



WITH  CARBONCORE

Inspired by nature, designed for you.

WWW.ECONOVAFLOORS.COM



Inspired by nature, designed for you.

The core environmental problems with LVP flooring lie with the large carbon footprint left in the atmosphere due to the intrinsic properties of the PVC used in the manufacturing process. The inability to reuse and/or properly recycle LVP products means they will not decompose in landfills leaving an environmental hazard that will last generations.

Until now...

Our patented CarbonCore™ technology is proven to reduce harmful chemicals in your environment by up to 44% and is designed to decompose over time unlike any other LVP product on the market. We are proud to be the only manufacturer with an existing hard surface solution that addresses indoor emissions as well as end-of-life-cycle concerns in the landfill.

Find out how CarbonCore™ can be your Green Surface Solution.

1ST IN CLASS, ONLY IN CLASS.

The journey to more sustainable business practices is ongoing, as is our commitment to running our business in a way that provides consumers innovative products that promote a greener and more eco-conscious lifestyle.



by SCS Certified.

ECONOVAFLOORS.COM



PET FRIENDLY
SAFE FOR KIDS
STYLISH COLORS

A FLOOR THAT
CLEANS THE AIR
AROUND IT AND
REDUCES ITS
CARBON FOOTPRINT
OVER TIME.
LITERALLY.



EASY TO CLEAN
DURABLE
WATERPROOF



CARBON^(CORE) FAQs

Considering the innovative nature of CarbonCore™ in relation to other hard surfaces on the market, it is important to understand the basic concepts behind the materials used within the production process, where they come from and how they are made. It is the construction of the material itself that sets it apart from the rest and help further reduce the carbon footprint generated.

FAQ

WHAT IS ACTIVATED CARBON?

Through a specific high-temperature firing process, CarbonCore™ forms a large number of high-density pores, which greatly improves the adsorption capacity of CarbonCore™.



WHY DO YOU USE BAMBOO IN YOUR PRODUCTS?

Compared to an equivalent tree mass, bamboo produces 35% more oxygen and research has shown that bamboo can absorb as much as 12 tonnes of carbon dioxide per hectare per year. That's some real carbon sequestration!

Depending on variety, bamboo can grow at a rate of 3 feet per day and can reach full maturity in only 1 to 5 years which is considerably faster than the fastest growing trees.

WHAT'S THE DIFFERENCE BETWEEN CHARCOAL AND BAMBOO CHARCOAL?

The specific surface area of CarbonCore™ is 10 times that of ordinary charcoal and 4 times that of ordinary activated carbon.

WHAT IS CARBONCORE™?

CarbonCore™ is patented technology using a proprietary blend of activated bamboo charcoal that cleans the air around it reducing the level of harmful chemicals in any environment.

WHY USE CARBONCORE™?

Simple- to promote a better living and work environment. It is our goal to provide you products engineered to reduce the harmful emissions produced by day to day items and offer a cleaner alternative to every other click-based LVP product currently on the market.

WHAT DOES CARBONCORE™ DO?

While absorbing formaldehyde, CarbonCore™ can degrade formaldehyde and release negative oxygen ions.

WHAT DOES CARBONCORE™ NOT DO?

- Clean smoke straight out of the air
- Absorbs dust out of the air
- Replace the need air purifiers
- Is not tested to reduce carbon monoxide

WHAT IS FORMALDEHYDE?

Formaldehyde is a colorless, flammable, strong-smelling chemical that is used in building materials and to produce many household products. Although it is a naturally occurring gas found in many organic matter, prolonged exposure can cause adverse health effects including cancer. Regrettably, it is found in many household objects including:

Furniture	Electronics	Paint
Ceilings	Door fittings	Insulation
Flooring	Appliances	Cleaning materials
Subflooring	Smoke	Fertilizers
Cabinetry	Walls	Cosmetics

HOW DOES IT WORK IF CARBONCORE™ IS WATERPROOF?

