

Photo Credit: Eric Laignel



USGBC The Mohawk Group Case Study



Photo Credit: Eric Laignel

SUSTAINABLE TECHNOLOGIES AND SERVICES

To take a virtual tour of Mohawks LEED® Gold-certified Chicago Showroom go to www.themohawkgroup.com/leedshowroom.

Try out the first-of-its-kind "drag and place" program for modular carpeting images at www.themohawkgroup.com/dragandfly.

To shave weeks off of the environmental product specification process visit www.themohawkgroup.com/lpc.

For more information about our sustainability initiatives go to www.mohawkgreenworks.com.



Note: Copy repurposed and quoted with permission from Metropolis, "Ultimate Client," Suzanne LaBarre, June 2009

A Vision of Green

The new headquarters of USGBC (United States Green Building Council) is the epitome of environmental responsibility. As the original developer of LEED® (Leadership in Energy and Environmental Design), USGBC achieved Platinum level certification for its Washington, D.C.-based headquarters in July 2009. Floor to ceiling, every aspect of the 75,000 square-foot space features innovative and environmentally friendly design elements, including carpeting from The Mohawk Group.

Product shown – Ground Strata, 108 Bluestone

Since its start 16 years ago, USGBC has become the preeminent touchstone of sustainable design. And while today's uncertain economic times have forced numerous nonprofits to downsize or close their doors forever, USGBC continues to expand. In fact, it outgrew its old 25,000 square-foot office just two-and-a-half years after it opened.

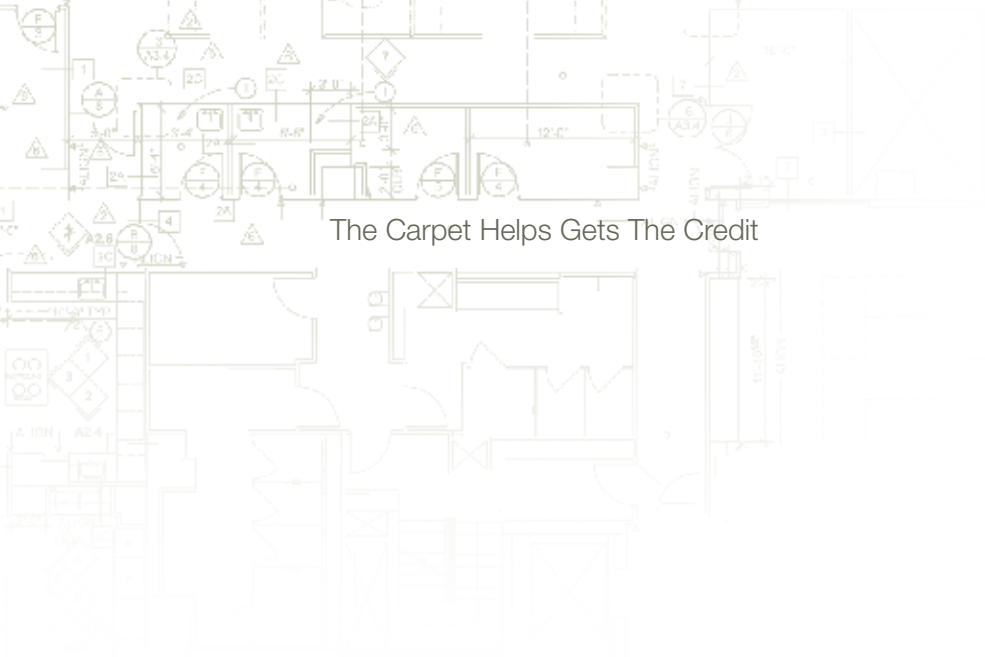
The new headquarters, situated in a 1975 office building in the Foggy Bottom neighborhood of the nation's Capital, ushers in a fresh era of discretionary architecture, in which renovated commercial interiors supplant from-the-ground-up construction—the ultimate act of recycling. The first project to be certified under USGBC's latest version of the LEED®

Green Building Rating System. It is a testament to the organization's fortitude and the resonance of its mission. It's also a signal of a significant, and perhaps more sustainable shift in green building itself: a nine million dollar aesthetic that tells you everything you need to know about where the green building movement is today and where it's headed.

