

# Interface®

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## **LOOKING BEYOND SUSTAINABILITY: INTERFACE EXPLORES RESTORATIVE ENTERPRISE AT GREENBUILD 2013**

(PHILADELPHIA, PA – NOVEMBER 20, 2013) –Interface, the world’s largest manufacturer of carpet tile, has long been recognized for its environmental stewardship, and for a Mission Zero® promise to eliminate any negative impact it has on the environment by 2020. As the company works towards its sustainability goal, it is also engaging in activities that leave, as founder Ray Anderson said, “the world better with every square meter of carpet we sell.” This concept of Restorative Enterprise is the cornerstone of a robust schedule of events that the company will present at the 2013 Greenbuild Show. [A number of Interface’s activities will take place in the company’s booth, #1213](#) at the Pennsylvania Convention Center, November 20-21.

At the center of Interface’s Restorative Enterprise discussions is **Net-Works™**, a program that embodies the spirit of creativity, collaboration, and innovation required to make meaningful progress in the restorative journey. Launched in the summer of 2012, Net-Works was created to tackle the growing environmental problem of discarded fishing nets in some of the world’s poorest coastal communities, and support Interface’s ambitious goals for recycled content for its carpet tile. It’s an initiative that’s been undertaken in partnership with the Zoological Society of London (ZSL), and Aquafil, an important supplier of nylon fiber to Interface globally.

“Over the last 20 years, it has become increasingly evident that Mission Zero cannot be achieved in a vacuum,” said Interface Vice President of Restorative Enterprise Lindsay James. “We recognize that a broader ecosystem of society lies beyond the boundaries of our business. In order to make meaningful progress, we need to rethink our value chains and find partners who will work with us to answer some of the world’s most pressing social and ecological questions, while allowing us to create the best, most sustainable product.”



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Net-Works has three goals: to address the issue of discarded fishing nets, which clog reefs and beaches, needlessly ensnare wildlife, and deplete fish stocks – and, consequently, effect fishermen’s livelihood; to support and strengthen developing economies and improve the livelihood of local, often impoverished, fishing communities; and, to establish a new stream of high-value recycled material for Interface’s core product offering, acting as a buffer against raw material volatility.

Since the program’s inception, more than 26 villages in the Danajon Bank area of the Philippines have collected over 19,000 kg of fishing nets. For every 2.5 kilos of nets collected, a family can purchase 1 kilo of rice – this could equate to approximately 4,800 extra meals per village annually on the tables of poor families. Net-Works has also established community banking systems for residents, supporting and strengthening the local, developing economy, and providing new financial opportunities for residents. Members have already taken out loans for educational needs, and tapped funds to start new forms of sustainable income, including seaweed farming. It’s a collaboration that is taking the concept of sustainability to the next level. It also brings to mind the concept of “fair trade”—a movement often associated with gourmet grocery items, and not expected of carpet tile.

On view in the Interface booth is **Net Effect™**, a collection inspired by Net-Works, and the first Interface product to incorporate fiber that includes Net-Works material. Designed by David Oakey, Net Effect calls to mind satellite images of deep oceans, swirling tides and strong, linear currents in a series of three 50 cm square tiles and three 25 cm-x-1 m skinny plank styles. A shared coastal color palette of two blues and six neutrals was drawn from the depths of the ocean, and the sun-and-salt-bleached wood and stone found on shore.

At Greenbuild, Interface will challenge visitors to its booth to share their definition of Restorative Enterprise, call out companies and organizations doing good work, and identify other activities that provide economic, social and/or ecological benefits and to follow the conversation on social media at #RestorativeIs. To further engage the design community, Interface is hosting a number of events throughout the show that take on the topics of Restorative Enterprise and social innovation. **On Wednesday, November 20** at 3:30 p.m., Interface, Staples, Dogwood Alliance and the Forestry Stewardship Council will host a briefing on **Carbon Canopy**. This newly-formed initiative provides a high quality carbon offset program to investors interested in the protection and expansion of forests. Also in-booth on Wednesday



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at 4:00 p.m. is a **meet-and-greet with Interface Vice President of Sustainability George Bandy**, who becomes chair of the USGBC Board of Directors in January.

**On Thursday, November 21, a Net-Works Panel Discussion**, also hosted in the company's booth at 11:00 a.m., will delve into how the global partnership between Interface, ZSL, and Aquafil became a model for Restorative Business. Erin Meezan, VP Sustainability for Interface, Inc., will be joined by Nick Hill, Net-Works Project Manager at ZSL, and Fabrizio Calenti, General Manager and Director, Aquafil, for an in-depth discussion on the importance of partnerships to Restorative Enterprise models in the industrialized world.

At 2:00 the company's event series comes full circle on the topic of Restorative Enterprise, spotlighting a transformative building prototype that that brings rainwater harvesting to African schools. **Interface and the Buckminster Fuller Institute will celebrate Waterbank Schools**, the winner of a special Buckminster Fuller Challenge award, created to honor the synergies between the profoundly relevant legacies of Ray Anderson and Buckminster Fuller – “two forces of nature committed to designing a world that works.” New York-based designers and social entrepreneurs David Turnbull and Jane Harrison, who head Waterbank Schools, will be on site to discuss their groundbreaking project, a transformative building prototype that that brings rainwater harvesting to African schools. Interface will provide funding and expert guidance over a six-month period to aid the project's growth. The full calendar of events, including presentations by Interface experts during Greenbuild's educational sessions, can be viewed [here](#).

To join Interface in supporting ZSL's relief and rebuilding efforts in areas of the Philippines affected by Typhoon Haiyan, visit [www.justgiving.com/InterfacePhilippinesAppeal](http://www.justgiving.com/InterfacePhilippinesAppeal)

**About Interface:** Interface, Inc. is the world's largest manufacturer of commercial carpet tile. For 40 years, the company has consistently led the industry through innovation, and now leads the industry in environmental sustainability. Interface is setting the pace for development of modular carpet using materials and processes that take less from the environment, and is well along the path to “Mission Zero®,” the company's promise to eliminate any negative impact it has on the environment by the year 2020. Interface's worldwide carpet manufacturing facilities maintain third party registration to the ISO 14001 Environmental Management System standard, and the company obtained the first-ever Environmental Product Declaration (EPD) for the commercial floor covering industry in North America. The company is recognized globally for its commitment to build environmental considerations into its business decisions. For additional information: [www.interface.com](http://www.interface.com), [blog.interface.com](http://blog.interface.com)

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