

## TREADING THE EARTH LIGHTLY

### *Estrie™ Launches New Environmentally Friendly Flooring Solution*

The green movement has profoundly influenced the design concepts of the country's leading commercial architects, designers and manufacturers. This newfound corporate ecological wisdom contributes to a healthier work environment, minimizes impairment of our world's resources and exceeds current building and health and safety standards. With the introduction of new green designations like *LEED®* and *GreenSpec*, it is no wonder why corporate America is choosing to reduce its carbon footprint. Leading the way to a greener building future, flooring alternative manufacturer **Estrie™** is expanding its product lines by introducing **Viera**, the next generation of eco-friendly, non-PVC/no VOC flooring.

"The success of **Stonescape**, our first eco-friendly line, was just the start for Estrie as the new line, **Viera**, will further exceed the industry's expectations for new flooring solutions," said Marketing Manager Mark Tickle. "This tile emits no volatile organic compounds (VOC), has the same environmental benefits as Stonescape and does not marginalize the world's food resources – a new concern entering the green building marketplace."

Developed in 2007, Viera was introduced formally to the industry at the Neo Con Show in Chicago in June 2008 and will be available for purchase in October 2008.

Product highlights include:

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| <b>MATERIALS</b>     | Viera is a brand-new, PVC-free alternative to vinyl composition tile (VCT) with absolutely no VOC emissions. This resilient flooring is made from limestone, natural pigments and a non-PVC polymer, is free of other halogens and plasticizers, emits no volatile organic compounds and is made up of 45% pre-consumer recycled content. |
| <b>COLOUR</b>        | Viera combines multiple color tones in a subtle tone-on-tone visual to create a contemporary 20-color palette.  |
| <b>ADHESIVE</b>      | In addition to the pressure sensitive primary adhesive, Estrie has introduced a new non-VOC adhesive ideal for areas exposed to high heat and humidity in excess of 90° F or areas with consistent heavy rolling loads.   |
| <b>CERTIFICATION</b> | Viera is FloorScore certified.  |
| <b>WEIGHT</b>        | Viera is 16 x's greater indent resistant compared to VCT (tested by the American Standard Test Method F-970). It could not be shattered or cracked by a drop ball test (a bowling ball dropped at approx. 42-43" high).   |
| <b>MAINTENANCE</b>   | Viera requires less regular surface treatment (stripping and waxing) than VCT, resulting in lower VOC emissions, energy consumption and lower impact on waste water systems.  |

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| <b>SOUND</b> | Viera has an incredible ability to reduce sound resonance and has noise absorption properties – the acoustics received a 12dB (decibels) rating during product testing. |
| <b>FIRE</b>  | Viera is a superior smoke and flame resistant product that meets ASTM-648/662 Class A requirements.   |

**About Estrie™**

Estrie™, a division of American Biltrite (Canada) Ltd., is a progressive manufacturer of commercial and residential flooring products serving the diverse needs of Americans. The company constantly seeks to optimize present quality standards and develop new products for existing and future markets. For more information about Viera, Stonescape and other quality flooring products visit [www.american-biltrite.com](http://www.american-biltrite.com) and click the Estrie™ product link.