

## AVA by NOVALIS INNOVATIVE FLOORING: ABOUT NOVALIS

With worldwide sales offices and distribution partners, Novalis is a leader in the design and manufacturing of innovative and sustainable luxury vinyl flooring. Established in 1984, Novalis has developed a diverse range of designs and products that have won numerous awards and are recognized by the industry as setting the global benchmark in LVT. Novalis operates under the core values of quality, integrity, and a commitment to produce to the highest industry standards with health and environmental protection a high priority.

### Novalis Timeline:

- 1984: Founded in Hong Kong, China.
- 1987: Established the first vinyl flooring factory in China.
- 1988: Became the first ISO9001 certified vinyl flooring factory in China.
- 1998: Began direct marketing of Novalis brand worldwide.
- 2001: Opened North America headquarters in Toronto, Ontario, Canada.
- 2003: Established a second manufacturing facility which doubled capacity and specializes in production of premium vinyl flooring
- 2005: Opened sales office in Charlotte, North Carolina, USA.
- 2009: Opened sales office in Bonn, Germany.
- 2010: Achieved ISO14001, FloorScore®, German DiBT and French A+ certifications.
- 2012: Expanded into global emerging markets; achieved OHSAS18001 certification.
- 2013: Fully entered into the Chinese market.
- 2014: First Chinese Resilient Flooring manufacturer to have HPD/EPD/DECLARE label.

Novalis produces healthy and environmentally responsible flooring, with no waste production, no water waste, and no pollution. In the production process, wastewater and waste production are 100% recycled. With the implementation of low-carbon production, Novalis manufacturing has decreased 78% of steam consumption, and uses 100% natural gas, the cleanest fossil fuel energy available in the world today. Over 85% of Novalis raw materials are sourced within 500 miles (800 km) of the factory; with the goal of 100% by 2017. Novalis luxury vinyl flooring is 100% recyclable and after the products' life, can be recycled to make new flooring, without pollution or waste production.

The Novalis collections are made with 100% virgin vinyl and are 100% phthalate free. In July of 2014 Novalis pioneered the development and use of bio-based plasticizers derived from soya bean oil as a phthalate alternative. Novalis products are REACH and CE compliant, and FloorScore® certified. With our transparency portfolio, we have Health Product Declaration (HPD), Environmental Product Declaration (EPD), and Declare Label. Novalis is a member of USGBC, ASTM, GIGA, NAFCD, RFCI and WFCA.

In 2015 Novalis introduces the **AVA by Novalis Innovative Flooring** brand to North America with distribution partner Capri cork. The **AVA** brand includes commercial collections **SMPL, DSGN, SNSE, STYL and SPRK**.