USGBC gathered an ensemble of green building sages, with environmental architect Kendall Wilson of D.C.'s Envision Design, holding the baton. Marrying their ideas, the team transformed a couple of gutted floors into a thoroughly sustainable workplace—a demonstration not just of the sophistication of green building today, but also a fresh way of practicing architecture.

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The Carpet Helps Gets The Credit

Carpeting and its installation can play a valuable role in the specifying community's commitment to environmental responsibility. Specifically, it can help contribute to the maximum 69 points needed to achieve Platinum LEED®-CI (Commercial Interiors), the highest level of certification, in several areas: recycled content, rapidly renewable content, low-emitting materials and construction waste management.

valuable, post-consumer content is reclaimed at the end of a product's useful life, and becomes part of the manufacture of a new consumer product.

Materials Credit 6: Rapidly Renewable Materials

Rapidly renewable materials replenish themselves in less than 10 years and have a significantly reduced impact on land and air quality.

The Mohawk Group's products are found on the floor of a multitude of LEED® certified projects around the world including its own Gold-certified showroom in Chicago.

Materials Credit 2: Waste Management

Carpet should follow nature's organic cycle of renewal, specifying carpet that is both diverted from landfills and can be broken down at the end of its useful life into new carpet or other commercial products.

Materials Credit 4: Recycled Content Drawing upon the smallest amount of raw components, carpeting that incorporates a measure of pre- and post-consumer recycled content, as determined by total product weight including backing systems, adhesives and cushion, can contribute to LEED® certification. Pre-consumer content is reclaimed during the manufacturing process and put back into the system to once again become carpet. More environmentally

Indoor Environmental Quality Credit 4: Low Emitting Materials

Essential to helping achieve LEED® certification are carpet systems, sealant adhesives and cleaning products that contain low-emitting materials, reducing volatile organic compounds (VOC's) that contribute to air pollution. Carpet systems should also meet or exceed the Carpet and Rug Institute™ (CRI) Green Label Plus Indoor Air Quality Test Program. Products that carry the CRI Green Label Plus certification indicate that the manufacturer is committed to minimizing adverse effects on indoor air quality.

For more information about LEED® visit www.usgbc.com.

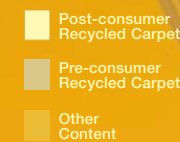
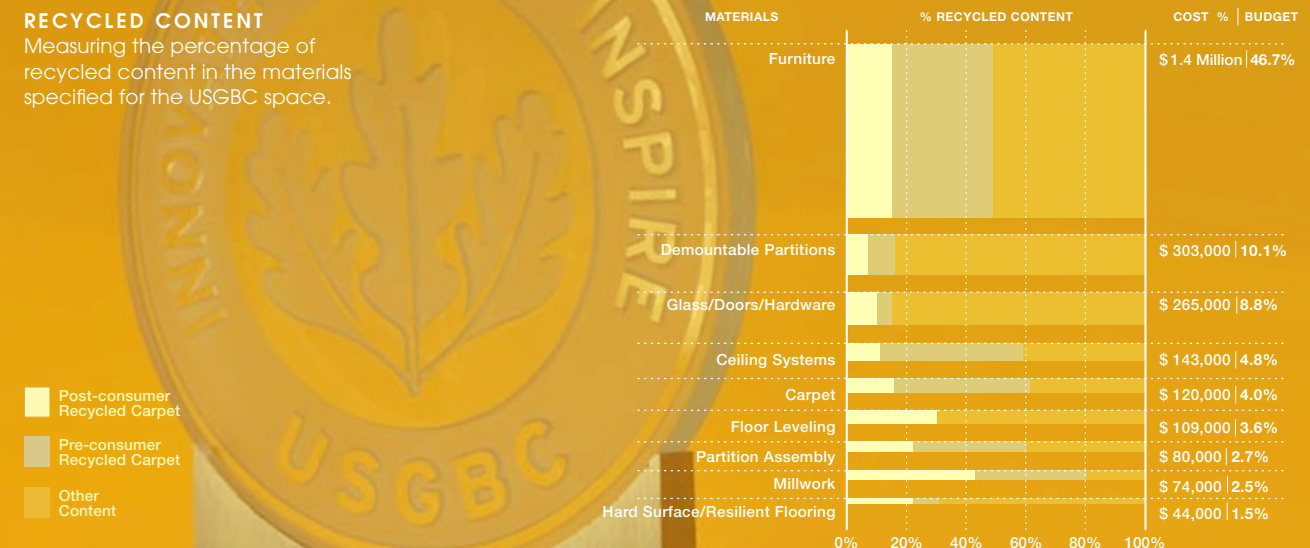


