So far this year, there are two “buzz” terms which continue to dominate conversations about green building materials – “sustainable product certifications” and “environmental product declarations (EPDs).”

So, what do these terms mean? Typically, mention of a sustainable product certification is in reference to a product which has a Type 1 environmental label, meaning that it has been verified by a third party to meet a multi-attribute sustainability standard. A product with an EPD is one which has a Type 3 label, meaning that its environmental impacts are documented and published in a standardized reporting format. Simply put, Type 1 labeling is based on environmental performance requirements, and Type 3 labeling is based on environmental reporting requirements.

Both Type 1 and Type 3 labels are referenced on a regular basis as material criteria evolve within green building standards and rating systems. In fact, the latest version of NAHB’s National Green Building Standard (ICC 700-2012), released this January, awards points for using products with Type 1 labels. It is likely that future versions of LEED will award points for the use of products with Type 1 and Type 3 labels.

Additionally, initiatives are under way to place more of an emphasis on these types of labels in other major standards and rating systems, including the International Green Construction Code (IgCC), Collaborative for High Performance Schools (CHPS), Standard for the Design of High-Performance Green Buildings (ASHRAE 189.1), and many others.

What does this mean for tile? Green Squared®, our industry’s Type 1 labeling program, is in full swing with thousands of certified products already available in the marketplace. Furthermore, efforts are in place to raise awareness.
ness and establish options for Type 3 labeling. Much more information on these efforts is available in the latest TCNA Tile Initiative brochure. Additionally, an in-depth standards reference guide, which includes the many ways tile can contribute toward points in green building projects, is included in the latest Tile the Natural Choice brochure. Be on the lookout for both of these publications which are available with the 2013 TCNA Handbook for Ceramic, Glass, and Stone Tile Installation online at https://store.tile-assn.com/c-4-books-and-periodicals.aspx or at the TCNA booth #7141 at Coverings.

At Coverings 2013 in Atlanta, you’ll find a wealth of educational sessions on sustainability and the green movement. Here’s an overview – visit www.coverings.com for a complete list and details.

MONDAY, APRIL 29

3:15 PM - 4:15 PM
PROJECT: Green Roundtable – Environmental Stewardship Through Tile + Stone
Panelists: PROJECT: Green finalists

The Evolution of Green Standardization and Procurement
Speakers: Bill Griese, TCNA; Ryan Fasan, Professional Attention To Tile Installation; Andrea Contri, Confindustria Ceramica

TUESDAY APRIL 30

8:00 AM - 9:00 AM
Ceramic Tile: An Eco-Logical Choice
Speaker: Ryan Fasan, Professional Attention to Tile Installation

9:30 AM - 10:30 AM
Tips, Tricks and Landmines in the Field of Green
Speaker: Holley Henderson, ASID, LEED, ID+C, H2EcoDesign

3:15 PM - 4:15 PM
A US Case Study in Ventilated Façade: First Bank and Trust of Skokie
Speakers: Joseph Behles, BEHLES+BEHLES; Jerry Joyce, Marazzi USA

WEDNESDAY, MAY 1

8:00 AM - 9:00 AM
Sustainability – For Those Who Haven’t Been Paying Attention!
Speaker: Dan Rea, Cold Spring Granite Company; Todd Schnatzmeyer, Indiana Limestone Institute

9:30 AM - 10:30 AM
Specification 2.0: Understanding Ceramics to Use Their Full Potential
Speaker: Ryan Fasan, Professional Attention to Tile Installations
Experience Level: Mid-Level

10:45 AM-11:45 AM
Selling and Marketing Green the Easy Way
Speaker: Paul Bumblauskas, PFC Services

3:15 PM-4:15 PM
Green Squared® – North America’s Standard and Certification Program for Tile Product Sustainability
Speaker: Bill Griese, Tile Council of North America; Dan Marvin, Florida Tile