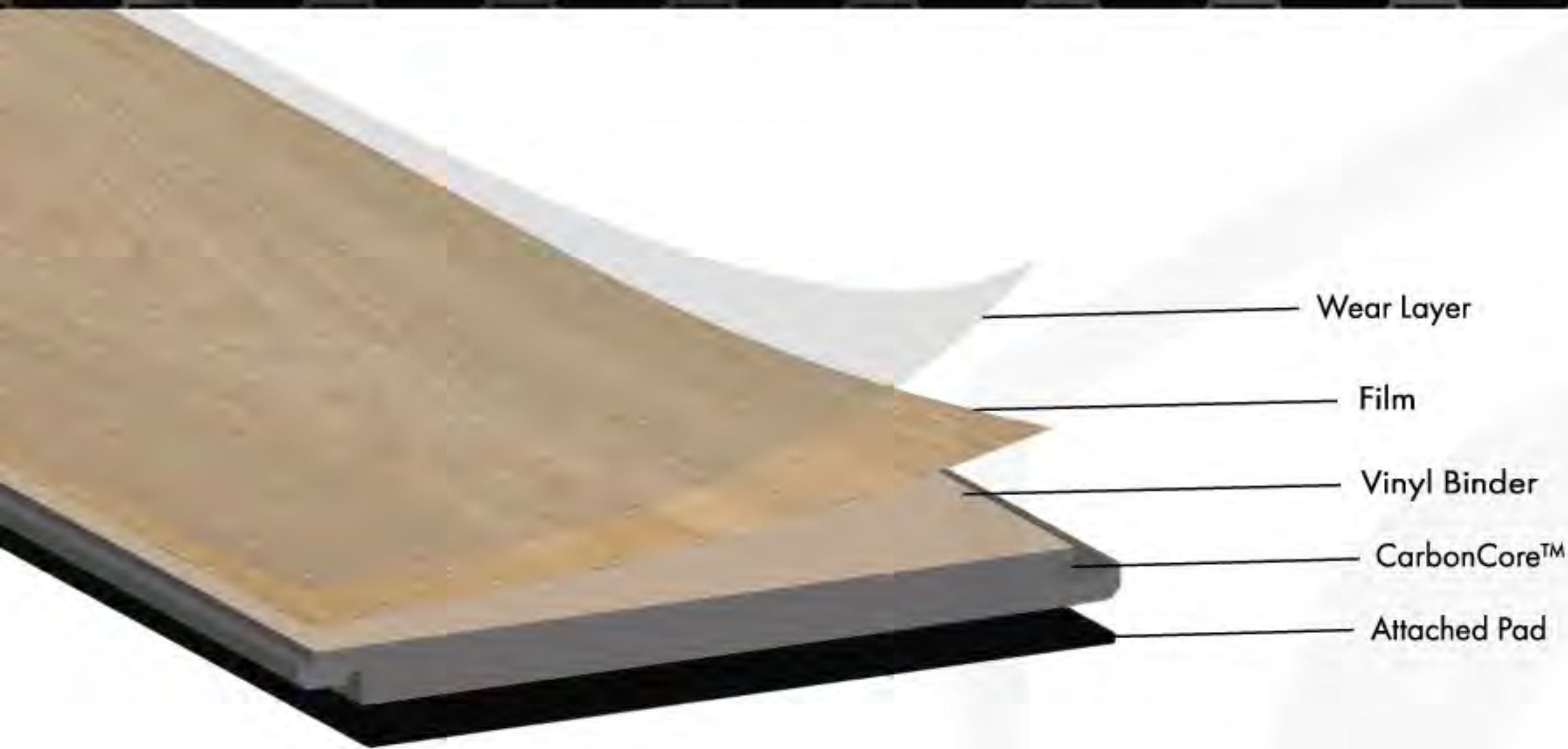
Like all floors in our category, CarbonCore™ is *waterproof* yet not 100% *airtight*, which means air molecules will permeate over time allowing our floors to work for you.



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SPECIFICATIONS



BENEFITS



Air Purification



Durability



Sound Abatement



Value



Easy to Install



WaterProof



Scratch-Resistant



Pet-Resistant

CONSTRUCTION

This Rigid Core platform uses proprietary Uniclic® locking system technology, passes all ASTM tests in its class and meet the requirements set forth under the CARB II program established by the California Air Resource Board.

