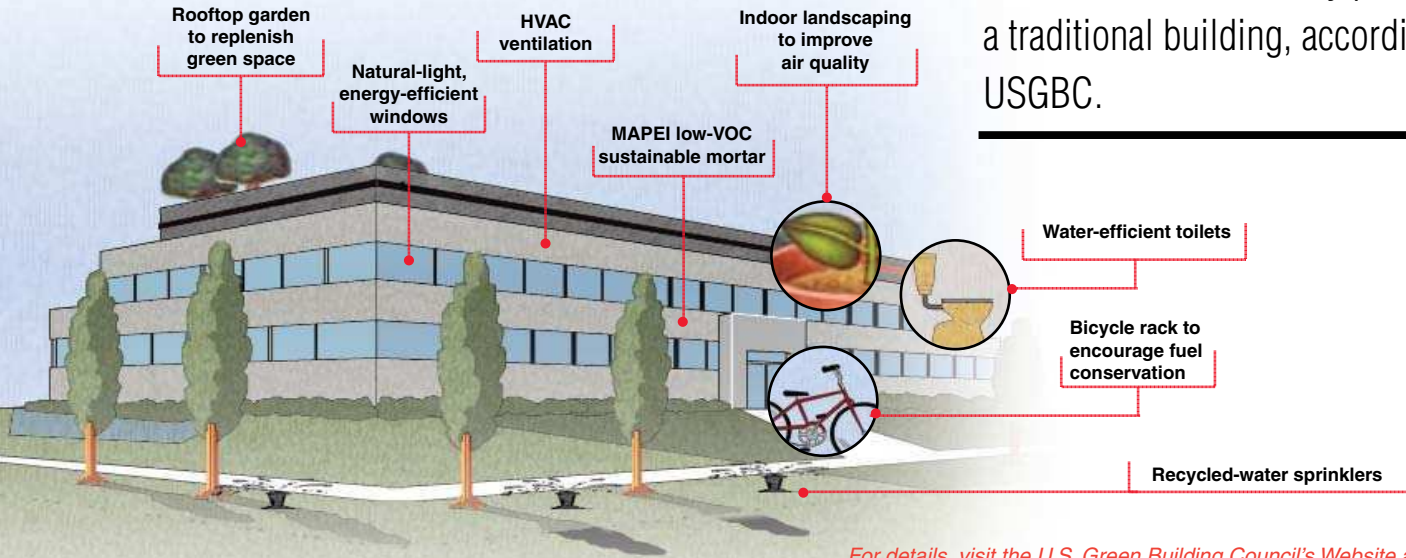


Examples of Design Elements that Contribute to LEED Points



The average LEED-certified building uses 32% less electricity per year than a traditional building, according to the USGBC.

For details, visit the U.S. Green Building Council's Website at usgbc.com or the Canadian Green Building Council at www.cagbc.org.

The economics of "green"

Increasingly, buildings will be constructed according to LEED standards. Not only is LEED good for future generations, it makes solid economic sense in terms of reduced operating costs, higher occupancy rates, increased worker productivity and lower absenteeism.

How flooring products work with LEED

LEED certification applies only to building projects, not to products or services. However, while products cannot be LEED-certified, they can help to contribute toward earning "green-building" status for a building. Using LEED-compliant flooring installation products can contribute toward LEED certification in four areas:

1. Recycled content
2. Regional materials
3. Low-emitting adhesives and sealants
4. Indoor air quality before occupancy

How does MAPEI help its customers benefit from LEED requirements?

Environmental responsibility is the new priority in building practices and products. As the construction industry grows in its knowledge about green building, MAPEI continues to develop the broadest set of innovative, LEED-compliant products and services possible.

LEED-compliant products

More than 130 MAPEI products comply with LEED requirements in the four categories that involve flooring installation. MAPEI has formulated such products as *Ultralite Mortar*™, more than

20% of which is recycled content. The *Ultrabond ECO*® line of adhesives features extremely low VOCs (volatile organic compounds). Plus, an innovative low-dust technology found in *Ultraflex*™ 2 and *Ultraflex LFT* mortars helps to reduce particulates, which contributes to LEED's requirement for indoor air quality.

