

Why we focus on sustainability

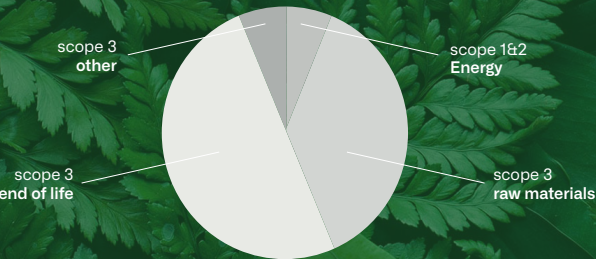
At Beauflor, we are in a position to make a big difference and set an example by reducing our carbon footprint. This requires us to invest in many projects on different levels, ranging from the materials we use in production, to our product design to end-of-life solutions. It's innovation with purpose, challenging ourselves to look for tomorrow's solutions. By being transparent, we can continue moving forward one development at a time!

From idea to concept

The goal is simple: to decrease the carbon footprint of our products.

To know how to get to our goal, we needed to know where we were at today. Looking at our raw materials, we saw they represented over 35% of our product carbon footprint. And approximately 40-45% of those raw materials are made of PVC.

As PVC is the biggest of our raw materials used, we investigated alternatives in the market.



Integrating PVC made from biocircular attributed resources

Indeed, PVC as we know it is produced using fossil crude oil and plain salt. The PVC we use for Twilight is also made with oil and salt, but instead of crude oil, an oil from biocircular* attributed resources is used. In our case, we buy PVC made from used cooking oil and tall oil from forestry residues, both ISCC+ certified at origin.

*biocircular = oil from bio origin, which is at its end of life and would normally get burned

Research



In our search and study to reduce our product carbon footprint, we made a cradle-to-gate LCA of an average vinyl flooring collection of Beauflor to have an accurate base (instead of sector data from generic EPD's).

Next, the effect of using the biocircular attributed PVC's was calculated. For this LCA calculation, primary environmental impact data, received from the suppliers directly and having performed themselves third party verified LCA's or EPD's on their PVC's, was used.

The result was a cradle-to-gate LCA of Twilight, demonstrating a 40% reduction in CO₂ emission per m² compared to the cradle-to-gate LCA of our conventional Beauflor product for residential applications.

Verification



The LCA study made for Twilight is a cradle-to-gate LCA (A1-A3) in conformance with ISO 14044 and following the requirements of EN15804+A2. It is third party verified by the accredited controlling agency "Fishwick Environmental", with over 16 years of experience in the field.

Note: We do not claim full conformance with this standard, as that would require that we draw up a full EPD. But an EPD has not yet been generated or published because the current LCA performed is cradle-to-gate only, not cradle-to-grave.

Note to our clients: comparison of LCA's and EPD's should always be performed by a third party expert, since LCA's and EPD's of different products often differ in technical specifications, standards used, datasets used and scope definition.

[Download the CFD – Carbon Footprint Declaration of Twilight](#) ↗

Certification



To ensure full transparency and traceability of our claim, every partner in the value chain must prove these volumes of biocircular attributed raw materials bought/sourced and also the volumes used into their product.

So did our supplier, and the suppliers of our supplier, ensuring accurateness throughout the value chain. We are using this PVC made from biocircular attributed and ISCC+certified resources into our production and allocated these volumes to the Twilight collection according to the mass balance chain of custody principle.

The volumes used represent 100% of the PVC in the Twilight collection. This was third party verified during an ISCC+ Audit on 25th April 2024 in our production plant, which received full compliancy by the controlling agency.

[Download ISCC+ certification for BIG Floorcoverings](#) ↗

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The first vinyl flooring
for your home with
100% biocircular attributed PVC

