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TCNA Addresses Green Issues

Via an industry-wide Green Initiative, the Tile Council of North America (TCNA) has taken an in-depth look at how ceramic tile and related installation materials are being manufactured, transported, installed and consumed in the U.S., Canada, and Mexico.

According to Mr. Bill Griese, TCNA Standards Development and Green Initiative Manager, the term “green” is not a static subject, cannot be addressed narrowly, and its definition can vary depending on ecological building objectives, critical current events, and a person’s point of view. “TCNA is addressing green issues holistically by focusing on natural resource conservation, burdens on surrounding environments and habitats, human health, sustainability and affordability,” stated Mr. Griese. “Additionally, TCNA is participating in numerous green building organizations.”

Inherently green, tile products fare well from all ecological vantage points. For years, tile and installation material manufacturers have made energy and resource conservation a top priority. Some tile applications provide energy efficient solutions and are conducive to the improvement of a building’s surrounding environment. Tile and most adhesives contain no VOCs, and the use of tile on indoor surfaces contributes to superior indoor air quality. Tile’s long life results in a minimal environmental footprint and a cost per year that is lower than competitive flooring products. Additionally, using tile can earn points in LEED and other green building rating systems.

According to Griese, the TCNA Green Initiative strives to make people aware of these and many other positive environmental attributes with tile, and encourages the industry to set high expectations.

“To help evaluate the green attributes of tile, the TCNA Product Performance Testing Laboratory works with tile manufacturers worldwide, both in product testing and research to develop innovative applications,” noted Mr. Claudio Bizzaglia, TCNA’s Director of Laboratory Services.

“We have several new green initiatives planned for 2009 and 2010,” said Mr. Eric Astrachan, executive director of TCNA. “Through our Green Initiative and the great support of our members, I am confident our industry will continue to lead the way in environmental innovation with tile.”

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