More than 130 MAPEI products help to contribute valuable points toward LEED-certified projects.



12 Shades of MAPEI's 'Greenness'

Customer Service

1-800-42-MAPEI (1-800-426-2734)

Technical Services

1-800-992-6273 (U.S. and Puerto Rico)

1-800-361-9309 (Canada)

Our Locations

UNITED STATES

Headquarters of the Americas
1144 East Newport Center Drive
Deerfield Beach, FL 33442
Phone: 1-888-US-MAPEI
(1-888-876-2734)
Fax: (954) 246-8800

Arizona

Illinois

California

New Jersey

Florida

Texas

Georgia

Virginia

CANADA

Quebec

British Columbia

Ontario

ARGENTINA

PUERTO RICO

VENEZUELA

EUROPE

Austria	Hungary	Slovakia
Benelux	Italy	Slovenia
Czech Republic	Norway	Spain
Finland	Poland	Sweden
France	Portugal	Switzerland
Germany	Romania	Ukraine
Greece	Russia	United Kingdom

ASIA/OCEANIA

Arab Emirates	Malaysia
Australia	New Zealand
China	Singapore
Hong Kong	Vietnam

AFRICA

Egypt

Visit www.mapei.com for more about MAPEI and the environment.

PR5520_0709

1

A history of commitment

Since the 1980s, long before the need for healthier products was recognized, MAPEI introduced a line of water-based, low-solvent adhesives.

2

BioBlock™ technology

This MAPEI technology has been incorporated into select products to help protect them from mold and mildew.

3

Low-dust technology

Products containing this innovative MAPEI technology benefit from a 90% reduction in the amount of dust released during their production, pouring, mixing and use – which contributes significantly to improved air quality, a cleaner environment and a cleaner jobsite.

4

LEED-compliant products

MAPEI invests 5% of its annual revenue into research and development of LEED-compliant, environmentally friendly products. MAPEI manufactures more than 130 LEED-compliant products, the flooring industry's largest selection.

5

Green Label Plus certification

This voluntary industry-testing program for carpet and adhesive products establishes high standards for improving indoor air quality. Currently, more than 20 MAPEI carpet adhesives have been approved for Green Label Plus certification.

6

Environmentally focused R&D

MAPEI directs 70% of its R&D efforts to formulating ecologically sustainable solutions that maximize environmental and indoor air quality, and have low VOC content as well as a high percentage of recycled components.

7

Energy-saving strategies

Ongoing efficiency goals at MAPEI's plants focus on producing the same amount of product with less energy usage and less waste.

8

"Reduce, reuse, recycle" strategies

MAPEI's manufacturing plants in the Americas strive to minimize waste and use recycled materials, as exemplified by *Ultralite Mortar's* recycled content of more than 20%.

9

Shipping strategies

By shipping efficiently and manufacturing products near customers, MAPEI reduces fuel use and minimizes transportation-related pollution.

10

New green construction

New MAPEI plants are being designed and built to achieve LEED certification.

11

Green education strategies

MAPEI's agenda of educational programs for the American Institute of Architects' Continuing Education System includes presentations on LEED.

12

Global environmental management

MAPEI has adopted an Environmental Management System according to ISO 14001, which works to minimize the negative impact of its operations on the environment.



Products developed with MAPEI's "green innovation" are LEED-compliant, helping to contribute valuable points toward LEED-certified projects.



Since 2001, MAPEI has been a member of the U.S. Green Building Council in support of sustainable construction products and practices.



The company also became a member of the Canada Green Building Council in 2008.

MAPEI and LEED: Making 'green' easy



Our 'Green' Policy

MAPEI's longstanding commitment to the environment extends to our facilities, products and processes – from minimizing waste to maximizing use of recycled materials. In addition, the focus of our research and development efforts is to formulate ecologically sustainable products and systems.

MAPEI is a proud innovator of environmentally responsible solutions and a manufacturer of more than 130 LEED-compliant products, the industry's largest selection of eco-friendly products.



Pictured: The Vancouver Convention Centre, which utilized 8 of MAPEI's 130-plus LEED-compliant products in its recent expansion

MAPEI and LEED: Making 'green' easy



Some may see one's environmental impact as a drop in the ocean. We at MAPEI see it more as a stone dropped into a pond, producing outgoing ripple effects.

