



HMTX INDUSTRIES TO DEMONSTRATE ITS SUSTAINABILITY & TRANSPARENCY LEADERSHIP AT GREENBUILD 2019

Resilient Flooring Leader Exhibits, Sponsors WSLA Awards, Leads First Greenbuild Panel on JUST social justice label

Norwalk, CT – Under the “Passionate. Dedicated. Global. Transparent” banner, HMTX Industries will showcase its leadership in sustainability and transparency at the Greenbuild conference in Atlanta Nov. 20 – 22. The global manufacturer, whose brands service a diverse cross-section of the construction marketplace, will feature each of its flooring brands beneath the HMTX umbrella at GreenBuild Booth #1913: Metroflor, its signature residential brand in North America; Teknoflor, its focused healthcare and institutional brand; and Aspecta, its high-end global contract brand for architects and designers.

The booth will spotlight HMTX’s sustainability and transparency and the broad range of initiatives and certifications it has garnered: Declare labels and Healthcare Product Declarations (HPDs) for all products; Environmental Product Declarations (EPDs) for several Aspecta collections; and the first-ever JUST social justice label for HMTX’s two Asian manufacturing partners, the first ever issued for Chinese facilities.

The flooring in the booth will spotlight the range of HMTX’s most sustainable products. Metroflor will feature its award-winning Metroforms with Magnetic Attachment Technology, a novel approach to installing intricate flooring patterns such as basketweaves and Chevrons with ease. The Neocon-Gold winner features a strong magnetic bond created by the MagneBuild underlayment system, attaching to a ferrite layer. Metroforms is a completely dry installation system and avoids the use of chemical adhesives. Teknoflor will feature its new Natures Tile flooring collection, the sister product to Naturescapes sheet, the first resilient flooring to meet the Living Product Challenge. Aspecta, HMTX’s upscale commercial line, will feature its biophilically designed Aspecta Tilt & Tones collection.

HMTX’s commitment to sustainability will also be demonstrated by its third annual sponsorship of the Women in Sustainability Leadership Awards (WSLA) reception and dinner on Nov. 19th. HMTX Chief Sustainability Officer, Rochelle Routman was pivotal in the formation of the WLSA Alumnae Group, which will gather past and future sustainability leaders for the second annual WSLA Alumnae Group Summit. A local public service project following the Summit with [Girls on the Run](#) will assist the girls with programs that instill the value of goal setting at a young age. Said Routman, “Every year, the Alumnae Group grows by 10 more highly accomplished women that bring new

talents, new ideas, and new energy. As I like to say, “We are a force to be reckoned with!”

Routman also will lead the panel [“How Manufacturers Can Achieve Transparency in Social Justice”](#), which will also feature HMTX’s General Manager – China, Simon Xia and Jane Abernethy, Chief Sustainability Officer at Humanscale Corporation, on Thursday, Nov. 21 from 11:15 am to 12:15 pm in Room B312 of the Georgia World Congress Center. Routman will explore why social justice and worker welfare are increasingly important to investors and end users and how her company’s longstanding relationships with their Chinese manufacturing partners enabled them to become fully transparent in social justice metrics. Xia will delve into the evolution of a corporate culture and the employee programs and practices that enabled the first-ever JUST label given to his Chinese facility. Abernethy will document Humanscale’s successful process of achieving transparency in social justice in multiple markets despite separate and distinct local cultures and business approaches, and its potential impact upon their business.

About HMTX Industries:

HMTX Industries is a global materials manufacturer whose brands service a diverse cross-section of the construction marketplace. Headquartered in Norwalk, CT, and doing business in more than 40 countries around the world, the HMTX family includes Halstead, the leading supplier of LVT to The Home Depot; Metroflor, its signature residential brand in North America; Teknoflor, its focused healthcare and institutional brand; Aspecta, its high-end global contract brand for architects and designers; as well as Vertex, the foundation of the international supply chain for HMTX.

For more information, visit <https://hmtx.global>

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