



# On sustainability

More about nora's initiatives and actions

**nora**<sup>®</sup>  
by **Interface**<sup>®</sup>

# Long-term commitment to environmental protection

nora is part of the internationally operating floor covering manufacturer Interface and we strive to make our high-performance products in healthier and more responsible ways every day, from using our certified environmental management system to use less water and energy in our production facilities to rigorously evaluating every ingredient we use.

We spend most of our everyday lives in closed rooms, so choosing the right floor covering is important for our experience. nora floor coverings are made of materials that have been carefully selected for low emissions to indoor air. These materials include high-quality natural and industrial rubber, minerals from natural deposits and colour pigments. nora introduced its environmental management system in 1996 and has been certified in accordance with ISO 14001 since 2008.

Environmental protection and healthy living have long been core components of our company philosophy. Becoming part of Interface in 2018 has enabled us to raise the bar even higher by joining their initiatives such as Climate Take Back and programmes with the goal of becoming a carbon negative company by 2040.

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### 1996

- Establishing our Environmental Management System

### 2008

- First published life cycle analysis of noraplan 913 and norament 926

### 2011

- nora as the first resilient floor covering manufacturer to publish Environmental Product Declarations (EPDs)

### 2017

- Cradle to Cradle SILVER certification of the main product lines noraplan and norament

### 2020

- Development of fully recyclable noracare floor covering

### 2006

- nora as the first resilient floor covering manufacturer to receive Blue Angel and Greenguard Gold certifications

### 2010

- Introduction of nora system blue – an installation system with all components being Blue Angel certified.

### 2016

- First Indoor Air Comfort Gold certifications

### 2018

- All electrical energy from renewable sources

### 2023

- PEFC-certification of natural rubber
- Cradle to Cradle GOLD certification for selected colours of noracare
- nora's first Bio-attributed Polymers in commercially available flooring

Note: Detailed certificates can be seen on our website.



# Interface sets Science Based Target to reduce absolute emissions 50 percent by 2030

In September 2021, Interface and nora as part of it became the first flooring company to have our ambitious greenhouse gas reduction targets validated by the Science Based Targets initiative (SBTi). This important third-party validation acknowledges that our goals to reduce emissions by 2030 are at the right ambition level to address global climate change.



### What is a Science Based Target?

A coalition of environmental organizations called the Science Based Targets initiative (SBTi) reviews company commitments to reduce greenhouse gas emissions in line with scientific criteria to keep the planet at safe temperatures.

If a company's targets are ambitious enough, the SBTi validates the targets as science based. Over 4,000 companies globally have committed to set an SBT and around 4,300 targets have been approved. We joined this important group of leaders in October 2021.

### About Science Based Targets

- Company is obliged to report all GHG emissions.
- Avoided emissions do not count toward science based targets.
- Target year for reduction between 5 and 15 years from base year.
- The target must include Scope 1 & 2 and Scope 3 if they exceed 40 % of the company's total carbon footprint.
- Target must be in line with what is required to maintain temperatures on earth at a safe level.

### Why has Interface committed to a Science Based Target?

To hold off some of the worst climate impacts and avoid irreversible damage to our societies, economies, and the natural world, we must keep the planet's temperature increase to 1.5 degrees. This requires halving greenhouse gas emissions by 2030 and hitting net-zero emissions by 2050. It will take governments and companies working together to accomplish this. By setting SBTs, Interface supports the global climate protection goal of the Paris climate agreement.

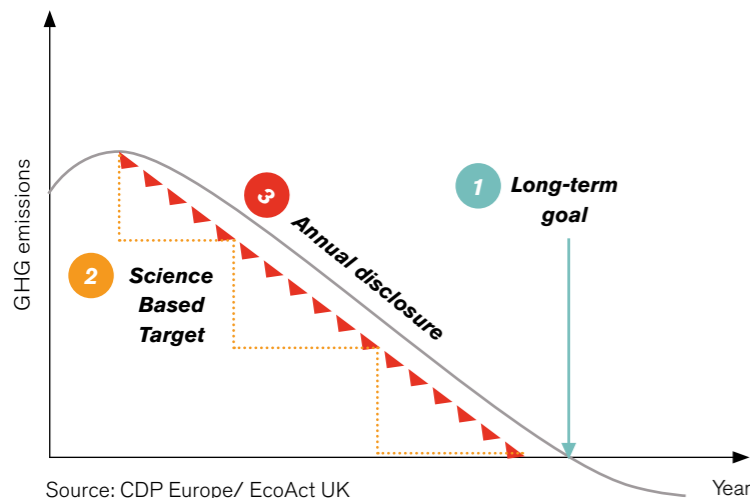
Setting a Science Based Target is a natural step for Interface. We are a recognized sustainability leader, and we have already pledged to reverse global warming through our Climate Take Back mission. Our Science Based Target – which we're working to achieve by 2030 – is an important step on the way to become a carbon negative enterprise by 2040.

