



Protective floors™ Receives Innovation Award at IIDEX 2010

FOR IMMEDIATE RELEASE

Toronto, September 2010 – LSI Floors received an Innovation Award for its launch of Protective floors™ at the IIDEX show held in Toronto last week. LSI was recognized by the Interior Designers of Canada (IDC), the bestowing body, for its research and development of this healthcare specific flooring product.

“The judges were very impressed with the innovative solutions and sustainable quality of the products at this year’s show. All of the winning products have been thoroughly researched and tested. They are certain to be winners in the marketplace,” said David Hanson, President, IDC.

The criteria from the judging panel was three fold; Design Innovation, Technical Innovation, and Sustainability.

As several areas of concern hold critical value in healthcare environments, LSI’s design objective was to develop product with superior anti-germ warfare, slip resistance, and improved indoor air quality. The result is Protective Floors™.

Design and technical innovation is delivered in the top two layers of every LSI Protective floors™ tile or plank. Micron-size silver particles continuously inhibit the growth of a wide range of single-cell micro-organisms with up to 99.9% effectiveness. Silver inherently reacts with bacteria preventing mutation.

Protective floors™ exhibits a dramatic increase in traction when wet for an impressive slip resistance performance. A unique glass-beaded surface texture aids in this prevention of slips and falls allowing the tiles to meet or exceed national and international standards.

Air quality is a concern with every breath we take. These tiles have been engineered to ensure low VOC-emission.

“Sustainability is a determining factor in all of our products and of particular importance in healthcare environments”, says Rick Moffatt, President and Creative Director of LSI. “We are committed to continuously improving our environmental footprint.” 20% recycled content from LSI’s own manufacturing waste is used in the filler layer of each tile and plank. The product also contains up to 10% post-consumer waste. At the end of its useful life it is 100% recyclable. We want it back!

The application is healthcare. The solution is Protective floors™. A product without compromise.

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