

## PRESS RELEASE

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### **Florida Tile Inc. Announces GREENGUARD Certification**

LAKELAND, FL--(Marketwire - November 28, 2007) - Always an innovator in the ceramic tile industry, Florida Tile is pleased to announce that it is the first tile manufacturer to have its products certified for low chemical emissions by the GREENGUARD Environmental Institute (GEI). The GREENGUARD Certification has been awarded to Florida Tile's floor tile, wall tile, and stone products, indicating that they meet strict requirements for maintaining healthy indoor air in homes, businesses, and commercial buildings. In addition, Florida Tile's products have met the more stringent standards required for the GREENGUARD Children and Schools certification, which complies with the State of California's requirements for low-emitting materials used in schools and healthcare facilities.

The GREENGUARD Certification program is an industry independent program for evaluating low-emitting products and materials. With so many companies claiming to be 'green,' the certification provides objective assurance that Florida Tile's products contribute to healthy indoor air quality. Architects working with the National Association of Home Builders (NAHB) and the US Green Building Council's LEED® sustainable building guidelines can specify Florida Tile's products to achieve points as part of the indoor air quality section.

In addition to commercial applications, the GREENGUARD Certification assures our customers who are having tile installed for them or doing it themselves that the Florida Tile products they are buying will not contribute to indoor air pollution in their homes. "The USEPA ranks indoor air pollution as one of the top five risks to human health," says GEI CEO Carl Smith. "By offering low-emitting products, Florida Tile provides homeowners the opportunity to install materials that contribute to a healthy environment for their family."

Florida Tile's commitment to the environment involves both its processes and products. An important part of that commitment is independent evaluation of our products to give our customers objective metrics when they are choosing flooring. In addition to low chemical emissions, Florida Tile products are hypoallergenic and resist mold growth. "We are proud to lead the industry in setting higher standards for green certification and in maintaining the highest level of safety for our customers," says Massimo Barbari, Executive Vice President of Sales and Marketing for Florida Tile.

The GREENGUARD Environmental Institute (GEI) was founded in June of 2001 to establish a true third-party product certification program based on proven emissions standards. More than 150,000 products have earned GREENGUARD Certification, allowing architects, designers, and purchasers a convenient way of quickly determining low-emitting products for indoor environments.

Florida Tile is a leading ceramic tile manufacturer and distributor serving the premium segment of the US market. With its state-of-the-art production site, its national distribution center, 25 directly owned branches and a number of strong distribution partners, Florida Tile is one of the most important players in the American building materials industry. To find a Florida Tile dealer near you, visit [www.floridatile.com](http://www.floridatile.com)

For any additional inquiries about Florida Tile's GREENGUARD initiative, please contact Dan Marvin.

For any additional inquiries about GREENGUARD please visit [www.greenguard.org](http://www.greenguard.org)

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