### Our Commitment

Interface has set a Science Based Target to halve our company CO<sub>2</sub> emissions by 2030. We also have set a target to halve the CO<sub>2</sub> emissions of the biggest part of our supply chain emissions by 2030. Our science-based target would be aggressive for any company, but Interface is adopting this on top of aggressively reducing the Greenhouse Gas (GHG) emissions from our business by more than 96 percent since 1996.

Through various initiatives, nora rubber floors contribute to attaining these ambitious goals and help to reduce GHG emissions. This supports the path towards a pioneering achievement: sustainable production of rubber flooring.

## WE'VE COMMITTED TO BECOME A CARBON NEGATIVE COMPANY BY 2040.



- 1 Long-term goal:** A net-zero long-term goal provides certainty about the direction that the company will follow and serves as a north-star for long-term strategic decisions.
- 2 Science Based Target:** Science Based Targets ensures that the company is taking shorter-term action to reduce emissions at a pace that is consistent with keeping warming below 1.5°C / well-below 2°C.
- 3 Annual disclosure:** Climate disclosure provides transparency about the progress that the company is making to meet its long-term and medium-term goals.

Source: CDP Europe/ EcoAct UK



# We're 'all in' on solving the climate crisis – with carbon reductions, not offsets.

Absolute emission reduction is critical to meet the climate crisis. We're backing up our words with more investment in solutions that accelerate carbon reduction and storage, rather than offsets.



© nora

**Interface is taking a bold step in our sustainability journey to focus on direct carbon reductions, not offsets, to meet the urgency of the climate crisis.**

We have more work to do to become the most sustainable company in the world. We've made incredible progress in our sustainability journey, and we'll keep innovating and improving to reach our carbon negative goal by 2040. We are investing more in critical R&D and innovation projects focused on direct action and impact, rather than offsets, to meet our ambitious objectives.



Natural and synthetic rubber provides the basis for our products.

© Elmar Witt



# Prevention and reduction of greenhouse gas emissions

## Full measurement of greenhouse gas emissions

The carbon footprint of our rubber floor coverings in every phase of our products' life cycles is measured, evaluated and verified annually by an independent third-party certification company. The methodology is in line with the Greenhouse Gas Protocol (GHG Protocol, Product Life Cycle Accounting and Reporting Standard in accordance with ISO 14064-1). To measure greenhouse gas emissions, we look at the entire supply chain, from the sourcing of raw materials and production (including transport) to the products' use over 20 years and end of life.

We are continuously working to prevent and reduce greenhouse gas emissions at our global production site in Weinheim and in our supply chain. Some examples of the measures we have introduced follow below.

## Material selection and use

We replace our raw materials with bio-based and recycled materials (one example for bio-based material is bio-attributed synthetic rubber, which makes up to 9% in selected products).

Cooperative sustainability workshops with suppliers.

The carbon footprint is evaluated as a key decision criterion for purchasing raw materials.

## Energy and water

In 2018, we switched to 100% renewable electricity for our Weinheim site.

We transitioned our internal transportation fleet to electric vehicles.

The water consumption for the Weinheim site was reduced by 90% from a 1996 baseline.



## Manufacturing process

We reviewed our manufacturing processes to reduce waste and increase material efficiency. For example, the optimization of our sanding process led to a reduction of 15% sanding residues for our main noraplan production line.

We increased the efficiency of nora's production with measures such as double use of release paper for roll materials and more precise blank production for tile materials.

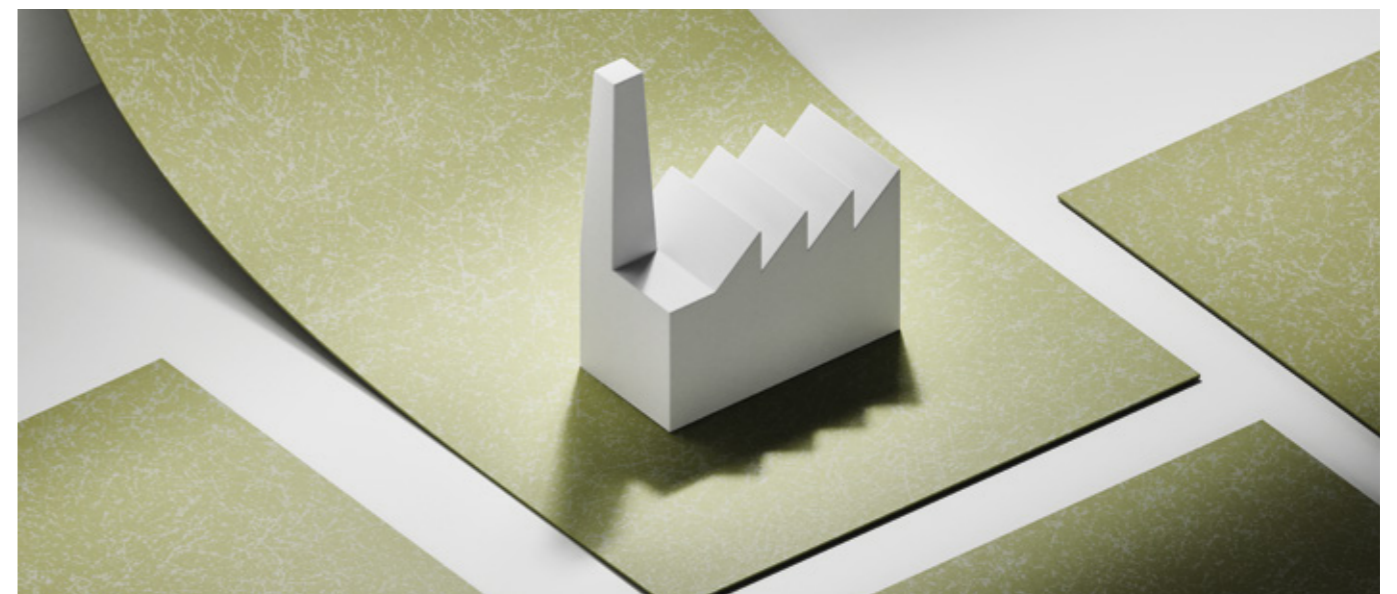
## Innovation and new product development

