



LSI wants their floor back!

FOR IMMEDIATE RELEASE

Toronto, Ontario, January 2011 - LSI Floors is a leader in luxury vinyl tiles and planks for high performance applications in commercial, healthcare, retail and hospitality facilities. From the product design to the manufacturing and distribution, LSI is continuously looking for more ways to provide inventive products and services that are environmentally friendly. Recently they have partnered with recyclers in North America to develop a program to reclaim LSI vinyl flooring. At the end of its useful life the product can be recycled into another product diverting precious tons of potential waste from our landfill sites. At the end of its useful life LSI wants it back – really!

All vinyl is recyclable into something at the end of its life. The recycled product range is wide open with the exception of containers for food. But if you don't know what's in the vinyl you are recycling then the wide range of products becomes very narrow. LSI can tell the recycler exactly what's in its vinyl tile right down to the parts per billion, as we manufacture to European standards that requires this. Knowing the exact makeup of the product enables the recycler to mix it with other similar recyclables and put it back into the manufacturing chain.

There is a high recycled content in the material itself so, not only is the product recyclable it is also constructed of a high degree of recycled material and post-consumer waste. These three features of being recyclable and containing recycled content as well as having low-emissions ratings allow this product to support several LEED points.

LSI. Expressive Floors™ for creative minds.

Media contact:

Rick Moffatt, creative director/president

1.416.299.7666

1.800.449.3916

rmoffatt@lsifloors.com



Gourmet Burger Company

Natural Woods NW50209
Vintage Brown