

Interface

Steve Aschebrock – Director InterfaceNZ Ltd.



Today

- Steve, Interface & Earth
- Some home truths
- Flooring – the sexy subject that it is
- Why I love carbon





The economy is a wholly owned subsidiary of the environment, it is not the other way around.

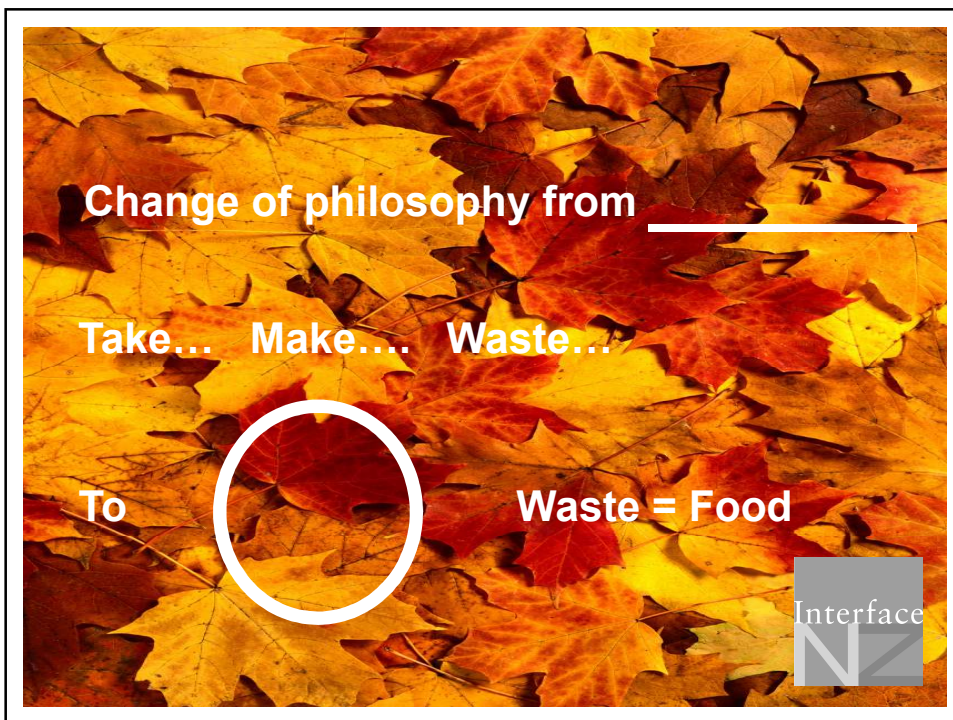
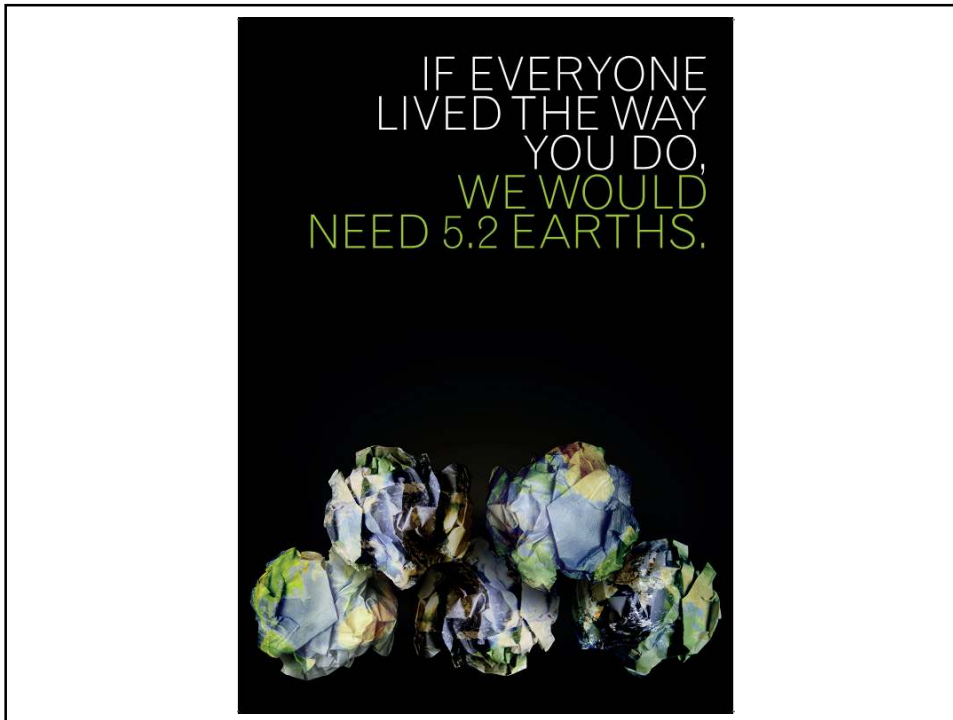
The economy is utterly dependent on the environment and it is utterly stupid that we keep fouling the source of our wealth. The environment is the goose that has been laying the golden eggs and we are actively trying to ruin it.



