

## SUSTAINABLE ADVANTAGES WITH TILE

Creative Materials actively participates in sustainability for the built environment in commercial construction. Our determination leads the charge to improve service and solutions to our clients for the support of this initiative. Through the use of tile in these spaces, the advantages are insurmountable and sustainability is intrinsic. As tile is a natural material choice, it is an honest commitment to protecting the environment. Yielding an environment that is not only healthy but long-term sustainable is how we can create with confidence and have a tremendous impact on the future.

ECO-FRIENDLY MAINTENANCE	NATURALLY OCCURRING MATERIALS	RECYCLED CONTENT + WASTE RECLAMATION	LOW ENVIRONMENTAL FOOTPRINT
BEST VALUE LIFE-CYCLE COST	SUPERIOR INDOOR AIR QUALITY		LOWER ENERGY NEEDS
	FIRE-RESISTANT + NON-TOXIC	REGIONAL MANUFACTURING	REDUCED HEAT ISLAND EFFECT

GRAPHIC OF KEY TILE ADVANTAGES

Through our responsible product sourcing, the materials available are not only inherently ideal for sustainable design but some are additionally LEED friendly. These LEED friendly tiles possess an Environmental Product Declaration (EPD), Health Product Declaration (HPD), Declare Label (Red List Free), and/or recycled content. Beyond our clear representation of attributes within our tile offerings, there are more resources such as the [TCNA Tile the Natural Choice](#) book and [whytile.com](#) that provide a comprehensive guide to understanding the sustainable advantages with tile.



## ECO-FRIENDLY MAINTENANCE

Cleaning tile does not require the use of harsh chemicals. Check out our [Care & Maintenance Guide](#).

## BEST VALUE LIFE-CYCLE COST

When properly installed, tile will last as long as the space it was used in, thus the environmental impacts are minimal when compared to other flooring materials that require regular replacement.

## NATURALLY OCCURRING MATERIALS

Tile is comprised of naturally occurring materials, including but not limited to, clay, quartz, and feldspar.

## SUPERIOR INDOOR AIR QUALITY

Unlike most other flooring types, tile emits zero volatile organic compounds (VOCs) as it **does not contain** polyvinyl chloride (PVC), formaldehyde, or plastic, resulting in better indoor air quality. Tile is inhospitable to the growth of bacteria and is allergen-free, through a nonporous surface.

## FIRE RESISTANT + NON-TOXIC

Tile is manufactured at high temperatures in a kiln, therefore it does not melt, burn, or emit toxic fumes.

## RECYCLED CONTENT + WASTE RECLAMATION

Most tile manufacturers have high levels of recycling and use closed-loop systems, meaning they reuse water and minerals, creating less waste to be sent to landfills and wastewater treatment facilities.

## REGIONAL MANUFACTURING

In North America there are many manufacturers of tile or installation products that are also sourcing regional raw materials.

## LOW ENVIRONMENTAL FOOTPRINT

Given the long life-cycle and composition of naturally occurring materials, along with manufacturing efforts, tile inevitably has a low environment footprint.

## LOWER ENERGY NEEDS

As tiles inherently have an exceptional thermal mass, the amount of energy used to heat or cool a space can be reduced. In addition, tile is an excellent choice for ventilated façade projects with results of 20-30% in reduced energy consumption.

## REDUCED HEAT ISLAND EFFECT

Light-colored tiles can be used in lieu of traditional paving to lower an area's heat absorption.

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At Creative Materials, many of our [tile products](#) are suitable for LEED projects and green building practices. We are proud to have contributed to LEED-certified projects ranging from Certified to Platinum.

If you are in the planning phase of a project, our experts and LEED Green Associates are available to source products and provide consultation. This no-cost solution could include our Design Services team for mood boards, as well as pattern designs and layouts.



# SUSTAINABILITY GUIDE

creative  
materials  
corporation



NOVARTIS | CAMBRIDGE, MA | LEED CASE STUDY



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KILEY | WASHINGTON, DC | LEED PROJECT