



An Important Note about Phthalates from Novalis Innovative Flooring

Dear Customers and Friends of Novalis,

Recently, Home Depot and Lowe's announced that they will stop selling vinyl flooring containing phthalates by the end of 2015. Phthalates are a family of chemical compounds primarily used to make PVC products flexible, such as footwear, hoses, medical devices and vinyl flooring. But now phthalates are considered by many to be potentially hazardous from repeated exposure through contact. When it comes to LVT, a manufacturer has the choice of using phthalates or non-phthalates alternatives as the plasticizer in their production. Also, it should be noted, all LVT made with recycled vinyl cannot be phthalates-free because it is impossible to guarantee the recycled vinyl feedstock is free of phthalates.

At Novalis, our R&D team pioneered the development and use of a bio-based plasticizer derived from soya bean oil as a phthalate alternative in our LVT. In fact, we stopped using phthalates in July 11, 2014.

You can be assured that all of our products, from our NovaFloor® LVT Collection to Stainmaster® Premier™ Luxury Vinyl to our commercial LVT, are made with 100% virgin vinyl and are 100% phthalates-free.

That's just one of many examples how Novalis continues to lead the flooring industry, worldwide, in the design and production of LVT of the highest standards.

At Novalis, we put the health and wellbeing of our environment – whether it's in our individual homes, work places or in our planet – first.

Thank you for your continued support!

John Wu
President and CEO
Novalis Innovative Flooring