We use post-production materials for backing dual-layer nora products (norament 992 and norament 975 LL) and for acoustic foam for noraplan acoustic.

We are currently experimenting with circular raw materials (e. g. sanding dust, offcuts and off-spec materials) for their possible inclusion in future rubber products.

With our innovative flooring, noracare, we have developed a fully recyclable product for the circular economy.

We include post-production waste in noracare flooring.



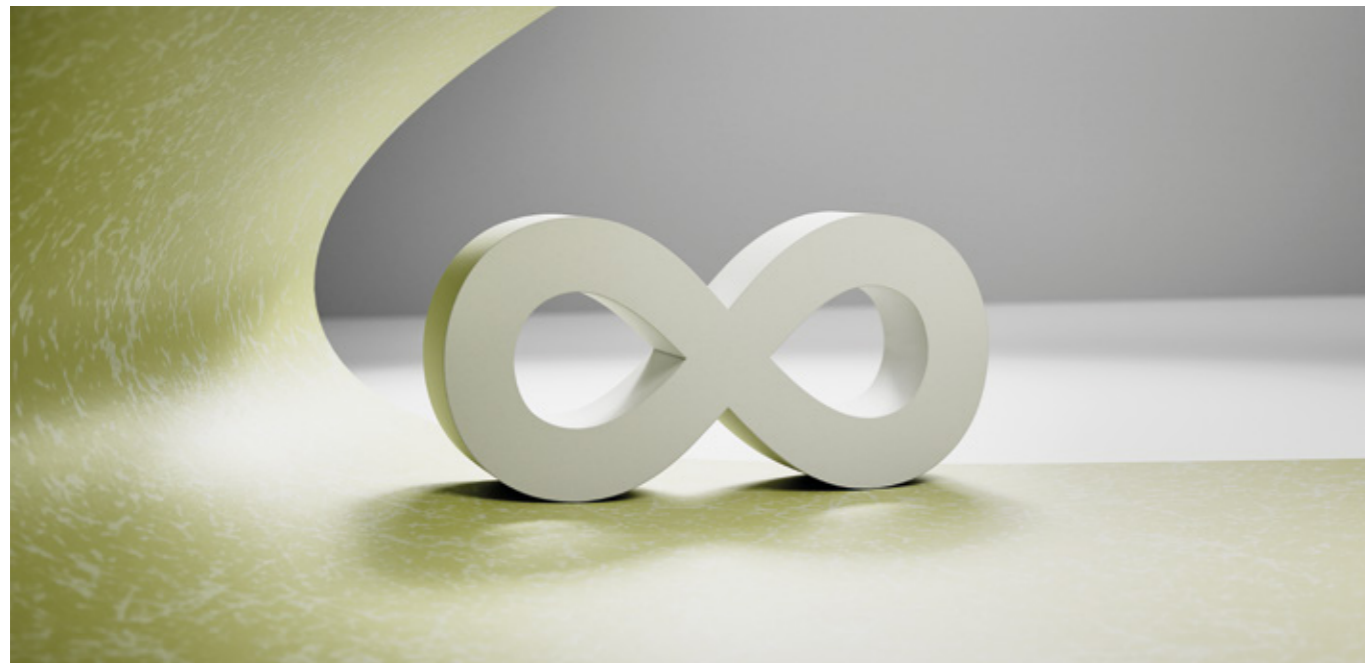
# Circular Economy

## Long life cycles, repairability, and restorability

nora strives to minimise the life cycle impact of our products and values a holistic approach. We actively endeavour to close the loop by recycling and reusing materials whenever possible, reducing the negative impact on the environment and health throughout the product's life cycle.

