



## A NEW PERSPECTIVE

# THE ENVIRONMENTALLY RESPONSIBLE USE OF PVC

For three decades PVC has been disparaged for its production, use and post-use handling.

In a panel discussion held at the Cradle to Cradle Innovation Celebration & Product Symposium in New York City in November 2015, some participants made the case in favor of PVC when manufactured and recycled responsibly.

Dr. Michael Braungart, who is the scientific director of Environmental Protection Encouragement Agency International and a renowned leader in sustainability and C2C principles, was a panelist. In a recent EPEA position paper, Dr. Braungart explained how chlorine — which is a byproduct in the manufacture of the widely used chemical sodium hydroxide — can be contained within PVC and then safely managed post-use. Nearly 60 million tons of chlorine

byproduct are produced annually, and EPEA proposes that it be used in pipes, window frames and flooring. In construction settings, these products are used on a large-scale basis, remain in place during use and are easily collected for proper recycling during renovation or demolition.

Christine Ayed of the flooring manufacturer Tarkett was also a panelist. She stressed how Tarkett applies C2C principles and closed-loop circular design to its PVC flooring, showing that responsible use is possible. “We work with our supply chain to create products with PVC resin made responsibly by suppliers who follow manufacturing best practices. We use it to make products with extremely low VOC emissions, using phthalate-free plasticizers and safe stabilizers and, finally, we recycle our products through the Tarkett ReStart recycling and reclamation program.”

For Michael Halebian & Co, this approach allows us to confidently recommend and specify resilient flooring systems in various constructions.



## IN THE FIELD

# THE BENEFITS OF HIGH-PERFORMING VULCANIZED RUBBER

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There are an infinite number of variables in the types, qualities, and quantities of raw materials that different manufacturers incorporate into their rubber compound.

Also, there are many areas of the production process which serve to create rubber floorings that differ significantly in their appearance and performance. In two recent projects, Arcade was the high-performance rubber flooring selected. The biotech and research labs of Alexion Pharmaceuticals in New Haven, Conn., required 50,000 sq. ft. of rubber sheet installation. Tarkett Arcade rubber sheet is a product that can

reduce stains and help to prevent slip & fall incidents, and it offers long-term reliability and comfort for staff and lab personnel. Arcade rubber sheet met the project requirements of choice of color and patterns, low maintenance, preserving indoor air quality, superior ergonomics and a sound absorbency well beyond standard resilient flooring.

St. Joseph Hospital in Bethpage, N.Y., required a seamless rubber floor application with integral base for strict sterile and hygienic performance in the CT scan areas. Arcade Tonal rubber sheet and tile offered multiple benefits, including safety, durability, ergonomics and bio-mechanical performance. A secondary requirement specific to this project was that rubber flooring inherently inhibits electrostatic charge generation.

Michael Halebian & Co. recommends to architect/designers and end-users the Arcade Tonal vulcanized rubber flooring for its sustainable qualities as well, including Cradle-to-Cradle certification with disclosure of raw materials used in production, and FloorScore Indoor Air Quality certification.