

SMARTwork

Sustainable Marketing: Efficient Communication and Service



Welcome to another edition of SMARTwork. Once again we bring you the latest news regarding Interface's various efforts to achieve sustainability. This quarter we're highlighting the individual and group efforts that Interface is contributing toward social sustainability through sharing the message and spirit of sustainability within communities.

While community involvement is a vital aspect toward achieving global sustainability, the Interface marketing team also works hard to ensure that we are doing everything we can internally to support sustainable practices. For example, we use electronic formats as much as possible to deliver collateral material, product launches and presentations to our internal and external audiences. Many collateral pieces are available via electronic means with the option of printing on demand in order to minimize waste and printed inventory. In addition, all Interface professionally printed materials are created on recycled content paper with soy based inks.

We've also made significant changes in our sampling process. With the launch of TheSampleCenter.com in 1999, Interface made its entire standard product line available in a searchable, online catalogue. Users may order samples directly from the web and return them to us in a prepaid package when they're finished with them.

Interface also provides an innovative sample box that is smaller and lighter than traditional architectural folders but provides the same sampling information, including a swatch card, a larger feeler swatch and specifications. The samples inside the box have no backing, so less

materials are used. The box is composed of opaque, 100% recycled content and recyclable polypropylene with a photograph of the product on the outside label that allows for easier identification on a designer's library shelf. In fact, shelf space was even considered in the creation of this box; seven of the new styles fit in the space of only three architecture folders.

Loose samples and sample boxes that are returned are reused, if possible, or recycled, allowing customers to participate with Interface in conserving resources and reducing our impact on the environment. At Interface, we are constantly designing products, tools, and services that raise the bar on doing the right thing.

Scott Landa

VP, Marketing & Business Development

ReEntry Update

Through the ReEntry Program, we can reclaim vinyl back carpet to provide feedstock for our high recycled content backing, GlasBac® RE. Through August, we have produced 306,302 square yards of GlasBac RE sheet. As Interface moves toward becoming a sustainable company, offering GlasBac RE as a product backing option is a major step towards our goal.

The number of yards diverted from the landfill continues to grow. We diverted 1,021,900 lbs. during the month of August. This year we have diverted 6.2 million lbs., 3200 tons, of carpet from the landfill. This success is due to the efforts of our Account Executives, and our Aligned and Integrated dealers and our customers.

EPA Endorses Environmental Management Systems

The U.S. Environmental Protection Agency (EPA) issued a Position Statement on May 16, 2002 endorsing the use of Environmental Management Systems such as ISO 14001. According to the EPA, "the statement promotes broader use of the systems, which are effective management tools to help companies and other organizations fulfill their environmental responsibilities." The EPA also stated that Environmental Management Systems are valuable "because they apply a multi-media approach, help facilities assure compliance, and promote cost savings, operational efficiency and improved supplier performance." Currently, all Interface Flooring Systems manufacturing facilities maintain registration to ISO 14001. For more information, visit www.epa.gov

Social Sustainability: Fostering Community Outside the Workplace

The term "sustainable" is sometimes defined within the limitations of "environmental" or "green." While environmental efforts are certainly a part of becoming sustainable, it's important to understand that the concept of "sustainability" extends much further than the physical environment. It encompasses the social sphere as well. Ultimately, sustainability will only be achieved by a cohesive effort among individuals, companies and communities.

Several Interface associates are working hard to provide their communities with the knowledge and tools to share in the progress toward sustainability. From consistent projects to one-time opportunities, from developing and steering an initiative to participating in another organization's goals, there are many ways that individuals can effect social change. Over the next couple of pages are a few examples of how Interface is helping draw the community together toward this common goal.



Getting Involved Means Making a Difference

Larry Boyle, IFS Account Executive in the Mid-Atlantic region, has represented Interface as an active member of the Indianapolis International Facility Management Association chapter for several years. But he has been doing a lot more than keeping a chair warm at regular meetings. As the Community Involvement Chairperson on the IFMA Board and the creator of EnviroGroup, he has organized and supported many projects aimed at helping his community, charitable organizations and the environment.