The circular economy focuses on designing out waste, circulating products and materials at their highest value and regenerating nature by recycling, which means:

- Designing long-lasting products with reliable durability and performance
- Options to repair and restore to extend the life cycle
- Using recycled materials
- Holistic C2C certification.



© nora

## Longevity

## Repair

## Recycling

## C2C

## Longevity

Product longevity is an important part of the circular economy discussion and contributes to global sustainable development. The ecological advantages are obvious: longer-lasting goods require fewer replacement cycles - saving both money and carbon emissions. As a result, less waste is produced and smaller amounts of raw materials and energy are used in the production of goods, resulting in less carbon emissions. nora floors have many advantages in this respect.

- Due to their extremely dense, closed surface, nora floor coverings are also not only extraordinarily robust and durable; they also do not require coating. This makes them particularly cost-effective to maintain over their entire life cycle which avoids carbon emissions associated with coating production and application.
- nora floor coverings also offer a long service life. norament flooring coverings have a life of at least 50 years, while noraplan and noracare floorings have a life of at least 30 years.



© Andreas Braun

### Long-term references

The **library at Ruhr University Bochum** was built in 1973. The flooring that the architects chose for the atrium and staircase was the famous norament round pastille. This industrial flooring was deliberately selected for its indestructible nature and visual impact. This rubber flooring was a new product at the time, and its unusual design complemented the building concept perfectly. Today, 50 years later, the flooring still covers around 1,500 square metres of the library floor.



## Longevity

## Repair

## Recycling

## C2C



© Simone Augustin

In 1997 the **BG Klinikum Unfallkrankenhaus Berlin (ukb)** opened in the Marzahn district of Berlin. What started with 400 employees is now a renowned healthcare campus that employs 2,000 people. It functions as a tertiary care trauma centre and also offers secondary care for districts in the east of Berlin. The A&E is one of Germany's most modern and handles 60,000 patients every year. In a tertiary care hospital the interior and the floor coverings in particular must of course meet the highest standards. Those responsible therefore decided on rubber flooring back in 1997. There are almost 12,000 m<sup>2</sup> of norament and noraplan throughout the entire hospital. These multifaceted, indestructible, German-made floorings are easy to clean and economical to maintain. Their high quality and wear-resistance means that they also last for many decades and so fulfil sustainability criteria.



