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CBC Flooring's New Installation Accessories and EcoBox Packaging Help Contractors "Green Up" Projects

Company Offers New Sustainable Adhesives and Packaging

COMMACK, NY — Not only do CBC Flooring's new installation accessories tell a great green story, their packaging does as well.

As part of its EcoVision policy to seek out and source the most sustainable flooring products available, CBC Flooring is now offering a family of environmentally friendly flooring adhesives and accessories which come in recycled packaging called EcoBox. These new products offer superior performance, are solutions to critical installation challenges and may contribute to LEED® credits on a project.

"We are committed to finding not just flooring products, but accessories that fit our vision of reducing waste, using recycled material and contributing to LEED credits," said Chip Braulick, senior marketing manager for CBC Flooring. "Our EcoBox packaging and the products packaged in it are designed to do just that."

Four new accessories are part of the EcoBox family of products:

- CBC 5100 Recycled Limestone and Homogeneous Tile Adhesive – A pressure-sensitive adhesive which contains a remarkable 22 percent recycled content, including 20 percent post-consumer.
- CBC 5000 Premium Resilient Flooring Adhesive – An installer-friendly adhesive that performs as both a wet-set and pressure-sensitive adhesive with enhanced performance. Ideal for both rubber sheet and tile as well as commercial sheet vinyl and luxury vinyl tile.

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- CBC 5600 Hurry Up! Concrete Moisture Sealer – Designed to work with CBC 5000 where excessive moisture levels and/or alkaline levels exist. Raises the RH value to 90 percent and alkali to 11.0 pH.
- CBC 5700 Cover Up! Cutback and Adhesive Residue Encapsulator – A high strength acrylic polymer compound formulated to isolate cutback, multipurpose, pressure-sensitive and other types of old adhesive residue that could affect the bond of the new floor.

All products contain zero calculated VOCs and contribute to LEED IEQ Credit 4.1 for Low-Emitting Materials – Adhesives, and all have virtually no odor making them suitable for use in sensitive environments like healthcare and educational settings.

The packaging, EcoBox, is made of recycled fiber and is 100 percent recyclable. Its plastic liner weighs just .23 pounds. In comparison, a plastic bucket and lid, the traditional container for adhesive, weighs 2.6 pounds in a landfill.

The new packaging allows adhesive to be squeezed from the liner, reducing the amount of residue left behind. The amount of adhesive left in an EcoBox liner averages .25 pounds, as compared to 1.7 pounds of residue in a plastic bucket. In addition, the liner can be tied off and saved for future use, further reducing waste.

EcoBox also gives flooring contractors and installers the convenience of on-site disposal of their cardboard packaging waste. Statistics show about 600 million plastic pails end up in landfills per year. Most job sites do not allow for disposal of these types of containers.

“With less waste in our landfills, everyone benefits,” said Braulick.

About CBC Flooring

CBC Flooring, headquartered in Commack, NY, is part of CBC (AMERICA) Corp., the North American subsidiary of the CBC Group based in Japan. CBC (AMERICA) Corp. is the largest organization of CBC’s companies, with divisions in security products, chemicals and pharmaceuticals, flooring, and plastics and resins. CBC Flooring brands TOLI International, CERES PVC-Free Flooring, Indelval rubber flooring, Salto Exceptional Flooring and Halo Floors all share a strong sense of responsibility to the environment in which we live and work; and support the responsible stewardship of resources and the preservation of the air, water, earth and its inhabitants. All CBC Flooring brands are both ISO 9001 and ISO 14001 compliant.

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