Where did business ever get the idea that

- **Communities and local councils are responsible for dealing with our waste?**
- **Anyone can design and build anything without having to consider what happens to it at the end of its life?**
- **Anything can be stored forever for a one-off fee?**
- **Landfills (carbon creation) only need to be covered and maintained for a generation?**
- **Waste is a cost**





Today

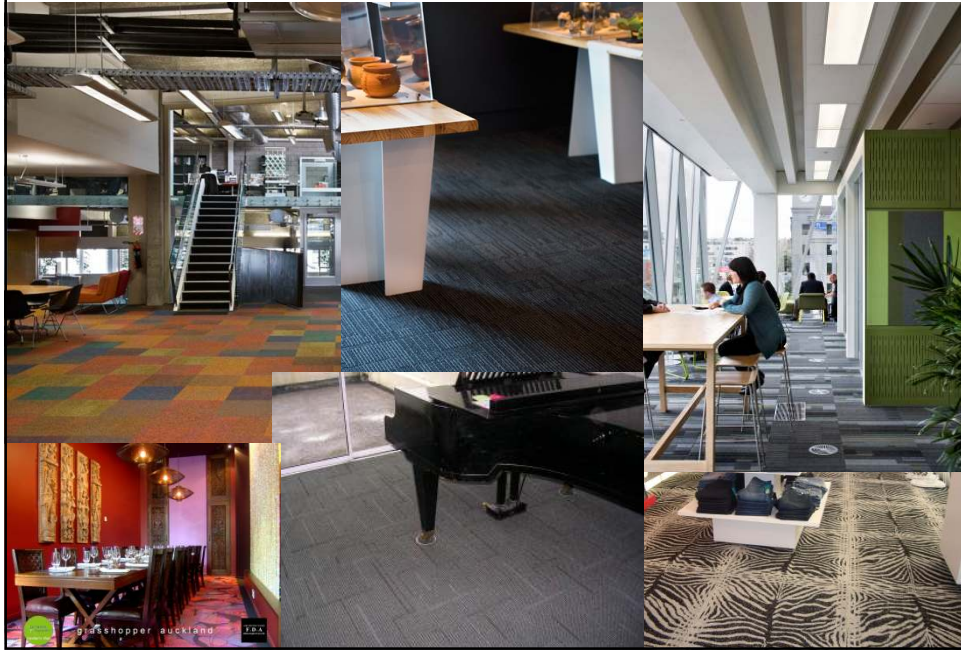
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Design Leadership – Random, Culture, Carbon



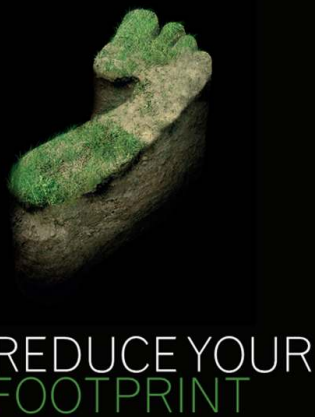
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REDUCE YOUR
FOOTPRINT

- 1ST GREEN STAR RATED OFFICE BUILDING - MERIDIAN WELLINGTON - 5 STAR
- 1ST GREEN STAR RATED EDUCATION BUILDING - NZC CANTERBURY UNIVERSITY - 5 STAR
- 1ST GREEN STAR RATED INDUSTRIAL BUILDING - COURIERPOST IN AUCKLAND - 4 STAR
- 1ST GREEN STAR RATED OFFICE INTERIORS - BNZ QUAY PARK 1 - 5 STAR
- 1ST CARPET TILE TO INCLUDE POST CONSUMER RECYCLED CARPET TILE - B&B/RE 2007
- 1ST CARPET TILE TO BE ECNZ CERTIFIED - 2005 INTERIM LICENCE
- 1ST FLOORING COMPANY IN NEW ZEALAND TO RECYCLE USED CARPET TILE INTO NEW CARPET TILE - FEBRUARY 2009
- 1ST FLOORING COMPANY TO OFFER CARBON CREDIT OFFER ON ITS CARPET TILE - 2006
- 1ST FLOORING COMPANY IN NEW ZEALAND TO BE carbonNZ.com CERTIFIED BY LANDCARE RESEARCH - 2007

InterfaceNZ's Carbon Footprint

	<u>2007/8</u>	<u>2008/9</u>	<u>2009/10</u>	<u>2010/11</u>
Tonnes/CO2	288	255	288	286
M2 '000	232	265	257	338

Increase Revenue & Reduce Cost

- account for carbon

- **Port of Project Initiative**
 - De-centralised warehousing
 - Shipping air; LCL containers
 - Stock sitting in warehouses

\$100K per year savings

- **Marketing – 3rd party verification**

- Print
- Tenders
- Case studies

\$500K per year growth

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Redefine your concept of waste

- **Waste is any product, process or promotion that is not enjoyed by the end user.**

- In technology
- In thinking
- In taxation
- In culture change

Turn the common perceptions upside down

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Waste is.....

- **creating Innovation**
- **about making money**

In the words of John Picard.

If you're not at the Table, then you're on the Menu.

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Sustainable Business in 2011-12

- **You won't really see them – continuous change**
- **They will be innovating in their own Industry**
- **They will be working collaboratively across Industries but fiercely competitive in their own**

• carbonZero great for this

- **They will be 3rd Party accredited**

• carbonZero sits here as well.

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