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Product shown – Ground Strata, 108 Bluestone

RECYCLED CONTENT

Measuring the percentage of recycled content in the materials specified for the USGBC space.

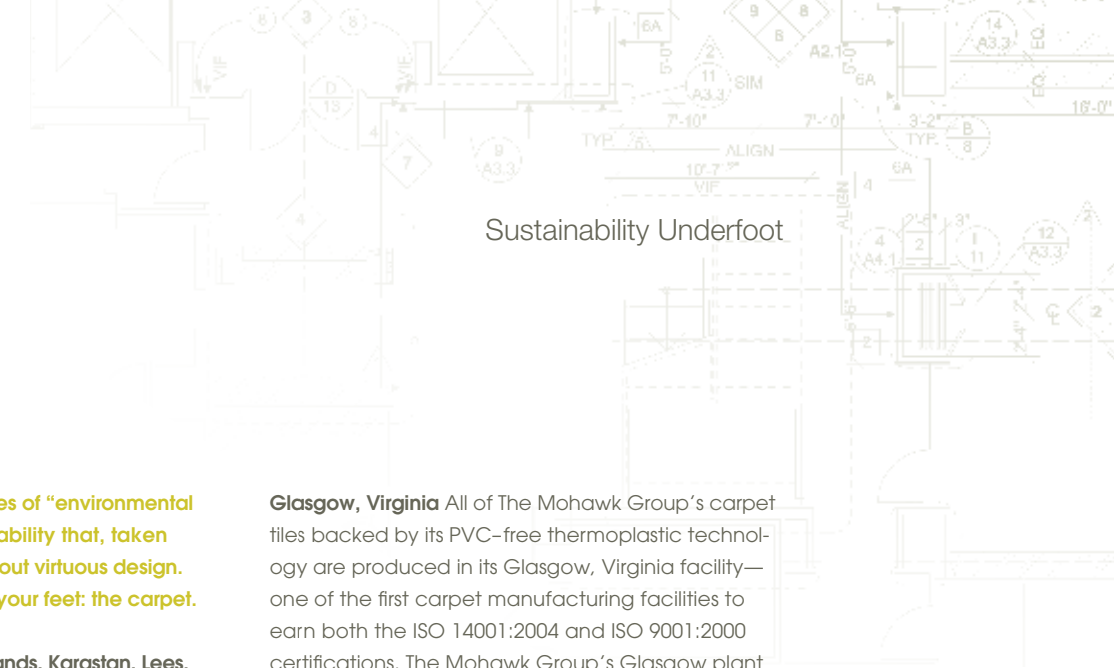


It seems only natural that the USGBC office would stand as a monument to the very movement that the group helps advance.

Photo Credit: Eric Laignel



Product shown - The Field, 507 Persian Blue



Sustainability Underfoot

In a sense, the space is a series of “environmental stories”—episodes of sustainability that, taken together, illustrate a moral about virtuous design. And part of the story is under your feet: the carpet.

The Mohawk Group and its brands, Karastan, Lees, Bigelow and Durkan is a long-time leader of its industry’s environmental movement and a pioneer in the

Glasgow, Virginia All of The Mohawk Group’s carpet tiles backed by its PVC-free thermoplastic technology are produced in its Glasgow, Virginia facility—one of the first carpet manufacturing facilities to earn both the ISO 14001:2004 and ISO 9001:2000 certifications. The Mohawk Group’s Glasgow plant is located near the scenic Jefferson National Forest. On the headwaters of the James River, the facility



GLASGOW, VIRGINIA
The Mohawk Group’s plant (shown at left) is located just 207 miles from the USGBC office. The carpet itself has 61.5 percent recycled content, plus 3 percent renewable or bio-based materials. The backing is non vinyl thermoplastic and the entire carpet tile can be recycled into new carpet backing in a single process.

design and manufacture of sustainable commercial carpeting. From the conference rooms to the open office spaces, more than 6,000 square yards of Lees’ carpet grace the floors of the USGBC’s headquarters.