In 2001, the Indianapolis chapter provided record donations of over \$9,000 to various groups and organizations. The chapter also requests "in kind donations and services" from its members to help their designated charity (St. Mary's Children Center) with its facility needs and raises money through sponsorships from vendors to fund Keep Indianapolis Beautiful and the EnviroGroup. With the goal of social and environmental sustainability, EnviroGroup has raised more than \$20,000 to support Keep Indianapolis Beautiful over the last four years.

EnviroGroup is an inter-organizational effort involving IFMA and other professional organizations in the interiors industry including the International Interior Design Association and the American Society of Interior Designers. The idea of EnviroGroup was born during Interface's Maui meeting in 1997. Larry saw it as a way to get different members of the interiors industry to work together for their community's environment and get to know each other. He says, "So many times we are each in our own world and unaware of how we interrelate in the jobs we do. When it comes to true sustainability, it is possible when all of these professional disciplines work together."

During the annual April meeting, the EnviroGroup announces a spring planting project to restore Indianapolis' inner city and begins the process of gathering volunteers and donations. This year's project is Daffodils and Wildflowers. In November, over 200 volunteers will plant at least 25,000 daffodil bulbs and hundreds of thousands of wildflowers in prominent locations such as gateways, major thoroughfares and greenways. The group hopes to make this an ongoing initiative.

Educationally, this year's meeting featured designer David Oakey speaking about biomimicry followed by a seminar with Jim Hartzfeld on LEED Certification. Both events were CEU accredited to the respective organizations.



INTERFACE, EAMES DEMETRIOS, AND RURAL STUDIO WOW THE CROWD IN LA

Interface Flooring Systems hosted a crowd of over 250 architects, designers, and others at the legendary home of Charles and Ray Eames to celebrate the acclaimed work of Auburn University's Rural Studio. Guests were treated to a screening of *Lucy's House*, a short film commissioned by Interface and produced by filmmaker, and Eames grandson, Eames Demetrios. The film documents work from the 2001-2002 academic year of the Rural Studio, an innovative and socially conscious student design and architecture group established by the late architect, Professor Samuel Mockbee

IFS Leads With EcoSense Points

As of September 30, 2002 IFS Troup County has already captured more than 100% of its 2002 goal for EcoSense points! IFS Canada has already met more than half of its goal for the year.

Thanks to everyone for the hard work!

Interface and *Buildings* Release Results of BOMA Study

Interface Flooring Systems, *Buildings* magazine and DuPont sponsored three panel discussions entitled Satisfaction = Retention: The Tenant / Workplace Equation to reveal BOMA's (Building Owners and Managers Association) findings regarding the relationship between the built office environment and tenant attraction and retention. BOMA recently studied office tenants around the US and gathered information on such topics as flexibility, amenities, aesthetics, ergonomics, safety and lighting.

Linda Monroe, *Buildings* magazine editor-in-chief, moderated this distinguished panel of experts from various industries. She says, "There's no question that the physical environment affects tenant satisfaction and, as a result, a building's profitability." Three panels were successfully completed in New York (Oct. 15), Washington D.C. (Oct. 16) and in Chicago (Oct. 24).



Before: The pantry was crowded, plain and in need of new flooring, countertops, etc.

After: It's amazing what a little paint can do! Of course, there are also other materials and lots of hard work to thank as well.



Supporting the Spirit Foundation

For years Chicago designer Susan Fredman has performed pro bono design services for local non-profit organizations through her firm. She understood that an interior space has a significant impact on the attitude and performance of its inhabitants. Realizing that a single source, collaborative effort would reach more organizations in need faster, she founded the Supporting the Spirit Foundation.

SSF offers pro bono design services, materials and labor to renovate or just re-energize the interior spaces of organizations that support the community and its members. Often, these organizations do not have the funds to cover expenses such as updated furniture, painting, design services, carpeting and other items that are not immediately necessary to the organizations' activities.

To locate nonprofits in need, SSF works in conjunction with the Illinois Facilities Fund and is affiliated with the Chicago chapter of the ASID (American Society of Interior Designers). IFF locates suitable spaces for the organizations and then directs them to the Foundation. SSF takes furniture and other material donations and has a network of designers and service professionals to call on for projects. Each project is different in scope and requires varying levels of work. Past projects have brought in tile setters, upholsterers, painters, professional and student architects, all of whom happily volunteered their time and materials. Recently, Interface Flooring Systems donated Paesaggio™ carpet tiles for the Foundation's office space.

