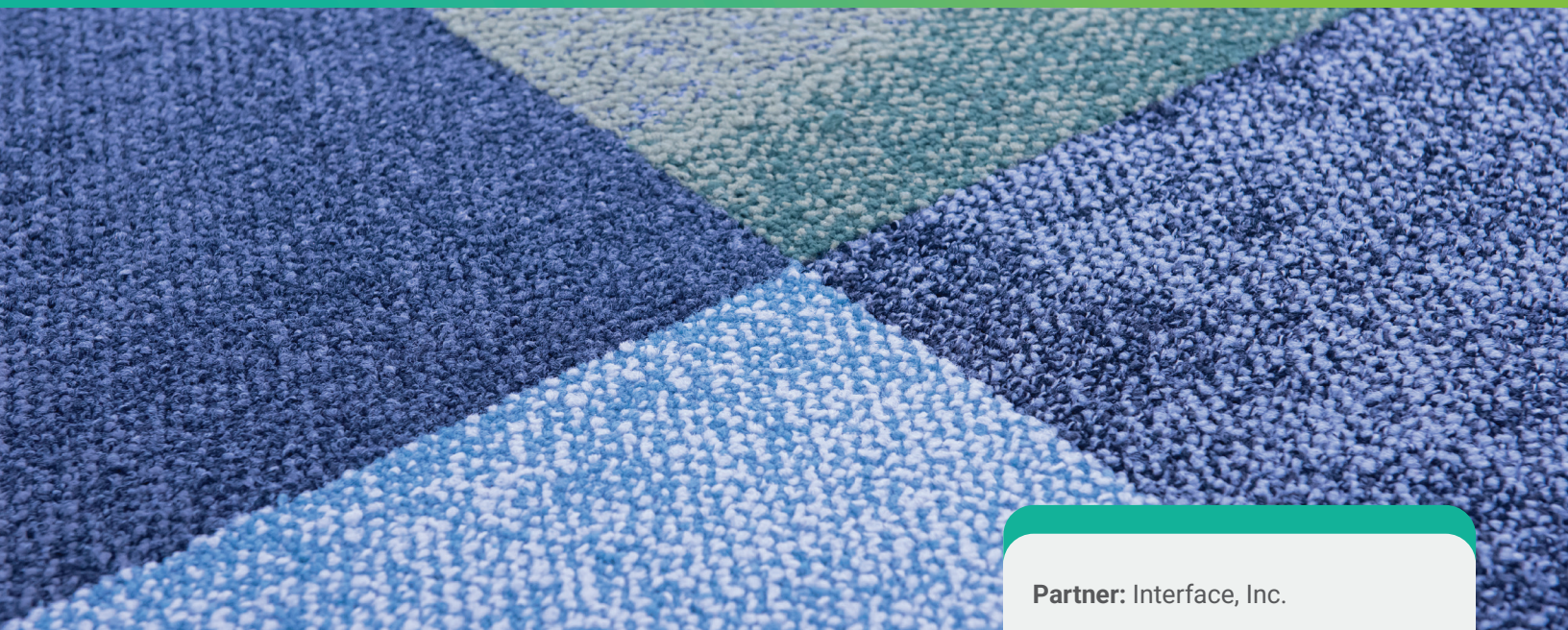


FROM CARBON REDUCTION TO CARBON ADVANTAGE: RETHINKING MATERIALS IN FLOORING



Manufacturers are under increasing pressure to deliver measurable sustainability improvements while maintaining product performance. By collaborating with Kraton, Interface developed an innovative carpet tile backing that combines verified environmental benefits with the durability and transparency today's market demands.

CHALLENGE

Sustainability expectations continue to evolve, requiring manufacturers to move beyond incremental improvements, such as recycled content and waste reduction. Interface recognized that traditional carpet tile backing materials still relied heavily on virgin petrochemical inputs, limiting opportunities to further reduce product carbon footprints while meeting growing customer, regulatory, and specification requirements.

To support its Mission Zero initiative, Interface needed a solution that could replace virgin petrochemical materials, reduce overall product carbon footprint, maintain product performance and manufacturability, and provide credible environmental data to support transparent reporting through Environmental Product Declarations.

Partner: Interface, Inc.

Market: Adhesives, Flooring

Product(s): Pine Chemicals

Highlights

- Replaced virgin petrochemical materials with advanced bio-based alternatives
- Carbon-negative carpet tile backing with verified life cycle data
- Supported transparent Environmental Product Declarations
- Reduced dependence on fossil-based raw materials

SOLUTION

Interface partnered with Kraton to develop a collaborative, data-driven approach focused on material innovation and measurable environmental performance. Kraton provided advanced bio-based materials derived from renewable resources, global research and development expertise, technical support across Europe and the United States, and life cycle assessment capabilities.

Life cycle assessments became a critical component of the project, allowing Interface to measure environmental impact across the full product life cycle and support Environmental Product Declarations with consistent, high-quality data. The collaboration resulted in the development of CircuitBac Green, enabling Interface to reduce dependence on fossil-based raw materials while maintaining product performance and providing transparent sustainability data for customers and specifiers.

IMPACT

The collaboration produced CircuitBac Green with up to 87% recycled and bio-based content and a carbon negative profile that stores more carbon than is emitted during production. The product also generated strong market interest following its European launch while reducing dependence on fossil-based raw materials.

Beyond the product itself, the project demonstrated how verified life cycle assessments and cross-industry collaboration can help manufacturers strengthen sustainability reporting, support ESG commitments, and provide decision makers with greater confidence in environmental data.

CONCLUSION

Interface’s collaboration with Kraton demonstrates how advanced bio-based materials, verified life cycle data, and cross-industry collaboration can help manufacturers move beyond carbon reduction toward measurable environmental value. The project highlights the growing importance of transparency, material innovation, and data-driven sustainability in product development.

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Up to
87%
recycled and
bio-based content

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