

FOR IMMEDIATE RELEASE

NEWS RELEASE

InterfaceFLOR launches The Cartera Portfolio: An exuberant offering inspired by the diverse cultures of Latin America



Cartera



Cartera Colores



Viva Colores

Singapore, 16 August 2011: InterfaceFLOR Singapore Pte. Ltd., the fully owned subsidiary of InterfaceFLOR, a worldwide leader in the manufacture of modular commercial flooring has announced the launch of The Cartera Portfolio.

Over the last decade, a handful of products have become perennial favourites, used extensively throughout the region in a wide variety of applications. These include products like Silk Route, Elements, Time Warp, and the Broadway Collection. The newly launched Cartera Portfolio has all the features of its pioneers, but with an enhanced offering of a wider range of pattern and colour options giving customers greater freedom and flexibility to personalise their designs. The range carries within itself three beautiful products - two pattern-based products Cartera and Cartera Colores with a supporting solid accent colour range Viva Colores.

The Cartera Portfolio with its intricate patterns and vivid colours, pays homage to the rich diversity of Latin American cultures. Named after the Spanish word for bag – Cartera, this vibrant selection of patterns and colours showcases the vibrant nuances of Latin America in a palette full of surprises.

From the elaborate to the linear, each pattern is carefully produced with overtuft technology. This comprises a base colourline that is decorated with a single-colour yarn overtuft that creates the beautiful patterns in this collection. With The Cartera Portfolio, customers will also have the opportunity for personalisation by deciding on the patterns and colours that best suit them- from choosing a pattern, picking a colourline to deciding on the installation method.

Speaking about the Cartera Portfolio, Robin Hales, Vice President Marketing and Product Asia of InterfaceFLOR said, “We have created The Cartera Portfolio to address our customers’ needs to have products that are high design and suited to almost all interiors. With a wide range of patterns and ability to coordinate, The Cartera Portfolio is a “must-have” for any interiors striving for that unique look.”

Cartera and Cartera Colores have a total of 14 patterns to choose from, which range from whimsical designs to the more linear and dotted patterns. Each of these patterns comes in two colour range options. Cartera offers a range of rustic earth-tone colours to choose from while Cartera Colores, in addition to this same earth-toned colour range, comes with cleverly chosen colour accents. Cartera is available in 12 colours while Cartera Colores has the same 12 colourlines but with added accents. This gives customers a whole new set of 12 colours to choose from.

The last product in the Cartera Portfolio is Viva Colores, a comprehensive solid colour selection with 57 colours that serve as a complementary colour coordinate to the Cartera & Cartera Colores pattern libraries. As such, Viva Colores stands beautifully as a product on its own featuring an explosive range of 57 colours that stretch from bright hues to earth tones providing an extensive palette of colour choices. All three products in The Cartera Portfolio were designed to work harmoniously with each other. This exciting new range caters to the individual need of every customer to suit any interior and personality akin to the diverse mix of cultures in Latin America itself.

-END-

For further information, please contact:

Foreword Communications Pte Ltd

Mr James Lyon or Ms Ruby Hoang

Tel: 6338-5918

Email: james@foreword.com.sg / Ruby@foreword.com.sg

About InterfaceFLOR:

Globally, InterfaceFLOR is widely recognized as a pioneer in sustainable manufacturing and business practices and has won numerous design and innovation awards for its market-leading modular floor covering products. In addition, it has also become widely recognised as a pioneer in sustainable manufacturing and business practices, and has won many prestigious accolades for its environmental initiatives.

During the mid-nineties, the company's founder and chairman, Ray Anderson, put the company on track to becoming the first sustainable company by 2020. Now defined as Mission Zero, the company's drive to achieve a zero environmental footprint is a central part of the organization's ethos and culture.

The company's aim is to move from the traditional industrial approach of 'take, make, waste' and move towards a more natural or cyclical system of material and resource flows. Encouraging other companies to follow its lead in resource friendly manufacturing policies and processes is also a central part of their environmental mission.

Global facts:

- Total energy used at manufacturing facilities -- per unit of product -- is down 43 percent since 1996.
- Thirty percent of Interface's total energy use comes from renewable sources.
- Actual greenhouse gas emissions at manufacturing facilities have been reduced by 35 percent from a 1996 baseline.
- Forty percent of raw materials used were from recycled or bio-based sources.
- ReEntry® 2.0, a process that reclaims old carpet and converts it into recycled raw materials, diverted 12,500 tonnes of carpet from landfills in 2010.
- Twenty-six million square metres of the company's climate-neutral Cool Carpet™ were sold