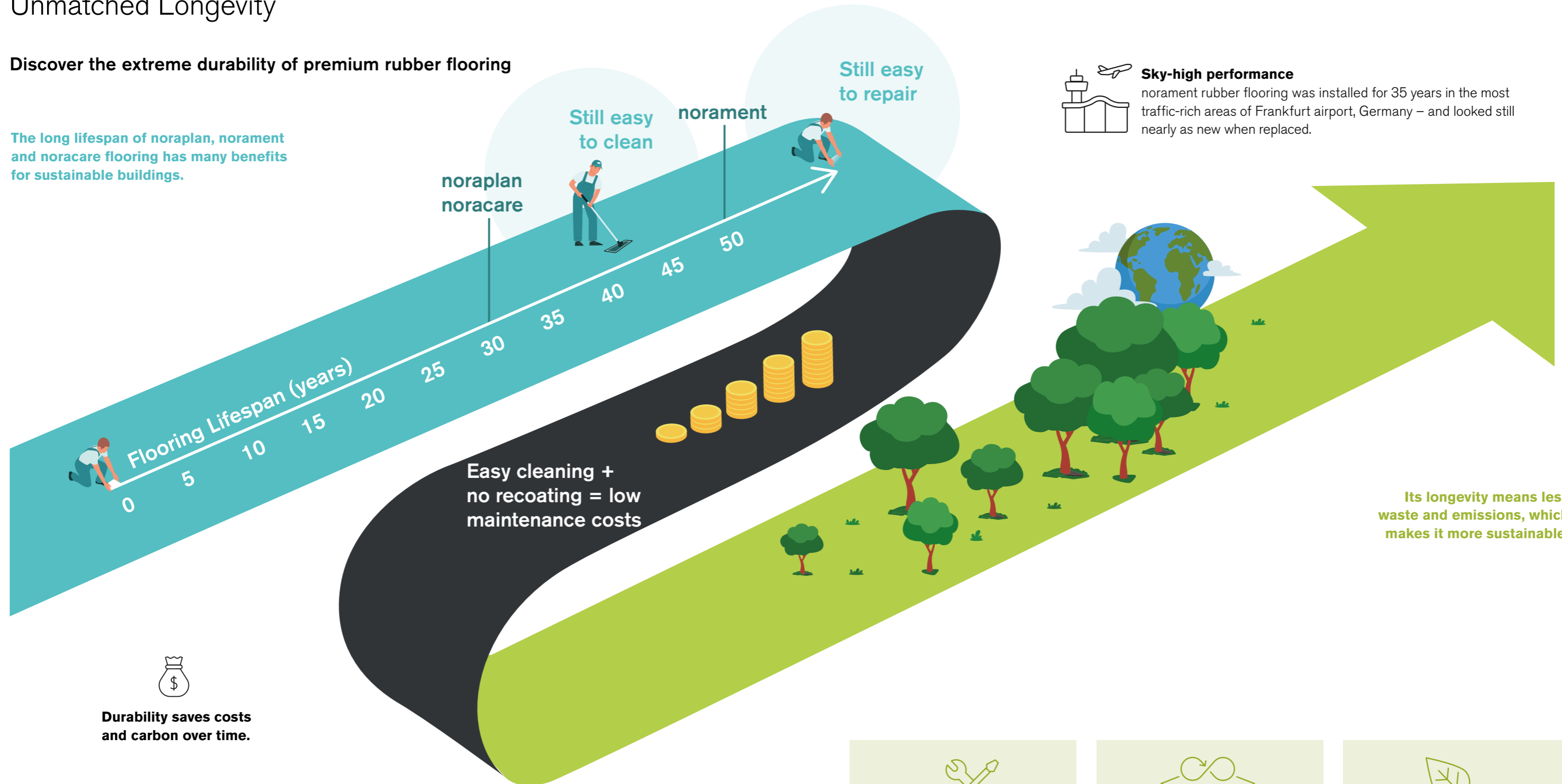
© Dirk Wilhelmy

**United Monolithic Semiconductors GmbH** in Ulm works 24/7 so the company cannot afford any production downtime. All the materials used in the production facilities had to be extremely durable, low-maintenance and long-lasting. When the factory was built in 1989, the responsible persons chose nora rubber floorings because they are extraordinarily wear-resistant and easy to clean. The noraplan ed flooring they selected also reliably retains its electrostatic conductivity for decades.

# Unmatched Longevity

## Discover the extreme durability of premium rubber flooring

The long lifespan of noraplan, norament and noracare flooring has many benefits for sustainable buildings.



**Sky-high performance**  
norament rubber flooring was installed for 35 years in the most traffic-rich areas of Frankfurt airport, Germany – and looked still nearly as new when replaced.



**Durability saves costs and carbon over time.**

**Its longevity means less waste and emissions, which makes it more sustainable.**



nora floorings are easy to repair. This reduces waste and down-times.



We offer solutions for refurbishing and repurposing rubber flooring, extending its lifespan and reducing the demand for new materials.



The extreme long lifecycles of nora floorings avoid early replacements. This avoids unnecessary waste of material.



## Repairability and restorability

- nora floorings are exceptionally resistant and suitable for the most demanding performance requirements over decades of lifespan. Despite this durability, it is still possible for floorings to be damaged due to improper use.
- Repairing and restoring existing floor coverings, such as noraplan and norament rubber floorings, offers a green and cost-effective solution by reducing resource consumption, carbon emissions, and waste associated with new installations.
- Prioritizing repairability and restorability not only saves money but also contributes to environmental protection. In the following discussion, we will look into the unique advantages of these rubber floorings and how they positively impact both our planet and your budgets.

## Repairability

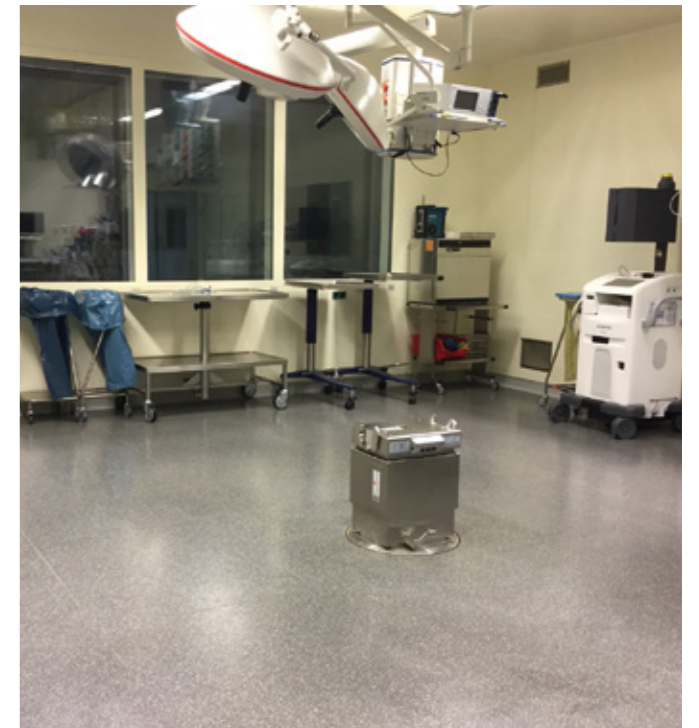
- All flooring types are susceptible to damage from vandalism or improper use, such as metal scratching or other materials causing harm to resilient flooring surfaces.
- noraplan and norament flooring offers easy repairs and preventive solutions to maintain hygiene and aesthetics. Our nora 1-component joint sealant effortlessly fixes holes and larger scratches. For larger issues, individual tiles can be replaced without removing the entire floor, seamlessly integrated with expert welding.
- We preserve your investment by avoiding full flooring replacements, opting for targeted repairs to minimize downtime and costs. This approach conserves resources, cuts emissions, and supports sustainability, benefiting both your bottom line and the environment.

