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RUBBER FLOORING
FOR CONTEMPORARY ARCHITECTURE

WELCOME TO GAIA

WHAT IS GAIA?

GAIA IS A VERSION OF OUR PRODUCTS.
It is actually a sourcing methodology, the result of an eco-design working method that consists of substituting some ingredients with more sustainable equivalents.

By utilizing this approach, we prioritize materials that have lower environmental impacts.

For years, we have dedicated our research to the pursuit of more sustainable materials, striving to incorporate recycled and bio-based or renewable content that aligns with our environmental goals.






GAIA IS AIMED AT MINIMIZING THE GWP (GLOBAL WARMING POTENTIAL) OF OUR PRODUCTS AND FINDING A SECOND LIFE FOR OUR BY-PRODUCTS

GAIA OFFERS ON AVERAGE A 60% REDUCTION OF CRADLE TO GATE GWP

Compared to before our Eco-Design intervention

What's **GWP?** Slide to the next page to find out!

GWP · Global Warming Potential.

A measure of the contribution of a product to global warming.

Each greenhouse gas has a different potential to cause global warming, which complicates calculations. Therefore, all greenhouse gas emissions are converted into carbon dioxide equivalents (CO_2 eq.), allowing for standardized calculations.

In the EPD, the total GWP is reported in mass as kg CO_2 eq. and, because the life cycle is divided into stages, you have the option to extrapolate data from any individual stage of life. For example, the Product Stage (listed as A1-A3), also known as the Cradle to Gate stage, is most often requested for these reasons:

- it includes all activities related to making and packaging the final product;
- it typically contributes the most environmental impacts;
- it is the easiest to use for product-to-product comparisons.

CRADLE TO GATE

(or Phase A1-A3): it includes that first part of the life cycle of the product, which means a product's environmental footprint up to the point where it leaves the factory gate: the transport of the ingredients from the supplier to the factory, the ingredients themselves and the energy used for production.

1.

BIO-ATTRIBUTED RUBBER

Rubber largely produced using bio-based oils coming from plants or seeds.
By utilizing it we reduced our dependence on non-renewable resources
minimizing environmental impact.

What exactly does BIO-ATTRIBUTED mean? Slide to the next page to find out!

BIO-ATTRIBUTED RUBBER is produced with a large quantity of bio-based oils coming from plants or seeds.

The term “bio-attributed” indicates that the use of bio-based feedstock has been ascribed using mass balance methodology, which measures the extent to which fossil fuel-derived feedstocks have been substituted by renewable or bio-feedstocks.

What is the mass balance approach in the context of bio-attributed materials?

The mass balance approach is a method used to manage the use of biopolymers and renewable raw materials. It is based on tracing the flow of materials to allow for the replacement of part of the fossil resources by bio-based ones without modifying the processes and industrial equipment. The mass balance approach consists of segregating by bookkeeping the quantity of renewable material and “attributing” this quantity to finished products at the end of the chain.

Product claims should always be verifiable and certified. These products should be identified as “renewable attributed products” and should not be referred to as “bio-based products.”

2.

SILICA OBTAINED FROM RICE HUSKS

Rubber largely produced using bio-based oils coming from plants or seeds.
By utilizing it we reduced our dependence on non-renewable resources
minimizing environmental impact.

3.

