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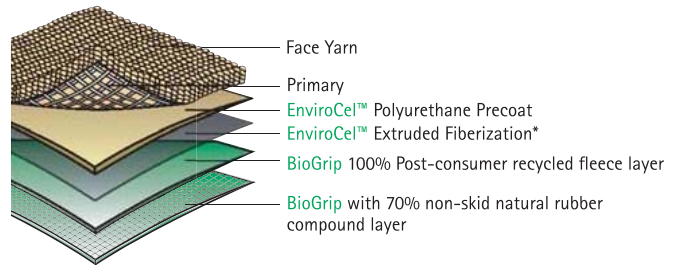
*EnviroCel™ and BioGrip

Green Performance Benefits

EnviroCel™ High Performance Polyurethane Backing*

EcoMax is backed with EnviroCel™ polyurethane backing systems for commercial carpet that contain recycled, recovered, and renewable materials and are 60% to 70% green by backing weight. EnviroCel™ replaces large percentages of the petroleum-based components in its polyurethane chemistry with Agrol® polyols made from soybean plants. EnviroCel™ also contains Celceram®, a recovered pre-consumer recycled mineral compound that adds to the products' environmental and performance benefits.

- EnviroCel™ is third-party certified for recycled and renewable materials and contributes to LEED totals.
- EnviroCel™ qualifies for Federal purchasing preference under the USDA's BioPreferred(sm) program



Moisture Barrier Backing

- Maintains non-skid traction – systems won't slip
- Floors stay dry – no staining

BioGrip Safety Surface

Maximized non-skid performance with 100% natural rubber. The protective fleece layer is 100% post-consumer recycled material (PET - polyethylene terephthalate polyester).

Celceram® is a trademark of Boral Material Technologies
Agrol® is a trademark of the BioBased Family of Companies
EnviroCel™ is a registered trademark of Universal Textile Technologies
Carpet backed with EnviroCel is listed as an environmentally preferred product and can be submitted under GSA SIN31-601.



Manufactured in the U.S.