## Restorability

- In some cases, traditional cleaning methods may fall short, leaving behind stubborn dirt, disinfectant residues, or widespread scratches. Despite regular maintenance, these issues can affect surface cleanliness and appearance.
- Usually, when flooring no longer meets performance and design standards, the instinct is to replace it. Yet, nora provides an innovative solution: instead of full replacement, nora pads expertly restore noraplan and norament floorings, preserving hygiene and aesthetics while avoiding the cost and inconvenience.
- Our flooring repair process begins by meticulously cleaning the affected area with an abrasive pad to remove debris and imperfections. Next, we use a smoother pad to restore the surface's original smoothness and integrity, effectively renewing its aesthetic appeal and functionality.
- Choosing this repair method brings significant benefits. It saves costs by avoiding full replacements, conserves resources, and helps reduce carbon emissions. This sustainable approach reflects our commitment to environmental responsibility while delivering exceptional results for our clients.



Before



After

## Use of recycled content

These projects are collaborations with other industries or our suppliers. Alternatively, we use waste materials from our own production facilities and include them in our new products.

### Best practice:

- With our innovative **noracare** product we have had a fully recyclable floor covering in our portfolio since 2020. It has a recycled content of at least 10 % post-production.
- **noraplan acoustic** is a special product that uses acoustic foam from recycled materials. The acoustic foam is made using 82% recycled content from the mattress industry and sanding dust from nora's production facilities. This results in a total recycled content of 29% for noraplan acoustic.
- **norament 975 LL** is a two-layered product that can be laid loose and is removable. This product uses post-production recycled content (sanding dust) from our nora production facilities and recycled minerals from our suppliers. The result is a recycled content of 8%.
- **norament 992** is a product whose second layer contains recycled content from our nora production facilities. We collect the sanding dust from our production processes, use leftover kneading residues and add chips from our production facilities. We also add recycled mineral fillers from our suppliers. This results in a recycled content of at least 11 % (depending on the availability of production residues at nora).
- The inclusion of recycled materials can also serve as a design element for floor coverings, as the example of **norament 926 pado** shows. Here, we use a range of coloured chips that are made using punching scraps from our production facilities.





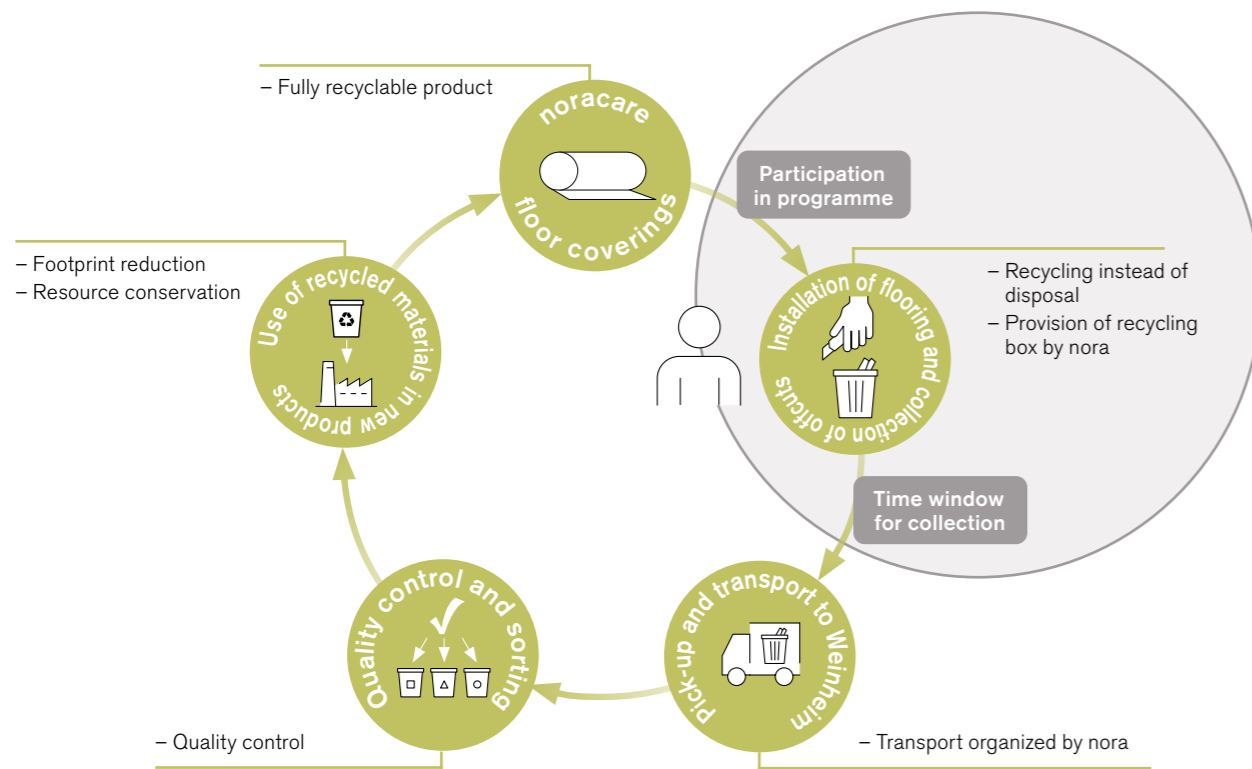
## Use of noracare offcuts in our production