Any action can have significant consequences. That's why MAPEI's commitment to the environment is a vital part of our sense of social responsibility. And we demonstrate it daily through our production of more than 130 LEED-compliant products as well as how we formulate products and operate our facilities.

What does LEED mean in the flooring installation industry?

Defining LEED

According to the U.S. Green Building Council (USGBC) and Canada Green Building Council (CaGBC), "The Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™ encourages and accelerates global adoption of sustainable green building and development practices through the creation and implementation of universally understood and accepted tools and performance criteria.

"LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality."

LEED as a mandate

LEED is growing as a quality standard in the construction industry. The U.S. federal government, as well as many state and local governments, now mandates LEED-certified construction. The private sector also is demanding LEED-certified buildings as their economic benefits become clearer, such as 32% less electricity usage. In addition, LEED projects with these benefits have been noted in several other countries, including Canada and Mexico.

Environmental impact of buildings

Buildings have a profound effect on the environment. According to the trilateral Commission for Environmental Cooperation (CEC), buildings account for:

United States		Canada	
Total energy use	40%	All energy used	33%
Total water consumption	12%	Natural resources consumed	50%
Total electricity consumption	68%	Non-industrial water used	12%
Total carbon dioxide emissions	38%	Landfill waste generated	25%
Total non-industrial waste generation	60%	Airborne particulates produced	10%
		Greenhouse gases emitted	35%

Regional manufacturing

MAPEI Americas has strategically located its plants so that they are within 500 miles (805 km) of most North American jobsites, often utilizing raw materials within that same radius. MAPEI has always worked to reduce transportation energy and to help regional economies by using materials from local suppliers. This energy-conscious attitude helps to contribute significantly to the construction of sustainable green buildings.

MAPEI and LEED: Making 'green' easy

What is MAPEI doing as a corporate citizen to address the LEED initiative?

MAPEI's commitment to the environment does not stop at producing environmentally friendly, LEED-compliant products. We also strive to achieve sustainability in our manufacturing plants and processes.

MAPEI plants in North America are strategically located within 500 miles (805 km) of the highest populated areas.



Green new construction

MAPEI is committed to ensuring that all of its new facilities are designed and certified to achieve LEED certification, including a new 115,000-square-foot (10 683 m²) facility in Millville, New Jersey. Opening in 2009, the expansion of MAPEI's plant in Delta, British Columbia, also was built for LEED certification.

MAPEI's new plant in Millville, New Jersey, is being built to achieve LEED certification.



Environmentally focused R&D

MAPEI's R&D labs formulate each new product so that it can be manufactured with minimal environmental impact. Research and development efforts are focused on ecologically sustainable solutions for the market, as through low VOC content and a high percentage of recycled components.

Continual improvement

All of MAPEI's manufacturing plants in the United States, Canada, Argentina, Puerto Rico and Venezuela will adopt an environmental management system according to ISO 14001. This began in 2008 with our plants in Garland, Texas (USA), and Laval, Quebec (Canada).

Through strategic procedures and upgraded equipment, our West Chicago plant has begun to double its spray-dried polymer capacity while significantly decreasing the unit energy used in producing it. It's one more example of MAPEI's dedication to strategic processes that reduce the environmental impact of our products. And that builds a better future for all of us.

For details on MAPEI's commitment to LEED and green building, visit www.mapei.com or contact your local MAPEI representative.

Talking green

Sustainable = Able to be continued indefinitely without significant negative impact on the environment or its inhabitants

Green building = Designing, constructing and maintaining healthier and more resource-efficient buildings with minimal environmental impact

USGBC = The U.S. Green Building Council, the United States' leading authority on green building for architects and designers

CaGBC = The Canada Green Building Council, the Canadian equivalent of the USGBC

LEED = The Leadership in Energy and Environmental Design rating system for green buildings, created by the USGBC and CaGBC



New MAPEI products are formulated for minimized environmental impact.

We work continuously to use less energy in the production of our products and to produce products with less waste and less wastewater. In addition, we spare no effort or expense to develop environmentally sustainable products that are LEED-compliant.