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## **Action Floor “SCORES” an Industry First: Negative Carbon Footprint Certification.**

(MERCER, WI) Action Floor Systems, manufacturer of premium hardwood maple and supplier of synthetic sports floors, has been certified as a Negative Carbon Footprint provider following a Life Cycle Assessment conducted by the University of Wisconsin and Carbon Clear, an international independent auditor of manufacturing carbon profiles. Action Floor Systems is the only Maple Flooring Manufacturer Association (MFMA) manufacturing member to receive this independently audited accreditation.

Action's Negative Carbon Footprint certification reflects a sustainability-based manufacturing model, with verified adherence to ISO 14000 series standards (ISO 2006). The company's own third party-verifiable SCORES program (Sustainable Construction Of Renewable Engineered Surfaces) has driven the push for minimizing environmental impact from all aspects of the manufacturing process.

“This is a game-changer,” says Tom Abendroth, Action Floor president. “Our ongoing efforts to assess and address our environmental impacts and establish groundbreaking best practices have landed us in a position that's all our own in the industry.”

“Carbon footprint” refers to the net sum of carbon waste in the form of carbon dioxide (CO<sub>2</sub>) released into the atmosphere through all of an entity's activities. These include raw material acquisition, transportation, manufacturing processes, energy usage, waste and emission management and other factors. An overall negative carbon footprint can be achieved by critically assessing and reversing all carbon waste associated, either directly or indirectly, with all activities, and taking steps to offset carbon emissions through forestry replenishment and new growth.

Abendroth adds, “Achieving a carbon neutral footprint has been the Holy Grail for many manufacturers, but through our recycling, re-use, conservation and reforestation efforts, we have actually attained a carbon negative standing. It is an extraordinary achievement.”

Action Floor's SCORES sustainability model has led to the company being registered on the Collaborative for High Performance Schools (CHPS) product database, and Action products contribute toward LEED® EQ 4.3 Low-Emitting Materials certification (LEED Green Building Rating Systems).

Action Floor Systems manufactures high-performance hardwood sports floor systems, constructed of hard maple grown exclusively in northern Wisconsin and Upper Michigan. The company also offers Herculan® polyurethane synthetic systems, RexCourt® vinyl sheet, ReFlex® recycled rubber flooring products, and AirRide floor cover systems. For more information, contact Action Floor Systems, 4781 North U.S. Highway 51 Mercer, WI 54547-9708 Phone 1.800.746.3512 Fax 715.476.3585 E-mail [info@actionfloors.com](mailto:info@actionfloors.com) or visit [www.actionfloors.com](http://www.actionfloors.com)

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