

what you stand
on says a lot
about what you
stand for.

 J+J | INVISION **EnAct**



EnAct[®]

[environmental action]



return, reuse, recycle, reduce



fully recyclable modular backing



finding the most beneficial end-use for your reclaimed carpet



a simple internet-based solution for instant product sustainability values



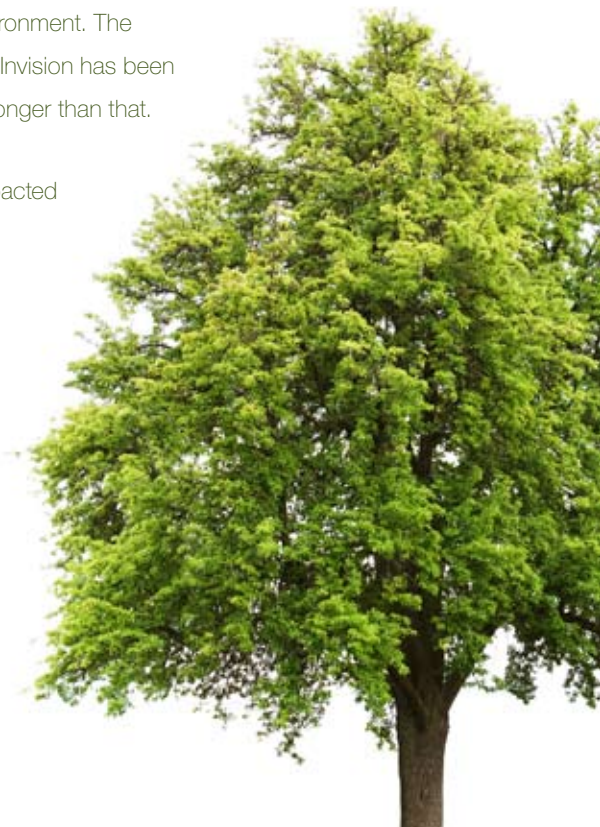
our campus-wide effort, among all associates, to encourage and support working and thinking with social responsibility and product sustainability concerns in mind

the
environment
is important
to us
because
we live in it.

Our sole purpose is to bring vision in-line with reality for architects, designers and end-users – freeing them from compromise. And do it in a way that is sustainable and doesn't negatively effect the environment. It is for this reason that we created EnAct (Environmental Action): our organization-wide focus on reducing, recycling, reusing and creating a healthier, more sustainable environment. The program officially began in 1991, but J+J/ Invision has been working with the environment in mind far longer than that.

Five areas our efforts have particularly impacted and reduced are:

- Greenhouse gas emissions 19%
- Water consumption 30%
- Electrical consumption 10%
- Solid waste management 44%
- Natural gas consumption 6%



RETURN
REUSE
RECYCLE
REDUCE



a visionary solution to return, reuse, recycle and reduce all carpet samples and architect folders.

It doesn't require a psychic or palm-reader to know you possess architect folders and carpet samples that you no longer want or need. And divining further into the future — you will one day possess more. Welcome to the solution. It's called R4® (return, reuse, recycle, reduce) — created with the goal that no architect folders or carpet samples will reach a landfill. What's unique about R4? J+J/Invision is the first and only carpet manufacturer to take back **any** carpet samples (folders or pieces — even customs) from **any** manufacturer — and all at **no cost** to our customers. Why do we spend our money to take back other manufacturers' samples? First, because we strongly believe that no carpet architect folders or samples should be land-filled — ever! Second, by recycling other manufacturers' carpet samples at no cost we simplify our customers' lives — while doing the right thing environmentally. And when we receive J+J/Invision samples back through the R4 program — those samples are refurbished and returned to our sample inventory to be re-used on other projects. On average we recycle/reuse 7000 pounds of samples per month.

CARPET RECLAMATION PROGRAM



Take it back? Absolutely.

We will take your worn carpet and guarantee that it will not reach a landfill, regardless of original manufacturer, type or fiber content. With about five billion pounds of discarded carpet being land-filled every year, we are determined to do all we can to quickly and dramatically reduce that number. We strive to find the most beneficial end-use for your reclaimed carpet. In fact, we will even pick it up — just call and leave the rest to us. Sustainability and responsible environmental stewardship is an integrated part of our product planning and manufacturing process—not just an afterthought to enhance customer perception.

Step 1: Call J+J/Invision Account Services at 1.800.241.4586.

