

# GO green operations

THE MAGAZINE OF SUSTAINABLE FLOORING

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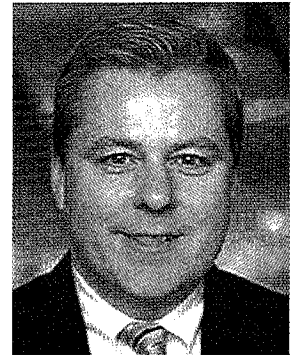
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# NWFA adopts environmental policy

BY MICHAEL MARTIN, EXECUTIVE DIRECTOR,  
NATIONAL WOOD FLOORING ASSOCIATION



A great deal of attention has been focused on the destruction of the world's forests during the past few decades. The truth is that deforestation is happening with alarming frequency. Millions of acres of forestland are harvested illegally throughout the world every year, which contributes significantly to both global warming and the destruction of wildlife habitats.

Because this activity adversely affects our environment and directly impacts the wood flooring industry by destroying the raw materials on which it depends, the National Wood Flooring Association (NWFA) worked with several environmental groups to establish an industry-specific environmental policy.

In essence, the policy states that the NWFA and its members will endorse positive actions toward the preservation of the environment. This includes initiating practices to maintain air quality, conserve water supplies, preserve the land and protect plants and

4. Advance the use of recycled, renewable and reclaimed materials wherever possible.

5. Maintain an ecological balance from the forest to the finished, installed floor.

6. Encourage the use of nonhazardous, environmentally friendly coatings and adhesives.

7. Preserve the world's forests from illegal logging by obtaining documentation of origin for all wood imported into the United States as required by the US Lacey Act.

Many of these objectives led to the implementation of the NWFA's Responsible Procurement Program (RPP), which recognizes wood flooring companies that work to sustain the world's forests. The program is completely voluntary and is endorsed by numerous environmental groups.

To further support its environmental policy, the NWFA has committed to continuing the study of forestry, manufacturing, distribution and installation practices within the wood flooring industry with the objective of perpetuating the planet's healthy forests, air and water for future generations to use and enjoy. This includes projects such as conducting a life cycle analysis for both solid and engineered wood flooring in an effort to understand their environmental impacts, and to implement procedures to improve potential environmental repercussions.

The NWFA also further reinforces this policy by supporting green building standards and rating systems that are consistent with the policy's goals and objectives. These include the United States Green Building Council Leadership in Energy and Environmental Design (USGBC LEED) Green Building Rating Systems, the Green Building Initiative (GBI) Green Globes program and the National Association of Home Builders Green Building Program (NAHBGreen). Preference is given to those systems that are science based and maintained through widely accepted consensus processes such as those set forth by the American National Standards Institute (ANSI).

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the animals that rely on them for shelter and nutrition. These initiatives are to be accomplished in a variety of ways.

Specifically, the NWFA and its members have made commitments to:

1. Promote the use of wood flooring as a renewable, environmentally friendly, sustainable flooring choice.

2. Expand the knowledge and information about the effects of wood flooring products on indoor air quality and the environment.

3. Reduce wasteful uses of natural resources.