Completed projects include the **Lakeview Food Pantry** and **Gads Hill Childcare Center**. Currently, Tony Perry is leading a team from Orren Pickell Builders and Designers as they renovate a homeless shelter for teenagers (Teen Living Programs) and Suzanne Maviano is directing a team updating the Southwest Women Working Together, a shelter for abused women and children.

In little more than a year the foundation has grown immensely and continues to expand its efforts and resources. While the services are currently only available in the Chicago area, the foundation looks forward to eventually operating chapters around the country.

To learn more about SSF, visit their web site at www.supportingthespirit.org.

The Evolution of Carpet Tile

part one

A product that is static will often become obsolete while one that is flexible and supports change has a much longer lifespan. Even time-tested products bow to the consumers' desire for the latest and greatest thing by changing a formula, packaging and / or manner of distribution. Change is inevitable and that's a good thing, as long as the changes are for the better. No one may notice the discrepancies in some products' promises and delivery, but when it comes to carpet - that stuff you have to walk on and look at every day for years - the realization that the product may not be performing as well as expected is significantly more disappointing.

Interface introduced carpet tile to the United States in the early 1970's with the promise of a more flexible, superior performing product that would allow busy offices to respond quickly to turnover and changes in design. At that time, we utilized fusion bonding - the best technology available then - to manufacture our products. Fusion bonding created tile products with the velvety, cut-pile appearance of traditional floor-coverings by essentially gluing nylon fibers to a backing surface and then printing a design on the front. The pile adhered to the backing so firmly that tuft loss was practically impossible and frayed edges were very unlikely. This construction also made the backing more stationary than in broadloom carpets, resulting in excellent dimensional stability.

During the late 1970's and early 1980's offices were not as demanding of flexibility as they would come to be by the end of the decade. The high-rise office buildings of the early 80's had low ceilings, static workstations and limited power sources. Office technology was still electric typewriters, adding machines, the latest Xerox and, in a minority of offices, a few behemoth computers. Even so, tile's flexibility and performance capabilities were important factors behind its growing success. At the time, the biggest drawback to tile was its appearance. Whether deserved or not, carpet tile had a reputation for being ugly and boring. As Interface



(above) **Notes™** utilizes fusion bonded technology in its construction.

worked to improve its design methods, it also recognized the growing trend toward "movable" offices as computers and other technological advances became commonplace in the office

Anticipating the need for greater flexibility, we realized that although our product's tighter, denser construction performed better than broadloom, selectively replaced tiles in high traffic areas did not always blend in. The product itself allowed an end user to do more, but the design of it did not support flexibility to the extent that our products do today. Design improvements and innovative manufacturing technology allowed Interface to move into the 1990's ever changing office environment.

to be continued...

RAY WATCH

- 11/7** "Leadership and Legacy: Eco-Effective Commerce Can be Profitable"
Atlanta International Museum Panel
5:30pm, new Math and Science Center
Emory University
- 11/15** Dinner keynote
West Coast Education for Sustainability Network Workshop
6:30 pm, Claremont College
Claremont, CA
- 11/20** Keynote address to JAPICS, Japan
Production and Inventory Control Society
International Hall of Waseda University
Tokyo, Japan

Mr. Anderson's schedule is subject to change so check the Communications section of the Marketing Encyclopedia under Interface Inc. in Community Relations for the most up-to-date information.

QUEST 2002

As of the third quarter 2002, IFS is on track with its QUEST goals with an index of .92 against a baseline of .90!

Interface Cool Fuel

- What:** A collaborative effort between BP and Interface to offset the environmental impact of gasoline usage in the U.S.
- How:** BP provides a corporate rebate to Interface for gallons of fuel purchased with the Interface Cool Fuel card. Interface then uses the rebate funds to purchase CO2 emission offsets that zero out the environmental impact of gasoline usage in the U.S. These offsets are third party certified by the Climate Neutral Network.
- Why:** It's an innovative way for Interface to partner with another company in achieving steps toward sustainability.
- When:** In June of this year, Interface issued Interface Cool Fuel cards to associates in the U.S. who drive company cars.
- Where:** Interface is only participating within the U.S. region.