



## betona® flexible concrete tile HELPS “LEED” THE WAY

Leadership in Energy and Environmental Design (LEED) was formulated by the U.S. Green Building Council, a nonprofit coalition developed by the leaders of the building industry. LEED is a nationally recognized certification program utilizing a unique rating system to promote the standards of green building design & development. It encourages environmentally-friendly products to be used in the construction of sustainable green buildings. Green buildings make for healthy environments, conserve water and energy, and use materials that have a low impact on the integrity of our natural environment.

LEED promotes a whole-building approach to sustainability by recognizing performance in key areas: Sustainable Sites, Water Efficiency, Energy & Atmosphere, Materials & Resources, Indoor Environmental Quality, Locations & Linkages, and Awareness & Education; along with two bonus categories: Innovation in Design and Regional Priority. Points are awarded in each category based on potential environmental and human impact, landing the project one of four LEED certifications: Certified, Silver, Gold, or Platinum.

betona flexible concrete tile is excited to announce that we can help projects to obtain credits in three different categories and contribute up to a possible 10 LEED points, as determined by LEED interpretation and approval.

### 1-2 points: MR Credit 4: Recycled Content

*INTENT: Increase demand for building products that incorporate recycled content materials, thereby reducing impacts resulting from extraction and processing of virgin materials. Use materials, including furniture and furnishings, with recycled content such that the sum of post-consumer recycled content plus half of the pre-consumer content constitutes at least 10% (1 point) or 20% (2 points), based on cost, of the total value of the materials in the project.*

betona flexible concrete tile is made of 50% post-consumer recycled material such as windows, windshields and light bulbs, thus in our case, **completely eliminating “the impact from extraction and processing of virgin material (sand.)”**

### 1-2 points: MR Credit 5: Regional Materials (depending on project location)

*INTENT: Increase demand for building materials and products that are extracted and manufactured within the region (500 miles.) thereby supporting the regional economy and reducing the environmental impacts resulting from transportation.*

Located in beautiful West Michigan, the 500 mile radius surrounding betona flexible concrete tile reaches 15 states! Our Midwest location is ideal in helping projects in cities such as Detroit, Chicago, Milwaukee, Minneapolis, Des Moines, St. Louis, Indianapolis, Cincinnati, Buffalo, Pittsburgh, Charleston, Nashville, Louisville, parts of Kansas City and Omaha and their surrounding areas qualify for this credit.

### 1 point: IE Q Credit 4.1: Low-Emitting Materials—Adhesives and Sealants

### 1 point: IE Q Credit 4.3: Low-Emitting Materials—Flooring Systems

### 1 point: IE Q Credit 4.6: Low-Emitting Materials—Ceiling and Wall Systems/Coverings

*INTENT: Reduce the quantity of indoor air contaminants which are odorous, potentially irritating, and/or harmful to the comfort and well-being of installers and occupants. All adhesives and sealants used on the interior of the building (i.e., inside the weatherproofing system and applied on-site) must comply with requirements as applicable to the project scope.*

Projects installing betona flexible concrete floor and/or wall tile, coupled with setting materials that meet indoor quality standards applicable to the project scope, are eligible for these credits.

### 1-5 points: ID Credit 1: Innovation in Design

*INTENT: Provide design teams and projects the opportunity to achieve exceptional performance above the requirements set by the LEED Green Building Rating System. Credit can be achieved through any combination of the Innovation in Design and Exemplary Performance paths.*

betona flexible concrete tile is an ideal product to achieve multiple credits for Innovation in Design. The most fascinating aspect of betona tile is that it is cured via ambient temperatures, not kiln-fired like other tile, thus leaving a smaller CO<sup>2</sup> footprint as a result of our patented manufacturing process. betona tile is also extremely lightweight in comparison to our competitor’s tile. This lightweight feature allows more tile to be transported in each shipment, again reducing CO<sup>2</sup> emissions in the overall shipping process. Additionally, the 50% post-consumer recycled material used in betona tile is five times the amount required for credit MR-4, giving our product exemplary performance status. Score and snap installation allows our tile to be installed without the use of wet saws and other machinery. The soap and water clean-up and maintenance of betona tile eliminates the need for waxes, bleach and other harsh, abrasive chemicals and cleaners.

An organization’s desire to voluntarily obtain LEED certification demonstrates leadership, innovation, environmental stewardship and social responsibility. These characteristics are so important to us at betona, that we have included them in our Mission Statement! We also strive to encourage others to follow our “LEED” in leaving the smallest environmental footprint as humanly possible.

**Contact betona flexible concrete tile to see how we can make your project more sustainable.**