**Cradle to Cradle certification for rubber floor coverings**

**nora systems receives silver certification for its norament floor covering range**

*Weinheim, June 2018* – Biodegradable clothing or units and materials whose individual components can be turned into new objects once they have reached end of life? Cradle to Cradle is committed to developing and promoting a potentially infinite circular economy. As a global market leader of rubber floor coverings, nora systems is also contributing to sustained eco-efficiency in the floor covering industry with its products. For its commitment to sustainability, the entire norament standard range received the silver Cradle to Cradle certification from the Cradle to Cradle Products Innovation Institute.

**The road to silver certification**

The essence of the concept involves thinking in complete product cycles right from the outset to avoid creating rubbish in the traditional sense. All of the product materials used must therefore be biodegradable or recyclable after use. Various categories are examined and evaluated for certification: the material health of the ingredients used, the recyclability of the product, use of renewable energy sources, responsible water management as well as compliance with social standards. The ratings range from Basic through Bronze, Silver and Gold to Platinum. The lowest standard reached in a category then determines the overall rating of a product. "We consistently received silver in all categories. And because there are hardly any products in terms of technical consumer goods that achieve 100 percent for all criteria, silver – particularly in the field of construction – is a very good result," said Dietmar Mävers, business development manager at nora systems. "In addition, we have continuously developed our products and processes over the last few years to make our contribution to sustainable value creation. The ongoing high level of commitment across all areas has now paid off," he added.

**noraplan product range to follow**

The entire standard product range was certified, including norament 926 (pastille design), norament arago, norament grano and norament satura. "We are proud of this award and are happy to be able to provide further independent verification of the sustainability of our products to our customers. The certification of other products is underway. But we also want to constantly develop ourselves in terms of our processes. That's why we converted all of our electricity requirements to renewable energy at the beginning of the year," said Mävers. The Cradle to Cradle certification not only distinguishes the products themselves, but also has a positive impact on the scores for DGNB, LEED and BREEAM building certifications. As a result, nora systems significantly contributes to more Cradle to Cradle-inspired and therefore sustainable buildings which mainly use materials which can circulate in biological or technical production cycles and thus have a positive impact on people and the environment.\*

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***About nora systems***

*nora systems develops, produces and markets high-quality, elastic floor coverings as well as shoe components under the nora® brand. The company, which has its headquarters in the German town of Weinheim, was created from Freudenberg Bausysteme KG in 2007 and, as the global market leader, has shaped the development of rubber floor coverings for many years. With its more than 1,000 employees, nora systems generated a turnover of €229.1 million in 2017.*

**Press contact:**

**nora systems GmbH**

Dr. Nadia Gondolph-Möllmann

Brand Manager

Höhnerweg 2-4

69469 Weinheim

Tel.: 06201/80-5676

Mail: presse@nora.com

Internet: www.nora.com/de