

Preverco Green Policy



«Protecting the environment and helping to conserve the Earth's natural resources is a high-priority objective at Preverco. We recognize the importance and responsibility of doing our part to reduce the environmental impact of the hardwood flooring we manufacture. Hardwood floors are by definition greener than any other floor covering.»

As a company, we need to set forth and follow guidelines for sustainable development and have thus created a green policy to elaborate on these guidelines, covering every manufacturing process and directing every employee within the company.

From the earliest stages of product design through manufacturing, use and recycling, we ensure our activities and products are environmentally sound. The objective of this policy is to attain a high level of "environmentally-friendly" products, services, and corporate activities at Preverco.

We will promote environmental burden reduction by adhering to the following three guidelines:

1. Our efforts are pursued throughout all corporate activities.

1.1. Preverco intentions is to purchase environmentally preferred products.

1.2. Preverco will purchase goods and services that promote environmental sustainability, and that have fewer or reduced effects on the environment compared with competing products.

1.3. Preverco will recycle office material, as well as raw materials during the manufacturing process.

2. Our efforts are pursued throughout the entire product life cycle.

2.1. Preverco will promote environmentally-friendly design

Beginning with the product design phase, Preverco will reduce the environmental impact of our products, being mindful of the quantity of raw materials, type and recyclability of materials, and energy consumption required for manufacturing and use, as well as the ease of recycling.

Our commitment to developing hardwood flooring that contributes to reduced environmental impact has inspired Preverco to invest 10 million dollars in a new plant to create a greener product. This product is below the strictest international VOC (Volatile Organic Compounds) emanation's law

2.2. Preverco will promote green procurement

At Preverco, we believe that the authentic beauty of hardwood flooring is inextricably linked to a profound respect for the environment and the natural resource from which our products are made. That's why Preverco encourages environmentally responsible harvesting and works with companies that emphasize selective cutting and reforestation.

All North American hardwoods are environmentally green. All hardwood harvested in North America is under government regulation, both in Canada and in the U.S. There are no illegal logs in the market whatsoever. That is true whether a forest is FSC certified or not.

Preverco is currently under audit to become an FSC certified manufacturer, even if the lumber Preverco purchases are coming from areas with strong government regulations.

2.3. Preverco will promote green packaging

We always use recycled carton and reduce the number of faces used in our packaging. Our flooring is well protected, although we use a minimum amount of material.

2.4. Preverco will promote energy reduction and greenhouse emission reduction

At Preverco, 99.9% of the wood we purchase is used in one way or another.

Some wood is burned in our kilns. As you know, burning wood is deemed to be carbon neutral under Kyoto. Furthermore, we burn it in high efficiency burners, and dust collectors are used to filter the combustion gases before they are exhausted. Burning our own waste reduces our use of other energies (natural gas, electricity, etc.) and contributes to the reduction of greenhouse gases.

Wood residues from our operations not burned in our kilns are recycled in various industries. Some will be used for farming. Other wood is used to build products such as soundproofing panels, or will be made into HDF and MDF panels and moldings. The key point is not so much what the wood is used for, but rather

the fact that the wood is used and fewer trees need to be cut. That being said, cutting trees is not bad in itself; rather it is the fuel and energy used to do this that needs to be reduced.

More on trees:

All trees are not equally good for the environment. In fact, the usefulness of a tree varies throughout its lifecycle. A young, growing tree consumes more CO₂ than it emits. A mature tree is carbon neutral. An old tree generates more CO₂ than it consumes and is therefore bad for the environment. Furthermore, when a tree is harvested, dried and used to make something like flooring, it keeps the CO₂ that is trapped within it. This is good for the environment. On the other hand, when a tree dies in the forest and rots, this releases all the CO₂ contained in the wood back into the atmosphere...that's not a good thing. The moral of this lifecycle story is that to be environmentally optimal, a forest MUST be harvested. Only in that way can we capitalize on all the "good" phases of a tree's lifecycle, while avoiding the bad ones. By harvesting (under regulation of course), we maximize the quantity of young trees that capture CO₂, we trap more CO₂ in our construction material, and we reduce the quantities of old and rotting trees that generate CO₂.

3. We give overall consideration to economic and social implications

Preverco knows that the future depends on today. Our environmental philosophy is simple—use materials wisely and without waste. Preverco is a proud financial partner of government agencies that share these goals.