

Azrock Tile Flooring Products by Tarkett

LEED 2009 Marketing Opportunities

LEED Rating	Category	LEED credit	Credit Name	Credit Requirement	Applicability to Azrock Tile Products	Marketing Strategies
LEED 2009 EB	Materials & Resources	Prerequisite 1	Sustainable Purchasing Policy	Have in place an Environmentally Preferable Purchasing (EPP) policy that includes, at a minimum, product purchasing policies for the building and site addressing the requirements of MR Credit 1: Sustainable Purchasing—Ongoing Consumables. This policy must adhere to the LEED 2009 for Existing Buildings: Operations & Maintenance policy model (see Introduction). At a minimum, the policy must cover those product purchases that are within the building and site management's control.	Azrock Tile's ability to address the requirements of MRC3 will contribute to the project ability to meet this prerequisite	Market the sustainable features of Asset, Advance, and Achieve as applies to a sustainable purchasing program
LEED 2009 EB	Materials & Resources	Prerequisite 2	Sustainable Waste Management Policy	Have in place a solid waste management policy for the building and site addressing the requirements of the waste management credits listed below as well as recycling of all mercury-containing lamps. This policy must adhere to the LEED 2009 for Existing Buildings: Operations & Maintenance policy model (see Introduction). At a minimum, the policy must cover the waste streams that are within the building and site management's control.	Tarkett's/Azrock's Contractor ReUse Program allows for flooring installation waste to be diverted from the construction /demolition process and recycled at Tarkett's manufacturing facility. Product contributes its portion (by weight or volume) of the total quantity of waste generated/diverted during construction /demolition process. See MRC9	Market Contractor ReUse program
LEED 2009 EB	IEQ	Prerequisite 3	Green Cleaning Policy	<p>Have in place a green cleaning policy for the building and site addressing the following green cleaning credits and other requirements:</p> <p>Purchase sustainable cleaning and hard floor and carpet care products meeting the sustainability criteria outlined in IEQ Credit 3.3: Green Cleaning—Purchase of Sustainable Cleaning Products and Materials.</p> <p>Purchase cleaning equipment meeting the sustainability criteria outlined in IEQ Credit 3.4: Green Cleaning—Sustainable Cleaning Equipment.</p> <p>Establish standard operating procedures addressing how an effective cleaning and hard floor and carpet maintenance system will be consistently utilized, managed and audited. Specifically address cleaning to protect vulnerable building occupants.</p> <p>Develop strategies for promoting and improving hand hygiene, including both hand washing and the use of alcohol-based waterless hand sanitizers.</p> <p>Develop guidelines addressing the safe handling and storage of cleaning chemicals used in the building, including a plan for managing hazardous spills or mishandling incidents.</p> <p>Develop requirements for staffing and training of maintenance personnel appropriate to the needs of the building. Specifically address the training of maintenance personnel in the hazards of use, disposal and recycling</p>	Azrock's Achieve tile allows for alternative cleaning procedures that reduce exposure of building occupants and maintenance personnel to potentially hazardous contaminants	Azrock's Achieve SVT Tile product, utilizing the high speed burnishing method of maintenance, will not only reduce labor, water and janitorial product costs, it will significantly reduce exposure of building occupants to potentially hazardous chemical (cleaning) agents
LEED 2009 EB	IO	Credit 2	Innovation in Operations	<p>Path 1. Innovation in operations (1-4 points)</p> <p>Achieve significant, measurable environmental performance using an operations, maintenance or system upgrade strategy not addressed in the LEED 2009 for Existing Buildings: Operations & Maintenance Rating System. One point is awarded for each innovation achieved. No more than 4 points under IDc1 may be earned through PATH 1—Innovation in Operations.</p> <p>Path 2. Exemplary performance (1-3 points)</p> <p>Achieve exemplary performance in an existing LEED 2009 for Existing Buildings: Operations & Maintenance prerequisite or credit that allows exemplary performance as specified in the LEED Reference Guide for Green Building Operations & Maintenance, 2009 Edition. An exemplary performance point may be earned for achieving double the credit requirements and/or achieving the next incremental percentage threshold of an existing credit in LEED. One point is awarded for each exemplary performance achieved. No more than 3 points under IDc1 may be earned through PATH 2—Exemplary Performance.</p>	The Design Team could make a case for the measurable environmental benefits for installing building materials that save janitorial labor costs, water costs, and improved indoor air quality	The environmental benefits of Azrock Achieve (SVT) tile could be measured in a number of areas and should be marketed for the savings realized. Measurable areas include ongoing janitorial labor costs; water use savings, wastewater runoff reductions, and indoor air quality improvement.