

Inspirational, healthy and recyclable Tarkett supports the newly opened C2C LAB in Berlin with its wide range of Cradle to Cradle certified flooring.

BERLIN / FRANKENTHAL, September 16, 2019 - At the opening of the C2C LAB and during the subsequent C2C Summit, Tarkett made clear that the Cradle to Cradle® approach is trend-setting for the company and worth supporting. This was reflected by the keynote address of the CEO, during the panel discussion as well as by the concrete sponsorship of floor coverings for the C2C LAB.

The C2C Summit on building and architecture on September 11 at the Umweltforum Berlin provided a platform for networking, exchange and further education on "Innovative Construction & Design" as part of the "Cradle to Cradle" thinking approach. 150 representatives from the fields of construction, architecture, business and politics dealt with topics such as C2C innovations & construction, best practice examples and suggestions for the future. Berlin Building Senator Katrin Lompscher opened with welcome remarks.

At the Summit, the C2C LAB, real laboratory and C2C showroom in the heart of Berlin, was introduced and officially opened the day before. On this occasion, the Berlin Senator for the Environment Regine Günther and Canan Bayram (Member of Parliament) welcomed. Florian Pronold, (Parliamentary State Secretary, BMU) and Klaus Mindrup (Member of Parliament) gave keynote speeches and trend researcher and futurologist Matthias Horx a festive speech. Cradle to Cradle is a non-profit organisation that encourages a new way of thinking and connects people from business, science, education, politics and society with the goal of a positive image of humanity with a positive footprint.

"I am convinced that the construction industry has a key role to play in creating a circular economy model," said Fabrice Barthélemy, CEO of Tarkett, during a keynote address to the opening of the Summit. C2C principles are a source of inspiration and trendsetting, especially in the field of building materials. Myriam Tryjefaczka, Director Sustainability & Public Affairs EMEA at Tarkett, then highlighted the importance of transparency in a panel discussion and referred to the available MHS (Material Health Statements), which make a detailed list of ingredients and their assessment according to C2C criteria public: "Transparency and cooperation are important components for a change according to C2C. They relate to suppliers, the whole design process of products and also to corporate culture."

The C2C LAB is located in an East Berlin building unit made with precast concrete slabs, which was extensively renovated according to the criteria of Cradle to Cradle® during the one-year construction phase. The aim of the project is to make C2C tangible in terms of content and practical experience through the enlarged education centre as a non-governmental organisation (NGO) and real laboratory. C2C stands for the use of healthy materials that are optimised for dismantling and material cycles. Drees & Sommer, as an international consulting company for the construction and real estate sector, supports the restructuring with planning and technical expertise. Product selection and craftsmanship played a key role here. Among the other well-known supporters are for example Grohe, Lindner, Schüco and Uzin.

Tarkett is presented by its C2C products: The 3-strip oak parquet Heritage was chosen for the showroom, which is durable and inviting for a long time. In the work areas, the Desso Fields and Desso Fuse carpet tiles were laid because of the advantages for the room acoustics, which visually enrich the room with their attractive colour transition. Since Desso carpet tiles had also been laid in the previous offices of the organisation, it was decided to reuse them to a large extent and thus to realise a living circular example. The reused Desso AirMaster has a special acoustic back and also binds the fine dust from the inside air, which will make for relaxed work in the workshop room. Of course, the novelty in design flooring iD Revolution, which contains recycled PVB and has even been awarded a C2C™ certificate in gold, cannot be missed and was relocated in the second workshop room. In the kitchen, the existing ceramic tiles were preserved and a matching linoleum floor selected from the Veneto Essenza series. With a total area of 250 m², Tarkett's impressive range of C2C-certified™ floor coverings is impressive.

Please note: On November 5 a Cradle to Cradle Café will take place for the first time in Berlin. It is an initiative of Tarkett and several other companies that manufacture their products according to C2C principles. Cradle to Cradle Cafés are day seminars where various current C2C and sustainability topics are discussed with dedicated speakers. Participation is free (registration via www.cradletocradlecafe.com).



“Change the game with circular economy”: Fabrice Barthélemy, CEO Tarkett, presented Tarkett’s promising sustainability strategy to participants of the C2C Summit.

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Strong partners (from left to right): Tilo Höbel (General Manager DACH Tarkett), Fabrice Barthélemy (CEO Tarkett), Myriam Tryjefaczka (Director Sustainability & Public Affairs EMEA Tarkett), Nora Sophie Griefahn (Managing Director C2C eV), Tim Janßen (Executive Board C2C eV).

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About Tarkett

With net sales of more than €2.8 billion in 2017, Tarkett is a worldwide leader of innovative flooring and sports surface solutions. Offering a wide range of products including vinyl, linoleum, carpet, rubber, wood, laminate, synthetic turf and athletic tracks, the Group serves customers in more than 100 countries worldwide through its major brands: Tarkett, Desso, Johnsonite, Tandus Centiva, Tarkett Sports, FieldTurf and Beynon. With approximately 13,000 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to “Doing Good.Together”, the Group has implemented an eco-innovation strategy based on Cradle to Cradle® principles and promotes circular economy, with the ultimate goal of contributing to people’s health and wellbeing, and preserving the natural capital. Tarkett is listed on Euronext Paris (compartment A, ISIN: FR0004188670, ticker TKTT) and is included in the following indices: SBF 120, CAC Mid 60. www.tarkett.com