



## **SUSTAINABILITY CREATES PROFIT: IN THE UNITED STATES AN AMBITIOUS AND SUCCESSFUL EXAMPLE**

**Atlanta based company InterfaceFlor produces recycled carpets since 1994. A choice that brought 1 billion dollars in profit and saved hundreds of millions of dollars. Their objective: become the first zero emission business in the world.**

**Cuneo, 14<sup>th</sup> of October 2010** – Not only combining profits and environmental sustainability is possible but it can also assure long life to businesses. InrfaceFlor – a carpet industry born in 1973 in Atlanta, GA, USA – explains how this is possible at the VIII Greenaccord International Forum for Protection of Nature **“People Building Future – Boundaries and Values for a Sustainable Lifestyle”** taking place at the Meeting Centre of the Province of Cuneo.

Since 1994 InterfaceFlor, a worldwide leading business in carpet tiles, has decided to reduce its environmental impact by pioneering new ways to reuse valuable resources. Many clients – mostly architects from the West Coast in the United States – had requested InterfaceFlor to provide products ecologically more sustainable. Ray Anderson, president and founder of the business, responded to his clients' request by setting the goal to become the first zero impact industry in the world.

“Most of the people thought we had gone crazy or considered us naif” says **Ramon Arratia, director of their Sustainability project**. But the financial and economical outcome demonstrated that InterfaceFlor was going in the right direction. Today the business owns 30% of the global market in carpet tile and registers one billion dollar profits. And how did they do it? By anticipating topics today dramatically relevant. Their final and ambitious goal is to become within 2020 a zero emission business. To this day, by using recycled materials for their carpet production, they have succeeded in reducing by 71% their emissions of gas in the atmosphere. Their consume of water

per unite of production has been reduced by 72% while their energy use has decreased of 44%. To these reduced numbers corresponds a 372 million dollar saving on the production coasts, which adds up to the 405 million dollars saved by recycling industrial wastes for their products. The energy used in their three European factories - North-Ireland, Great Britain and the Netherlands - is 100% green and clean energy.

“We have also been teaching our employes how to calculate the CO2 emissions produced by their daily transportations for work reasons and how to compensate this emissions with projects aimed to eliminate carbon dioxide” explains Ramon Arratia.

InterfaceFlor's results prove that believing that it is impossible to produce profit by investing in environmental sustainability is complete “rubbish”. “If we hadn't invested in sustainability and environmental preservation we would have never succeeded in such brilliant economic and financial performances. And adding on is the fact that our image has improved incredibly increasing our sales all over the world”.

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