PVC-Free Thermoplastic Backing Ground Strata, The Groove and The Field carpet tiles, all in subtle yet stylish neutrals, are backed by The Mohawk Group’s PVC-free (polyvinyl chloride) modular backing system—the industry’s only thermoplastic carpet tile that enables complete recyclability back into itself without separation. The low-VOC carpet tiles also incorporate 35 percent pre-consumer recycled content by total product weight and feature 28 percent less virgin raw materials than traditional PVC carpet. Additionally, Lees’ patented Duracolor® stain-resistant dye technology, is integrated into the fibers, providing permanent stain, soil and fade resistance, which helps ensure the flooring’s long life.

encompasses more than 126 acres (26 acres under one roof), equivalent to nearly 1.5 million square feet, and is regulated under Clean Air Act Class I standards and monitored by the U.S. Environmental Protection Agency, Virginia Department of Environmental Quality and the National Forestry Service.

SIMulated Sampling The Mohawk Group’s SIMs technology produces realistic high-definition, computer-generated images of custom carpet simulations. This advanced technology enabled the USGBC design team to complete the carpet specification process while minimizing the need for tufting numerous physical carpet samples. The team created simulated samples with complete color accuracy, style and application flexibility, while reducing design waste. Samples require 95 percent less water and energy than a physical sample, and save a quart of oil for each “strike off” not produced.

According to USGBC, more than 35,000 projects are currently participating in the LEED® system, comprising over 5.6 billion square feet of construction space in 50 states and 91 countries. In fact, the green building industry is projected to soar to \$60 billion by 2010.



Product shown – Ground Strata, 108 Bluestone

From time and money to natural resources and raw materials, The Mohawk Group and its parent company Mohawk Industries is wholly committed to sustainable “savings.”

Green Technologies

LEED® PLUS CALCULATOR™ Shave weeks off the environmental product specification process with LEED Plus Calculator, a Web-based tool that allows users to search building products and calculate the LEED® points, along with several other industry environmental ratings, in just minutes.

VISUALIZER™ “Try on” carpeting with the Visualizer design tool and reduce material and transportation emissions. True to its name, the Web-based application presents access to The Mohawk Group’s comprehensive library of modular carpeting images, along with the ability to view them in any installation method and in three different environments. Interested in coordinating patterns? You can see those too.

DRAG AND FLY™ Gone are the days of architects and designers searching for carpet samples, and scanning or photographing carpet tile for Photoshop simulations. A first-of-its-kind “drag and place” program for modular carpeting images, Drag and Fly is a valuable tool, streamlining the rendering process while maximizing design accuracy and reducing material waste.

