

# THE IMPORTANCE OF SUSTAINABILITY



Forest certification provides assurances of sustainable forest management. Unfortunately, only 10% of the world's forests are currently certified. Companies have long recognised that sourcing and using FSC and PEFC certified products help safeguard the world's forests whilst enhancing their corporate sustainability credentials and Bream rating. ~

When procuring timber products, it is crucial to know that your supplier has sourced legal material from a sustainable source. With timber often at the heart of the design, especially flooring, which is what you first see and feel, it is important to trust your supplier in that whatever they provide you with is from a sustainable legal source. Environmental performance standard tools measure fit-out projects in the context of higher sustainability in the corporate sense and consist of 104 individual "good practice" measures including certified timber.

Our products use the latest finishes and technology to create a very natural-looking floor using UV cured oils. You can see the finishing line here, which has 9 stations for the automatic application of colours and oils. Click on the image to see it in operation.



To produce Chevron, we reduce our waste by using modern machinery, which also guarantees the accuracy of the tongue and grooves. This helps our sustainability and maintains our sustainable philosophy. The image below shows how we check the accuracy of our 60-degree chevron.



## Environmental Policy

The Owners and Directors of The Solid Wood Flooring Company have made it a policy to only source from well managed legal sustainable forests and be responsible not only to the environment but also to our clients, staff and contractors. We unreservedly condemn illegal logging and will not manufacture some exotic species as we believe many come from questionable sources. With modern oiled finishes, there are so many options that it seems a shame for companies to sell flooring that comes from our ever-reducing rainforest.

We only manufacture our own wooden flooring and can therefore control the sources of our raw material, unlike a number of our competitors who buy from traders.

We are FSC certified with a chain of custody certificate which means that all our FSC certified flooring can be traced back to the forest where it was harvested, which ensures that it is responsibly managed. Further details can be found [here](#).

Our FSC Certificate can be found near the bottom of [this page](#).

We are also committed members of the Timber Trade Federation (TTF) and implement their Environmental Code of Practice and responsible purchasing policy (RPP). The RPP is a key issue in the timber industry today, as it will ensure that all forests will eventually become fully sustainable, and over time the rainforest will get replanted. Further information can be obtained directly from the TTF website at [www.ttf.co.uk](http://www.ttf.co.uk).

By following this policy, we can ensure that for every tree harvested there will be more than one replanted. Never buy cheap wood flooring as it will invariably come from illegal logging operations, where there is no management and locals cutting down trees and selling the raw material cheaply. In well-managed forests, only the best timber is selected.

The USA, for example, has always had a sustainable Forest Initiative as it used timber in its housebuilding and flooring in the early days of its evolution. The US has a regulatory framework that enforces its good forestry practise throughout the US and Canada, which is where our American White Oak, Walnut and Maple are sourced from.

We are also very ecological in our manufacturing, using off-cuts of Oak and walnut to manufacture our Sandwich Engineered Oak and fine line flooring. This means less wastage from the timber harvested.

## Green Guide 2008 ratings

Building type >	<u>Domestic</u>
Category >	<u>Floor Finishes</u>
Element type >	<u>Hard Floor Finishes</u>

Contact

E: [BR@impervia.com](mailto:BR@impervia.com)  
T: +44 (0)1273 834444  
or via

	Element number	Summary rating
<u>14mm Engineered Oak Flooring, 9.29 kg/m2 with adhesive</u>	<u>1321580002</u>	A+
<u>20mm Engineered Oak Flooring, 13.3 kg/m2 with adhesive</u>	<u>1321580001</u>	A+
<u>Ceramic floor tiles</u>	<u>821580001</u>	B
<u>Ceramic mosaic tiles</u>	<u>821580011</u>	A+

## Reduce your Carbon Footprint and Cost with Sustainable Impervia Luxury Flooring

Retrofitting or Refurbishing an existing building can be costly if not researched properly.

Often retrofit involves modifications to existing commercial buildings that may improve energy efficiency or decrease energy demand.

Retrofitting an existing building can often be more cost-effective than building a new facility. Since buildings consume a significant amount of energy for heating and cooling, and existing buildings comprise the largest segment of the built environment, it is important to initiate energy conservation retrofits to reduce energy consumption and the cost of heating, cooling, and lighting buildings.

But conserving energy is not the only reason for retrofitting existing buildings. Doing so will mean that the building will be less costly to operate, will increase in value, last longer, and contribute to a better, healthier, more comfortable environment for people to live and work. Designing major renovations and retrofits for existing buildings to include sustainability initiatives will reduce operating costs and environmental impacts and can increase building adaptability and durability.

## Carbon Emission Reduction

The UK has a mission to reduce its carbon footprint to zero by 2050. One major factor that could help is to retrofit more buildings. You can see one example where Impervia flooring has been used in a conversion from an Office to residential apartments in [Wembley called York House](#). The cost saving of using Impervia because of the acoustic back layer and residential warranty of 30 years was more than 35% of previous estimates.



The energy and carbon footprint used for new buildings is huge compared to retrofitting or refurbishing an existing building.

## Impervia Flooring: The Sustainable, Safe and Healthy Choice for Waterproof, Fireproof and Formaldehyde Free Flooring.

With our forests ever decreasing and precious resources being used for an increasing market in wood flooring, we have an alternative that uses less of our natural forests.

Impervia Luxury Flooring extrudes from natural elements and stone. Here are several reasons why it's the perfect alternative:

1. The decorative layer is made from high-quality photographic paper and our acoustic backing is VOC free with no cryogenic emissions or formaldehyde.
2. The finish has a ceramic quality for high traffic areas.
3. The IPXE backing has an acoustic property of 21 dB.
4. The total thickness is 6.5mm, so it requires no adhesive or other accessories or material to fit.

You can see our production line for Impervia below.

