



## Environmental Initiative

### History and Parameters

Vector Concepts has been an Environmental advocate in the Dallas/Ft. Worth arena since 2005. Early in 2006, Vector presented the Architectural and Design Community their first program, 'Ask Questions...Get the Truth', to encourage the manufacturers to be more accurate in their environmental claims and to challenge the design community to expect more transparency and less green washing.

This presentation was followed with 'Cradle-to Cradle'(Note 1), based on using less natural resource in the production process while producing and consuming less product.

Moving forward to 2007, Vector's theme @ Metrocon(Note 2) was 'Ask Me About Green Flooring' which included numerous sustainable and recyclable floorings and a Glossary of LEED(Note 3) and Environmental terms.

In 2008, with the continued support of CARE(Note 4), the Starnet membership(Note 5) and TCR(Note 6), Vector Concepts established their Environmental Initiative as follows:

- a) Zero landfill distribution by 2011;
- b) Zero margin on reclamation services;
- c) Presentations of 703 NSF/ANSI 140(Note 7)  
CEU Course for the Architectural and Design community.

We believe that this initiative will inspire the specification of Green Flooring, (even when the end user chooses to not seek LEED Certification of the project). Vector Concepts' owners and staff are dedicated to making an Environmental difference and transcend our current environmental commitment into the future.

#### *Reference Notes:*

- (1) *Cradle to Cradle* - book written by William McDonough;
- (2) *Metrocon - TX/OK Trade Show held in Dallas in August;*
- (3) *LEED - (Leadership in Energy and Environmental Development) - an organization that sets a standard for certification of Environmental specifications for buildings;*
- (4) *CARE (Carpet America Recovery Effort) - flooring reclamation organization initiated by Starnet;*
- (5) *Starnet - national co-op to support small flooring dealers;*
- (6) *TCR (Texas Carpet Recycling) - Dallas based carpet reclamation service provider;*
- (7) *NSF/ANSI 140 - Third party certification of carpet based on construction, sustainability, lifecycle cost analysis (LCL) and disposal (reclaim/recycle).*