



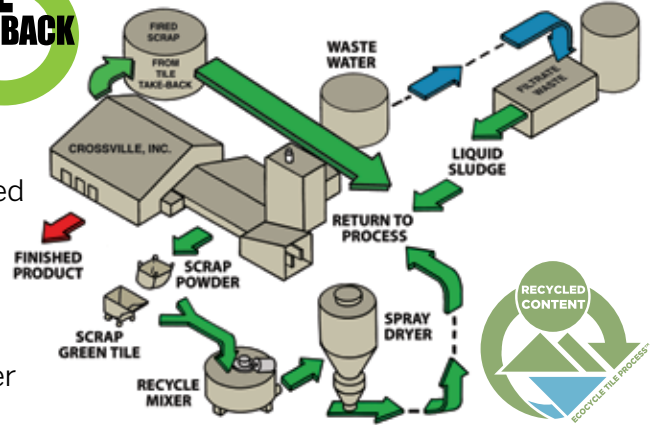
# What Makes Crossville the Tile Industry's Beautifully Green Alternative?

## Manufacturing

- We reuse more than 99.98 percent of water used in manufacturing. The small amount that is not reused is returned clean to the environment.
- Through Crossville's revolutionary Tile Take-Back™ Program and internal fired scrap recycling we have recycled millions of pounds of fired, pre- and post-consumer porcelain tile in the United States, enabling us to maintain net waste consumption in our plants since 2011.
- Crossville works with TOTO USA, the world's largest plumbing products manufacturer, to recycle pre-consumer waste. Crossville has developed a proprietary system of processing TOTO's sanitary ware waste back into powder used in manufacturing new tile.



## Current Waste Management Processes



Crossville consumes more waste than it generates



- In March 2011, Crossville became a net consumer of waste, meaning we recycle more waste into new products than we generate through our manufacturing processes.

# TOTO®



Sanitaryware waste ready to be processed

- This recycling conserves resources; the volume of finished goods Crossville ships now exceeds the amount of raw materials it extracts from the earth for use in manufacturing.
- All of the water used in our factories is recycled through a proprietary filtration process, capturing the solids which are returned to the manufacturing process and utilizing the cleaned water for other operations. Virtually every drop of water brought in is reused in a continuous recycling loop and nothing is lost. Most of our products also contain recycled content of various types. This allows you to enjoy beautiful tile while helping to save our most precious resources.
- Crossville® has earned Green Squared<sup>SM</sup> certification from the Tile Council of North America (TCNA) for its entire U.S.-manufactured porcelain product line-up, as well as its manufacturing processes.





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## Certification Programs

- The company is among the first ever recipients of the tile industry's Green Squared Certification. TCNA developed the Green Squared certification under American National Standards Institute (ANSI) process. The multi-attribute program (ANSI A138.1) scores products in five categories of performance: product characteristics, manufacturing, corporate governance, innovation and end-of-life.
- We're fully transparent regarding our products' environmental impact and ingredient disclosure. We go the extra mile to attain third-party certification and verification, as well as optimization of EPDs, Declare Labels (100ppm and red list free), and our porcelain tile HPD.
- LCA is the study of the impact of a product on the environment from sourcing through manufacture, distribution, use, removal/disposal and renewal (through recycling or other means). EPDs are individual product summaries, similar to nutrition labels on foods, that present a snapshot of key information gained from LCAs to allow designers and architects to clearly evaluate the sustainability of a particular product over its entire life cycle.
- The Health Product Declaration (HPD) is a report that gives consistent reporting on product contents and health information for products used in a built environment. The Declare Label ensures that there are no red list ingredients in our products. Red list ingredients are those considered hazardous by the International Living Future Institute.



## Raw Materials Extraction

- Between 85 to 95 percent of raw materials are extracted from within 500 miles of Crossville's manufacturing facilities.
- The volume of finished goods Crossville ships now exceeds the amount of raw materials it extracts from the earth for use in manufacturing

## Recycling

- Crossville has a company wide recycling program for all office and production facility paper, metal, and cardboard waste.
- Crossville recycles approximately two tons of electronic waste annually.

## Marketing Materials and Sampling

- Crossville prints all marketing materials at Forestry Stewardship Council certified printers.
- Crossville packages samples, merchandising materials, and piece goods in recycled and recyclable wrapping and cushioning materials.