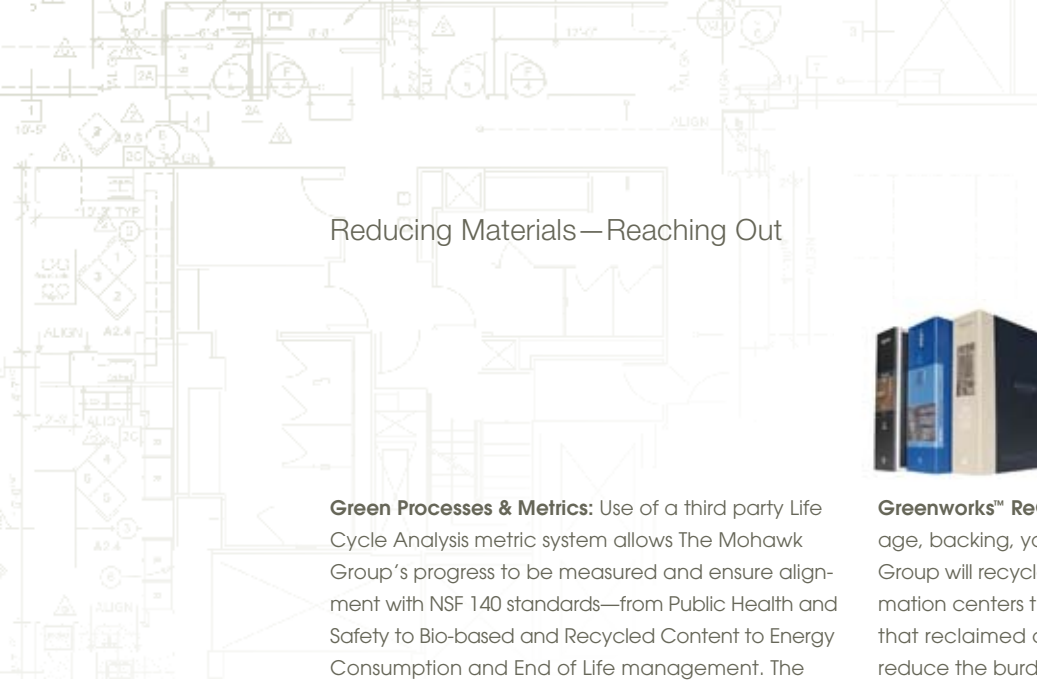


Innovative, sustainable technologies (shown L to R): Mohawk Greenworks™ on laptop screen, Drag and Fly, Virtual Showroom and LEED® Plus Calculator. For more information or to interact online and learn more about these and other technologies from The Mohawk Group, please visit themohawkgroup.com.



“We liked a number of things about the Lees modular carpet... that the carpet is manufactured regionally... We also like the Duracolor®... not to mention it’s just great looking carpet.”

Ken Wilson – Envision Design



Reducing Materials—Reaching Out



SmartBooks of the Bigelow, Lees, and Karastan brands.

Green Processes & Metrics: Use of a third party Life Cycle Analysis metric system allows The Mohawk Group's progress to be measured and ensure alignment with NSF 140 standards—from Public Health and Safety to Bio-based and Recycled Content to Energy Consumption and End of Life management. The Mohawk Group has the widest array of NSF 140 Gold- and Platinum-certified products in the industry.

SmartBook™ (Sustainable Materials and Responsible Technologies) A sustainable design and marketing initiative, the SmartBook is an environmentally responsible sampling program that uses 63 percent less virgin raw materials than traditional samples.

Greenworks™ Center A first of its kind, innovative recycling facility that processes all major types of synthetic carpet fiber—90 percent of the nation's post-consumer carpet waste—Greenworks is the only recycling program to recover 90 percent of those materials into useable products. An eco-friendly process that ensures no carpet goes to waste, the remaining 10 percent of reclaimed carpeting material will be processed into a resin that can be used by the plastics industry in a variety of consumer products such as chair components, toy parts, storage containers and more.

Greenworks™ ReCover Program Regardless of yardage, backing, yarn or manufacturer, The Mohawk Group will recycle the carpet using dedicated reclamation centers throughout North America, ensuring that reclaimed carpet is disposed of responsibly to reduce the burden on landfills and minimize the total environmental impact.

Social Responsibility

SPECIFY FOR A CURE® Since 2001, for every yard of Karastan Contract and Durkan specified carpet, 25 cents is donated to Susan G. Komen for the Cure®.

RE:WORK Originally designed for displaced architects and designers, Re:work workshops and webinars are dedicated to filling an industry void with information to assist with resume writing, interview skills, portfolio development and financial planning for these economic times and beyond.

EASTER SEALS® Nearly all of the hundreds of sample books and folders shipped are assembled by dozens of individuals who are proud to be employed by Easter Seals of Middle Georgia.



The Mohawk Group's LEED® Gold-certified Chicago showroom at the Merchandise Mart.

The Mohawk Group remains steadfast in our belief that corporate responsibility is an essential part of doing business. We address the needs of today through programs designed to focus on the health and well-being of our communities and customers. We plan for the future and strive to reduce our environmental footprint across approximately 450 locations worldwide.

In support of our commitment to sustainability, this publication is printed on Mohawk Options 100% PC paper. This paper is 100% post-consumer recycled with certification from the Forest Stewardship Council (FSC). 100% of the electricity used to manufacture Options is offset with REC's (Renewable Energy Certificates) and was manufactured with windpower.