The advanced composition of noracare floor coverings means they are fully recyclable and makes it possible to produce new floor coverings from any production residue and offcuts.

By participating in our take-back programme, you make an important contribution to the circular economy.

We are already actively conserving resources by returning post-production residue to the production process. It is easy to join the take-back programme and by returning flooring to our production facilities, you play an essential role in the process of recycling floor coverings as new products.

### Taking back offcuts from noracare installations



 **Three small steps for you;**  
another leap towards the circular economy

### Advantages:

- Simple, efficient recycling of offcuts directly from installation site
- Organization and implementation by nora (no intermediaries)
- Resource conservation through use of recycled material
- Optimal use of recycled material for production of new noracare floor coverings
- Alignment with various sustainability standards (e. g. WELL, DGNB and BREEAM)
- You make a contribution to the circular economy



## Cradle to Cradle certification

The Cradle to Cradle Certified® Product Standard evaluates the biological and technical regeneration cycle of a product. The philosophy interprets all materials as recyclable resources that are returned in complete form and without loss of quality after their product life to become new products.

**Products are evaluated in the following categories:**



**Cradle to Cradle Certified® Gold has been awarded to:**

**noracare:** noracare seneo, noracare uneo.

As we use different colour pigments in our noracare range, some colours are certified as Gold and others as Silver.



**Cradle to Cradle Certified® Silver has been awarded to:**

**norament 926 standard:** norament 926, norament 926 arago, norament 926 castello, norament 926 grano, norament 926 kivo, norament 926 pado, norament 926 satura

**norament 926 stairtreads:** norament 926 stairtreads, norament 926 arago stairtreads, norament 926 grano stairtreads, norament 926 satura stairtreads

**noraplan standard (913):** noraplan convia, noraplan lona, noraplan sentica, noraplan signa, noraplan stone, noraplan unita, noraplan valua

**noracare:** noracare seneo, noracare uneo

As we use different colour pigments in our noracare range, some colours are certified as Gold and others as Silver.



### noracare™ – The first rubber flooring with a Cradle to Cradle Gold rating

nora is contributing to sustained eco-efficiency in the floor covering industry with our products. For our commitment to sustainability, some selected colours from our noracare range recently received the Cradle to Cradle Gold certification (version 3.1). This milestone underlines the continuous improvement and development of our products towards a circular economy.



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**“We have continuously developed our products and processes over the last few years to make our contribution to sustainable value creation. This has now paid off with the Cradle to Cradle Gold certification for our noracare floorings”,**

says Rob Heeres, Managing Director of nora.



For more information and the individual classification of noracare, please visit our website.



# Rubber is the core of our DNA.



It makes our floorings so especially durable and resistant. Natural rubber is a core component in many of our products. Today and in the past, we already have been working closely together with our rubber supplier in South East Asia to make sure that the natural rubber is harvested without harming people or the forest. Now we go one step further.

