable living solutions that are also beautiful for the Earth. Because FLOR cares about the planet and its future, it seriously considers the eco-footprint of how to design, manufacture and ultimately recycle FLOR tiles to create new products. FLOR is part of Interface's Mission Zero, a promise to eliminate the negative impact its family of companies has on the environment by the year 2020. Learn more at FLOR.com/green.

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: These results are based on an Ipsos poll conducted January 8-12, 2009. For the survey, a national sample of 1,006 adults aged 18 and older from Ipsos' U.S. panel were interviewed online. Quota sampling and weighting were employed to balance demographics and ensure that the sample's composition reflects that of the actual U.S. adult population according to U.S. Census data.