WARRANTIES & CERTIFICATIONS

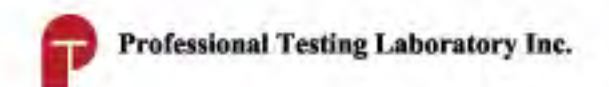


PRODUCT SPECIFICATIONS

Nominal Plank Size:	8.9" x 60"
Construction:	CarbonCore™
Thickness:	8mm
Installation:	Floating
Wear Layer:	20mil
Edge:	Painted-Beveled
Locking System:	Uniclic
Underlayment Attached:	Yes
Class:	ASTM F1700, Class III Type B
Finish:	UV-Polyurethane
Permeability:	Waterproof
Flooring Type:	Resilient
Square Feet per Carton:	25.95
Planks per Carton:	7
Cartons per Pallet:	40
Square feet per Pallet:	1,038

PERFORMANCE & TESTING

Formaldehyde	ASTM D6007	Passes
Short-Term Indentation	ASTM F191	Passes
Residual Indentation	ASTM F3261	Passes
Dimensional Stability	ASTM F2199	Passes
Chemical Resistance	ASTM F925	Passes
Heat Resistance	ASTM 1514	Passes
Light Resistance	ASTM 1515	Passes
Static Load	ASTM 970	Passes
Radiant Flux	ASTM 648	Passes
Smoke Density	ASTM E662	Passes
Heavy Metals	ASTM F963	Passes
Phthalates	ASTM F3414	Passes
STC	ASTM E90	53
IIC	ASTM E492	61



COLORS



RHYOLITE
CC8-RY-6



PUMICE
CC8-PU-1



BASALT
CC8-BA-4



SLATE
CC8-SL-5



QUARTZ
CC8-QU-2



FLINT
CC8-FL-3



Introducing a revolution in flooring and air purification.

Built on our patented CarbonCore™ Technology, this oversized 8.9x60in plank creates a whole category in flooring that shifts the environmental expectations every human should expect from their surfaces.



FLOORS THAT WORK FOR YOU



FLOORS FOR A GREENER LIFESTYLE



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BAMBOO SOURCING & CONSTRUCTION

Our facility is a pioneer in its field and has been responsibly procuring bamboo and developing bamboo based products for over 30 years. Our R&D teams' bespoke process provides an alternative 'core' that uses less PVC throughout and is demonstrably biodegradable over time.

FLOORING MANUFACTURING FACTORY

Once the CarbonCore™ itself is ready, our flooring manufacturing plant follows the strictest construction procedures inline with the rest of the industry and does not procure products from the Uyghur Region of China.



BUILD IT GREENER





ECO-IMPACT

STRATEGIC PARTNERS

In the spirit of innovation and with the desire to provide a cradle-2-cradle solution, we are actively working with a number of strategic partners whose sole purpose is to help us evaluate and reduce the life cycle impact of our flooring products. What we have is unique and special- but as with everything in the flooring industry, there is plenty of room for improvement.

HEALTH & MATERIALS

The health of people and the planet are foundational to our approach to materials. When it comes to green chemistry, we design our products and facilities to reduce or eliminate hazardous substances to the best of our ability and have established a long-term commitment to continually improve our processes from top to bottom.

TRANSPARENCY

At CarbonCore™, the health of people and the planet are foundational to our approach to materials. When it comes to green chemistry, we design our products and processes to reduce or eliminate hazardous substances.