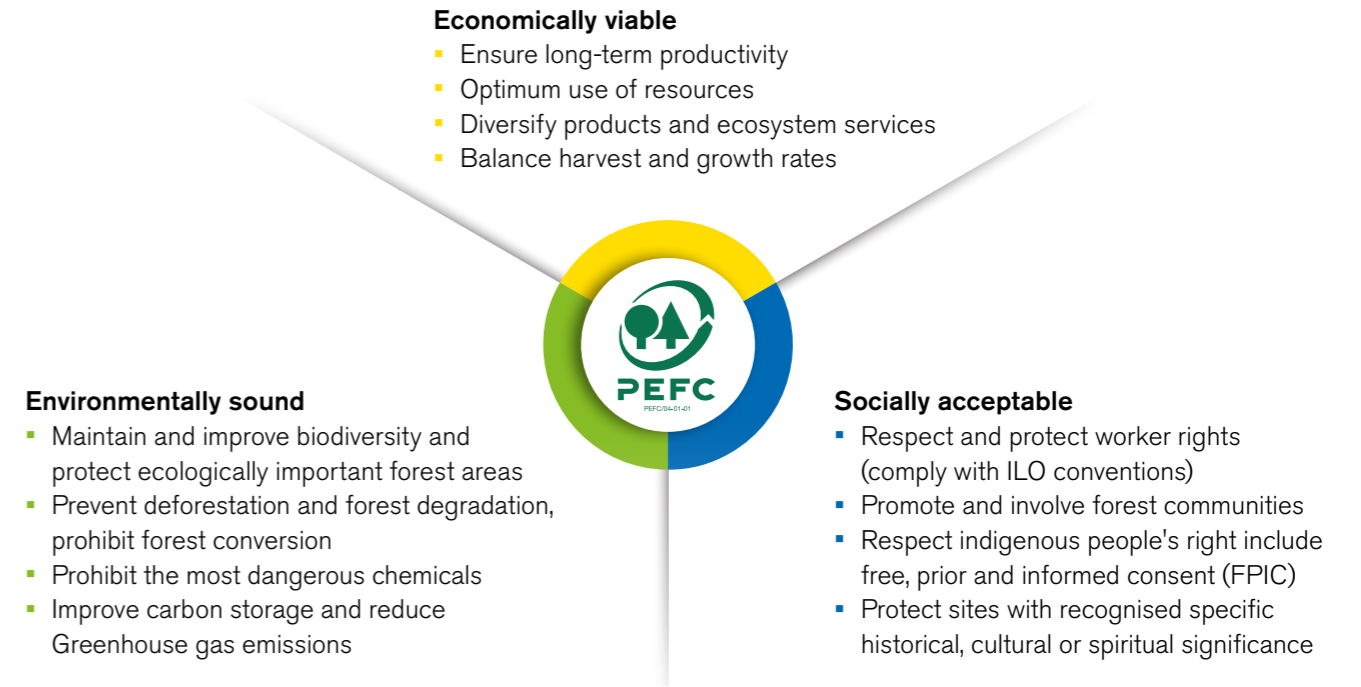
We are the first rubber flooring manufacturer to be awarded with the PEFC (the Programme for the Endorsement of Forest Certification) certification.



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**FIND OUR CERTIFICATION**  
in the PEFC database  
<https://pefc.org/find-certified>

## PEFC's Criteria in our standards



### Your benefits:

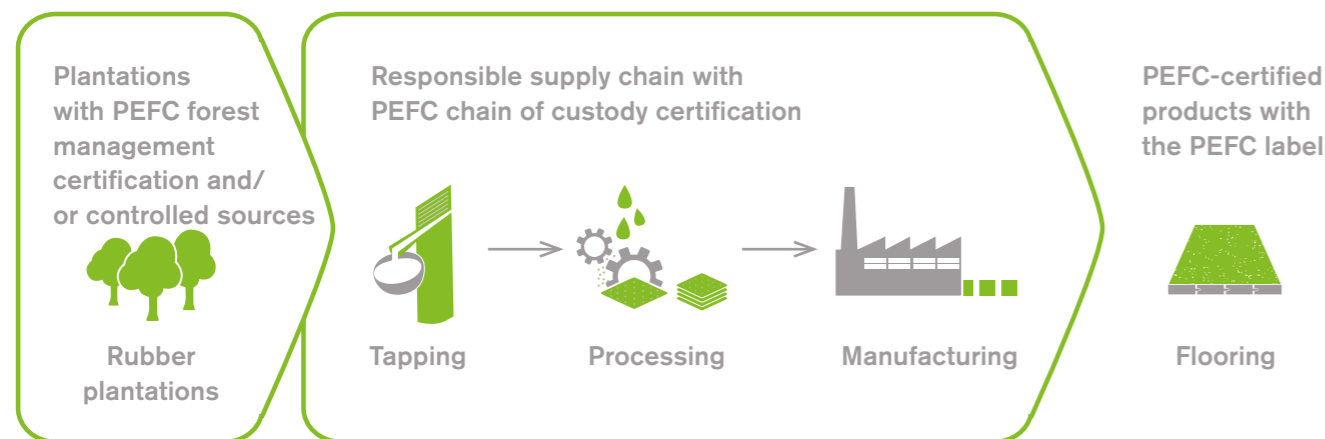
- Independently verified assurance that the natural rubber used in our products originates from sustainably managed forests
- Harvesting of natural rubber in an ecologically, socially and economically sustainable way
- PEFC standards matching your company-wide purchasing guidelines to ensure only sustainable products are sourced
- Use of purchasing power to support the sustainable management of the world's forests to fight climate change

**What's in it for the planet/climate?** Forests have a huge role to play in our fight to stop climate change. If sustainably managed, forests can help regulate the climate by locking in carbon, and their products provide environmentally friendly alternatives.

### What is PEFC:

- Leading global forest certification system
- Over 300 million hectares of forests globally upholding PEFC's Sustainability Benchmarks
- Covering ecological, social and economical requirements
- More than 20,000 companies for wood-based products currently certified
- Chain of Custody Certification:
  - the entire supply chain – from the raw material till the final product – is certified
  - Annual checks through the certifier

## Making sure the entire supply chain is monitored



Cover picture: © Elmar Witt

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