

LONSEAL

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Loneco Flooring Specified in Pharmaceutical Center *Lonseal Product Selected for Eco-Qualities and Color Options*

For the Biogen Idec project—a pharmaceutical research center in San Diego, CA—McGraw/Balwin Architects specified 2,000 yards of Lonseal’s Loneco resilient flooring to use throughout corridors, break rooms, offices, and conference areas. The specifier selected Loneco from a multitude of options because of the product’s GREENGUARD certification, recycled content, and color options.

Loneco is among the most popular products to emerge from Lonseal’s GreenVinyl™ initiative, the company’s comprehensive environmental positioning program, encompassing the development of eco-friendly products and sustainable product attributes.

Loneco features Lonseal’s GreenAir™ technology, recycled content composition, and Greenguard certification. Lonseal’s patented GreenAir™ technology is a new formulation of plasticizers and pigmentation that results in low emissions of volatile organic compounds (VOCs). Through GreenAir™, Loneco’s VOC emissions are reduced by 80 to 90 percent. Further, Loneco exceeds LEED MR 4.2 requirements (20 percent or more post-industrial recycled content), as the product is composed of 50 percent recycled content. Additionally, Loneco is one of five Lonseal products awarded the GREENGUARD Environmental Institute’s GREENGUARD Indoor Air Quality Certification. Loneco was tested under the GREENGUARD Certification Program’s strict protocols for low-emitting indoor materials and will be monitored on an ongoing basis.

The architect selected Loneco in three different colors for this project: Ice Cap, Mint, and Twilight Blue. As the name suggests, Ice Cap is a light grey tone with frosted appearance. Mint is a dark, matte green hue; Twilight Blue is a deep, charismatic blue shade.

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Lonseal designs and manufactures resilient flooring and vertical surfacing products known for their innovative embossing patterns, broad color array, and superlative maintenance properties. Since 1972, Lonseal has been developing enduringly popular designs, including Lonplate, Loncoin, Londot, Lonbead, Lonfloor Vista, Lonnova UV, Londeck, Loneco, and Lonwood Natural. Through Lonseal's GreenVinyl™ initiative, the majority of Lonseal products have been reformulated to contain 20 percent post-industrial content and, through the company's GreenAir™ technology, products emit low VOCs. Lonseal provides resilient flooring and vertical surfacing to healthcare, educational, recreational, fitness, corporate, retail, and hospitality markets throughout the United States. It is distributed through architects, designers, and contractors nationwide.

Project name: Idec Pharmaceutical
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