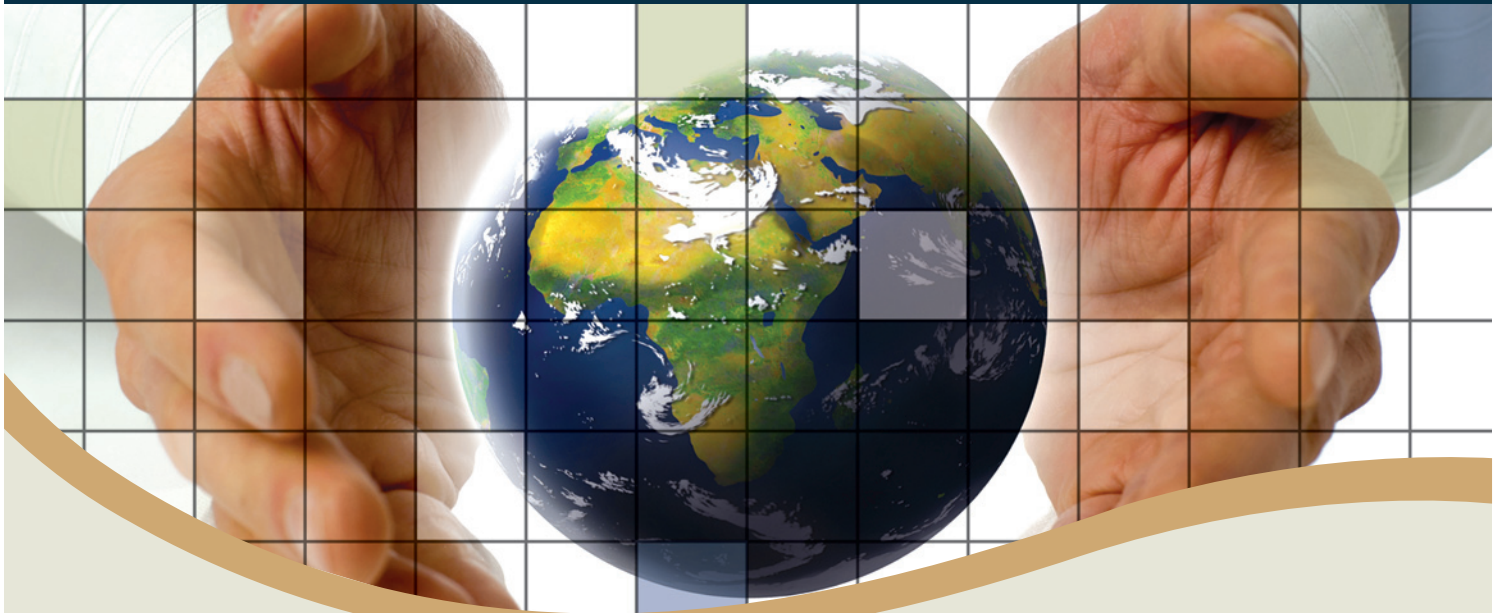


# Green Flooring Primer

Complimentary on-line publication



## CAPITALIZE ON THE TODAY'S DEMAND FOR GREEN PRODUCTS AND PURSUE GREEN PROJECTS.

**Increasing public awareness and government attention has led to a growing demand for environmentally friendly or "green" building design, construction practices and products.** Manufacturers are promoting their "green" products, home owners are demanding green construction and renovations, and certain local governments are encouraging or requiring environmentally friendly building practices. ***But what is green construction and what flooring products will meet the green demand?***

There is no single, universal system for determining whether any particular product or construction practice is "green." Rather, a range of rating systems and programs has emerged for assessing whether construction practices and products are environmentally friendly. These programs have widely varying degrees of third-party oversight and stringency, and many have been criticized as being subject to manipulation by those who simply want a green "seal of approval" for marketing or public relations purposes. The area of green building is further complicated by the fact that there are different standards for commercial and residential construction and separate standards for renovations. There are also countless claims that various products are eco-friendly, many with little or no explanation or verification.

**The purpose of this primer is to introduce the current relevant green assessment programs so that members of the WFCFA may better understand which of their products and practices may be characterized as environmentally friendly or "green."**

Armed with this information, WFCFA members will be better able to capitalize on the demand for green products, become a trusted source for their customers and pursue contracts on green construction projects.



### The Green Flooring Primer addresses...

- GREEN RATING SYSTEMS
- COMMERCIAL BUILDING STANDARDS
- RESIDENTIAL BUILDING STANDARDS
- VERIFYING THAT PRODUCTS ARE GREEN
- BENEFITS OF BEING GREEN

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