



**UNIVERSAL**  
TEXTILE TECHNOLOGIES



Our Commitment  
to Green

 **BioCel**<sup>™</sup>  
Polyurethane Backing Systems

**Enviro**  
POLYURETHANE CARPET BACKING **CEL**<sup>™</sup>

**Polyurethane Backing Systems**

## Improving Your Impact

Environmental sustainability is a key motivation for the products we create. Years of research and development went into creating the technologies now found in our performance backing systems, BioCel™ and EnviroCel™. Universal Textile Technologies is always looking for the most effective methods to reduce our carbon footprint and replace old practices and products with more responsible options. Together, our two highly efficient backing technologies extend the life of our products and, because we manufacture using recycled materials, reduce the quantity of plastic discarded in our landfills. Long lasting, low impact products mean a better future for everyone.



# Proven Backing Systems

## Carpet

EnviroCel is specifically designed with moisture-resistance in mind for environments with regular foot traffic. Perfect for use in places like hotel rooms, specialty shops, restaurants and apartments, EnviroCel can stand up easily to daily use. For higher traffic environments, BioCel provides a dense moisture barrier that stands up to almost any amount of wear. BioCel's robust underfoot resilience works well in corporate environments and public areas, including department stores, convention centers, and office buildings. We construct both our backing systems using state-of-the-art technology and recycled materials that cut down on the use of petroleum-based polymers.

## Synthetic Turf

BioCel and EnviroCel are also proven performers with synthetic turf. Adding our backing systems provide several benefits that come with our products for carpet - meaning your turf will have increased durability and versatility. The possibilities for utilizing our turf are expansive, whether you choose BioCel Unitary or EnviroCel Laminate Plus for landscaping, BioCel Unitary for playing fields or BioCel with attached cushion for indoor or outdoor facilities. Designed to be durable, reliable and environmentally responsible, Universal's backing systems demonstrate proven value in an industry where quality is everything.



## Renewable Resources

With the goal of using renewable resources as much as possible, we start by replacing a percentage of petroleum-based polymers with bio-based polymers derived from domestically grown crops. This does several things to help the environment: it reduces our dependency on foreign oil as a raw material, and provides improved indoor air quality standards. What's more, Universal backings can be installed using the safest, low-VOC producing adhesives.

## Recycled Content

Our products offer a secondary backing that contains a high percentage of recycled content, using PET from plastic drink bottles. On average, this keeps 4 bottles out of a landfill for every square yard of carpet we produce. An added benefit of using the recycled secondary backing is that the flexibility of the product prevents the scraping of doorways and baseboards during installation.

## Post-Industrial Recovered

Celceram, a highly refined mineral compound that is recycled from electrical utility power plants, is a key component of our secondary backing systems. The composition of Celceram was designed to strengthen and stabilize polyurethane backings, improving both performance and the stability of the overall product.

Less than 1% of the earth's water is available for humans to drink. Traditionally undervalued as a resource in first world countries, water is much too precious a commodity to waste. Universal synthetic turf provides greater environmental benefits over turf grasses in terms of erosion control, water conservation – and no need for pesticides.



## LEEDing the Way

### **Carpet**

Floor covering products incorporating EnviroCel and BioCel contribute to the total building materials requirement for rapidly renewable materials under credits 4.1, 4.2, 5.1, 5.2, and 6 of the Materials & Resources and 4.3 of the Indoor Environmental Quality sections of version 2.2 of the LEED guidelines.

### **Turf**

In addition, EnviroCel and BioCel turf products may qualify under credits 1.1 and 1.2 in Water Efficient Landscaping, 2.1, 2.2, 3.1, 3.2, 4.1, 4.2, 5.1, and 5.2 in Materials and Resources and 1.0-1.5 in the Innovation in Design sections of version 3 of the LEED guidelines.

Carpet backed with EnviroCel and BioCel assists in meeting the Federal Government's objective of purchasing environmentally preferred products. It meets the requirements for purchasing carpet with biobased content under the U.S. Department of Agriculture's BioPreferred program, the sustainable product acquisition requirements under Executive Order 13514, "Federal Leadership in Environmental, Energy, and Economic Performance," from the USDA and qualifies under the General Services Administration's SIN 31-601 for carpet with biobased content. In addition, it can help federal agencies respond to a February 2012 Presidential Memorandum which directs them to increase their purchase of biobased products.



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At Universal Textile Technologies, we are known in the industry as pioneers in using recycled and bio-based materials and state-of-the-art technologies to engineer and manufacture our performance carpet and synthetic turf backings. As members of the Bio-Based Product Coalition, the CARE Carpet America Recovery Effort and with more than 30 years of industry leadership, Universal is committed to providing the finest equipment, the latest technology, the most highly-trained people, and the highest performing products anywhere in the industry.

204 W. Industrial Blvd. Dalton, GA 30720 706.277.3778

[universal-textile.com](http://universal-textile.com)

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Celceram™ is a Trademark of Materials Technologies.  
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