Step 2: Get a quote within 24-48 hours.

Step 3: Recycle your carpet. We'll facilitate the containers and shipping and provide you with a detailed certificate of recycling.

J+J/Invision is a founding member of the CARE (Carpet America Recovery Effort™) Network.

* J+J/Invision is not responsible for demolition of post-consumer carpet.



The modular, PVC-free backing from J+J/Invision—built for an enduring and infinitely recyclable life.

An endless “echo” of usefulness. J+J/Invision products backed with eKo® contain less backing materials—that means less embodied energy. In fact, it’s 33% LIGHTER than PVC backing. That makes it good for the environment and your budget.

Recycled content is another eKo asset. This revolutionary backing is manufactured using post-consumer and pre-consumer recycled content. eKo modular carpet tile is NSF/ANSI Standard 140-2007 Platinum certified – the first multi-attribute ANSI standard for environmentally preferable building materials in the construction industry. And what may be most appealing of the eKo backing system’s many environmentally friendly elements is it’s designed to provide closed-loop recyclability.

eKo backing provides lifetime warranties for delamination strength, tuft bind strength, dimensional stability and moisture barrier. To make things even easier, for a minimal charge, J+J/Invision will take back all eKo products at the end of their useful life.

Think green. Think eKo—a virtually perpetual “echo” of sustainable environmental goodwill.



Dramatically simplifies the search, evaluation and documentation for environmentally sound products manufactured by J+J/Invision.

Evaluating and documenting products and projects in accordance with LEED® GGHC, Labs21, NSF/ANSI Standard 140-2007 and various other environmental protocols can seem like a full-time job. ecoScorecard changes all that. J+J/Invision was the first commercial carpet maker to provide ecoScorecard—an internet-based tool that enables architects, designers and end-users to search, evaluate and document products based on varied environmental parameters. ecoScorecard provides an objective evaluation based on a wide array of accepted protocols using an embedded algorithm. Literally within seconds, the user sees a comprehensive accounting of how the product contributes to selected environmental criteria. No phone-tag, extended email exchanges, faxes or need to contact a sales associate—just near-instant results and green documentation. And the user can create password-protected project folders and store search information for future use.

For more information on ecoScorecard, visit www.jj-invision.com





campus green

Since 1991, J+J/Invision has pursued an ambitious, wide-ranging effort at its corporate campus and among all associates to encourage and support working and thinking with social responsibility and product sustainability in mind.

Awards:

- Pollution Prevention Partner (P3)
- Georgia Clean and Beautiful / Industry Recycling Award
- Keep America Beautiful Business / Industry Recycling Award
- Best Places to Work in Georgia 2008 – Georgia Trend Magazine
- 2009 Family Business of the Year – Cox Family Enterprise Center at Kennesaw State University and Georgia Trend Magazine

Some of these efforts include:

- All products are manufactured in an ISO 14001:2004 certified facility.
- Three backing systems are NSF/ANSI Standard 140-2007 certified. eKo® – Platinum, PremierBac™ Plus – Gold, TitanBac®Plus – Gold.
- Members of The Designers Accord – a global coalition of designers, educators, researchers, engineers, and corporate leaders, working together to create positive environmental and social impact.
- Partnering with Dow Chemical Company to produce latex backing with LOMAX™ Technology – an innovative solution that uses landfill gas as renewable energy.
- Ongoing goal of sending zero waste to landfills.
- Recycling of our own post-industrial solution dyed nylon extrusion waste.
- Shipping of carpet tiles on reusable pallets, not in cardboard boxes.
- In-plant recycling of paper, cardboard, strapping, backing, roll wrap, aluminum cans & other metals.
- Virtual sample program employing Tryks® (Simulated Strike-Offs).
- ColorLoc Plus® available on many of our products, allows many harsh stains to be cleaned using only water.
- Recycling Center and convenient containers for employees (free of charge for home and work).

J+J/Invision commits to being an industry leader in reducing pollutants and minimizing our environmental impact on air, water, and land. We will abide by all relevant regulations and company-subscribed requirements, in addition to continually improving our practices in light of advances in technology and environmental science. Additionally, sustainability and reclamation will be the hallmarks of our product design and development.

We hold each associate responsible for environmental awareness and protection, while promoting cooperation and coordination among industry, government, and the public toward the shared goal of reducing waste by recycling.



J+J | INVISION
uncompromising

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