RHYOLITE
CC8-RY-6



BASALT
CC8-BA-4



SLATE
CC8-SL-5



QUARTZ
CC8-QU-2



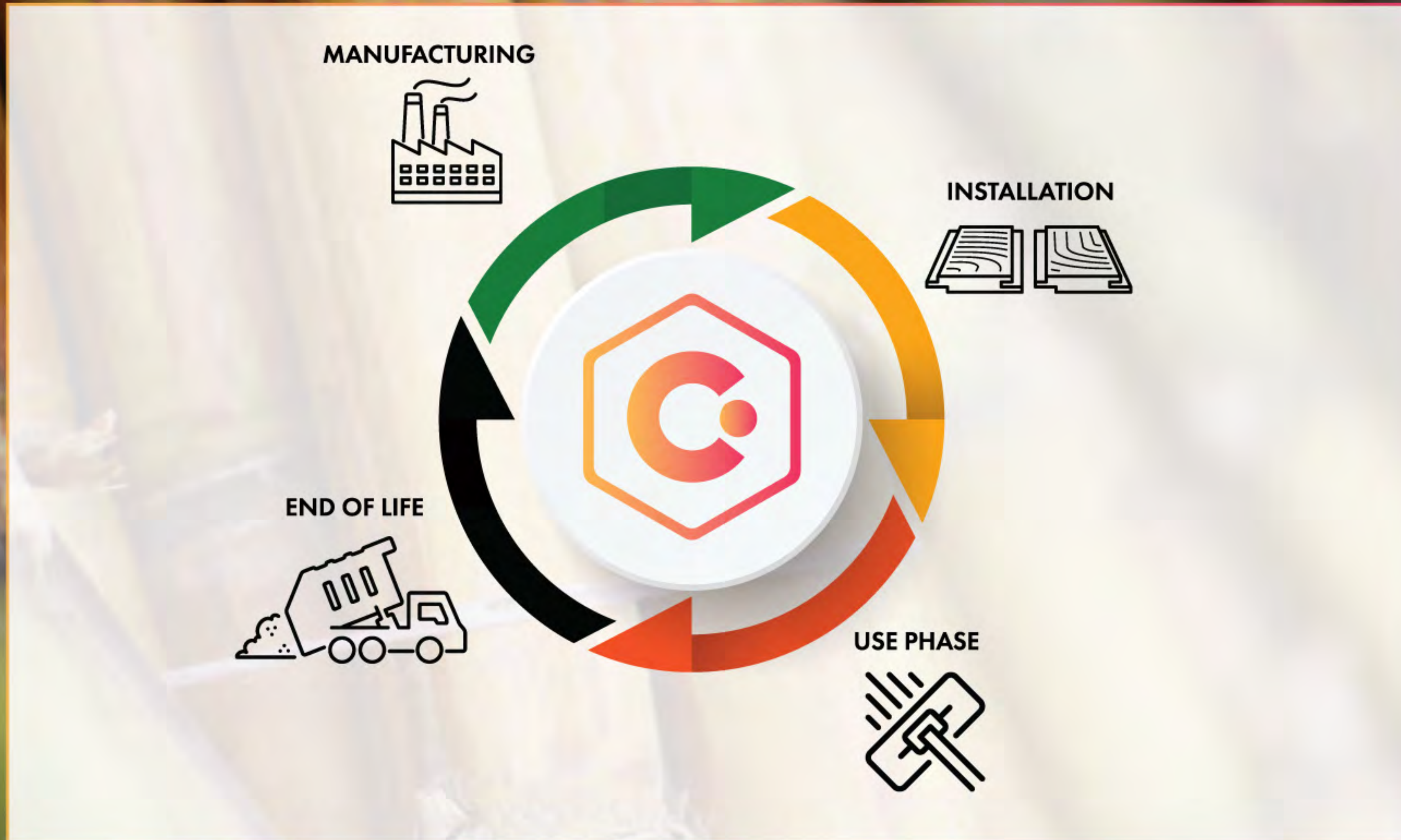
FLINT
CC8-FL-3

PUMICE
CC8-PU-1

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CIRCULAR ECONOMY

It is our purpose to look at the bigger picture environmental issues associated with LVP flooring and find meaningful ways to decrease the negative environmental impacts of our products throughout their entire life cycle. We are actively working with a variety of strategic manufacturing partners to improve every step of our production process.





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THE ONLY FLOOR THAT CLEANS THE AIR AROUND IT AND REDUCES ITS CARBON FOOTPRINT OVER TIME. LITERALLY.

