



## **How you can help the planet and still enjoy the durability/aesthetics of traditional flooring**

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For many of us at Flooring Liquidators, environmental responsibility has become a determining factor in the design choices we make in our homes and stores. Thanks to the growing demand for green products, those in the market for a new floor can help the planet while still enjoying the durability and aesthetics of traditional floors. Wood, carpet and linoleum are the primary green flooring options. Wood floors divide into two groups: renewable and reclaimed. Reclaimed hardwood floors are made from harvesting traditional materials, such as maple and chestnut, from demolition projects. Renewable wood floors are produced with replenishable resources, the most popular of which are bamboo, cork and Lyptus. Bamboo is unique, in that it is actually a type of grass. Bamboo grows at an extremely fast rate and is capable of replenishing itself.

Lyptus, like bamboo, grows quickly. Harvested on plantations, lyptus takes 14 years to mature, while the average tree requires 60. This fast growth rate provides a fantastic alternative to logging in old growth forests.

Cork floors require zero logging! They are typically made from the compressed bark of cork trees but can be produced from recycled products like wine corks and bulletin boards.

Recycled carpet, made from used carpet and reprocessed plastic, prevents roughly 5 billion pounds of carpet from entering landfills each year. Priced roughly the same as standard carpet, recycled carpet is more resistant to color fading and boasts greater durability than standard carpet.

Linoleum, not to be confused with vinyl, is one of the top eco-friendly flooring choices. Manufactured from rosin, wood flour, cork flour and linseed oil, its organic components allow it to safely biodegrade in landfills or serve as fuel in power-generating furnaces.

Of course, many other green flooring choices exist, and it's important to pick the one right for you. At Flooring Liquidators, our knowledgeable staff of Armstrong-certified sales technicians will help you choose an eco-friendly floor perfect for your environment.

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