

LONSEAL

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VINYL WITH VIRTUE:

Lonseal's GreenVinyl™ Program Reinforces Superior Sustainability

CARSON, CALIF. – A leading designer and manufacturer of resilient flooring and vertical-surfacing products, Lonseal's commitment to sustainable innovation is clear. Through its **GreenVinyl™** initiative, the majority of Lonseal products have been reformulated to contain more than 35 percent pre-consumer content and, through the company's **GreenAir™** technology, products emit low VOCs, ensuring adherence to the industry's highest environmental standards. Engineered to "leave an impression," Lonseal provides countless installations eco-friendly flooring solutions to fit every need.

New formulations in product composition have led to products that are LEED® compliant and contribute to healthier air quality. Lonseal's patented GreenAir™ technology is a new formulation of plasticizers and pigmentation that results in low emissions of volatile organic compounds (VOCs). Not only has GreenAir™ been applied to Lonseal's latest products, but older, more familiar products have been reformulated with the technology as well, reducing VOC emissions by 80 to 90 percent. Lonseal has also integrated recycled vinyl into all of its 29 products in compliance with LEED MR 4.1 standards (10 percent or more post-industrial recycled content). Of these products, 27 meet LEED MR 4.2 requirements (20 percent or more post-industrial recycled content).

In addition to being GreenAir™ formulated and composed of 20 percent recycled content, several Lonseal products have the added distinction of being GREENGUARD certified. These products – Loneco, Loneco Mesa, Lonfloor Vista, Lonwood Dakota, and Lonwood Natural – were awarded the GREENGUARD Environmental Institute's GREENGUARD Indoor Air Quality Certification. These products were tested under the GREENGUARD Certification Program's strict protocols for low-emitting indoor materials and will be monitored on an ongoing basis. Striving to raise the "green" bar further, Loneco products are made of 50 percent recycled materials.

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Lonseal also has introduced a range of UV-cured, factory-applied, urethane-finish products: Loncourt UV, Lonnova UV, and Lonmetro UV. Lonseal's innovative "UV finish" allows for easy upkeep: removing dirt is as simple as wiping a whiteboard. The UV-cured urethane layer provides maximum resistance to foot traffic and most chemicals common to commercial settings. The UV technology contributes to low lifecycle costs, as additional sanitizing chemicals are unnecessary in cleaning, another benefit to the environment.

Continuously exploring new methods and technologies to minimize impact on the environment, Lonseal has also joined with other notable organizations that share similar goals. Lonseal is a member of the Collaborative for High Performance Schools (CHPS), the U.S. Green Buildings Council, and the Greenguard Environmental Institute.

Celebrating 35 years of leaving an impression on commercial industries worldwide, Lonseal Inc. is a designer and manufacturer of resilient flooring and vertical surfacing products, many featuring innovative embossing patterns. Through Lonseal's GreenVinyl™ initiative, the majority of the company's products have been reformulated to contain more than 35 percent pre-consumer content and, through its GreenAir™ technology, products emit low VOCs. Ensuring adherence to the industry's highest environmental standards, the company's surfacing materials are GREENGUARD certified and can contribute toward LEED® points (4.1 and 4.2). Additionally, Lonseal products are approved by the GreenMedic™ JIS Z 2801 standard test and, as part of the GREENGUARD Microbial Resistance Listing Program, are proven to resist the growth of mold. Servicing a range of commercial applications including healthcare, educational, recreational, fitness, corporate, retail and hospitality, Lonseal's products in the United States are distributed through architects, designers and contractors nationwide. For more information, visit www.lonseal.com or call 310-830-7111.

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