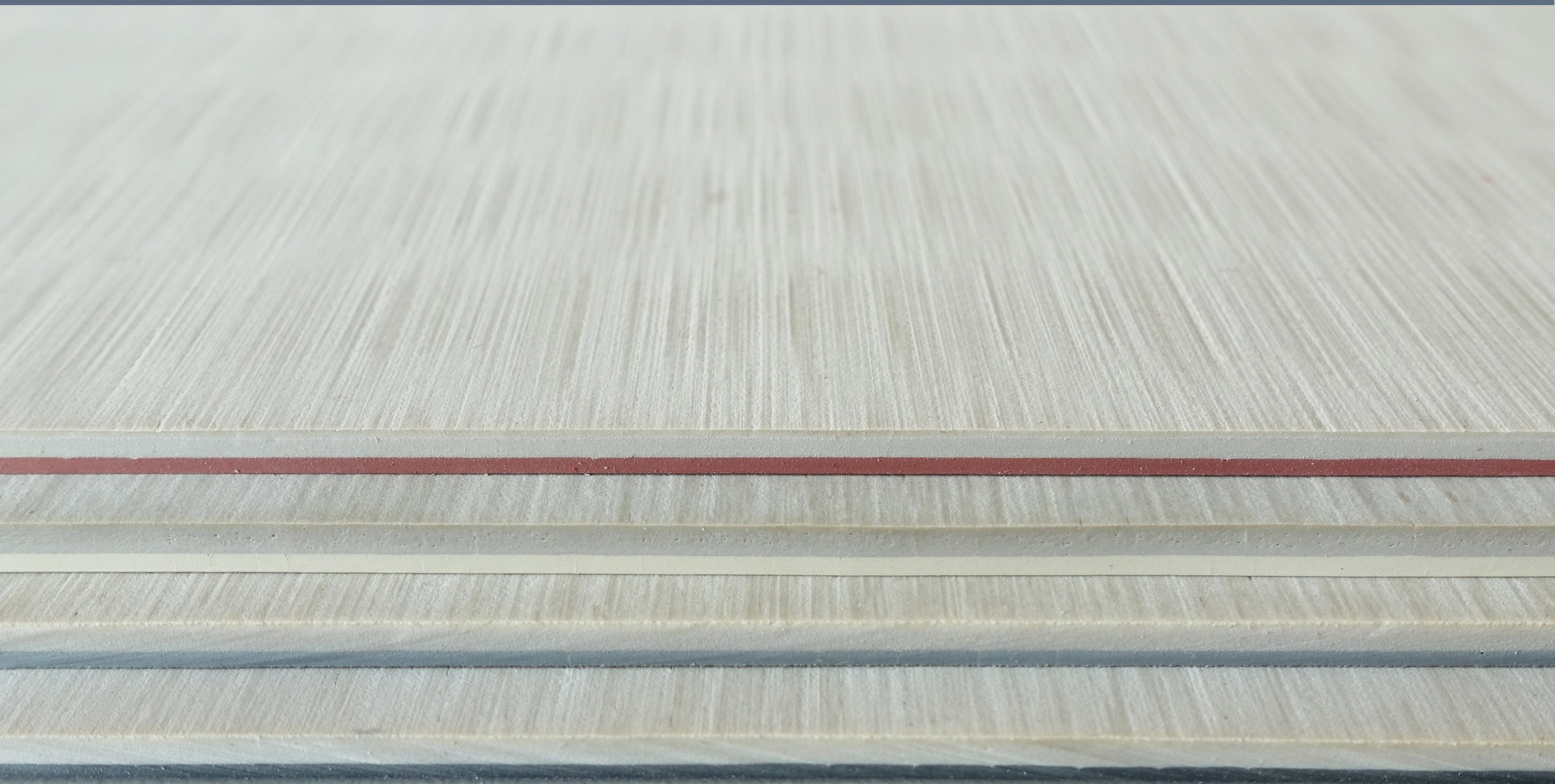
RECYCLED CALCIUM CARBONATE

Derived from Carrara white marble waste/scrap powders. This integration not only gives new life to a by-product but also reduces the need for virgin calcium carbonate extraction.

4.

BOTTOM LAYER FREE OF ADDED PIGMENTS

Our new bottom layer is free of added pigments. It’s an “invisible” innovation since you won’t see it in the installed product, but pigments, although in small quantity, are responsible for a high percentage of GWP.



5.

RECYCLING OUR OWN WASTE MATERIAL

We incorporate into our flooring different kinds of wastes, pre- and post-processed: raw compounds; grinded off-cuts and trimmings; raw and cured powders.

GAIA

RECYCLE + RE-USE

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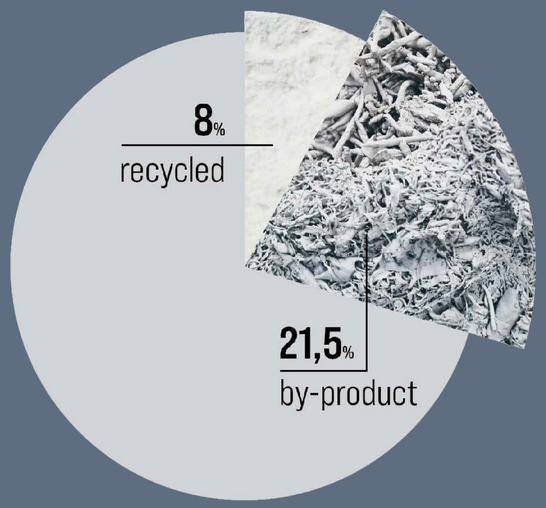
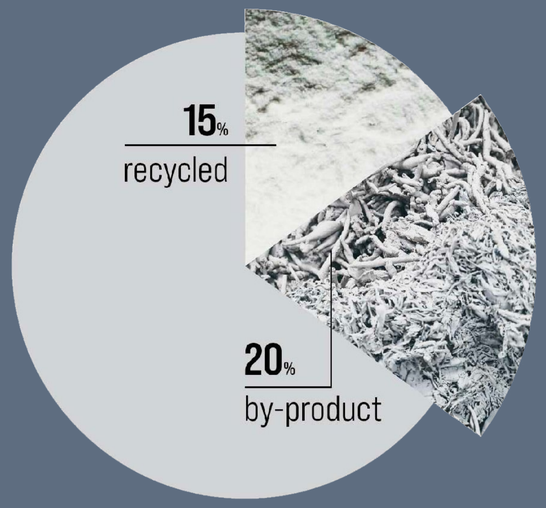
RECYCLED AND RE-USED PERCENTAGES FOR GAIA FLOORINGS (third party-certified)

Standard Flooring 2 mm



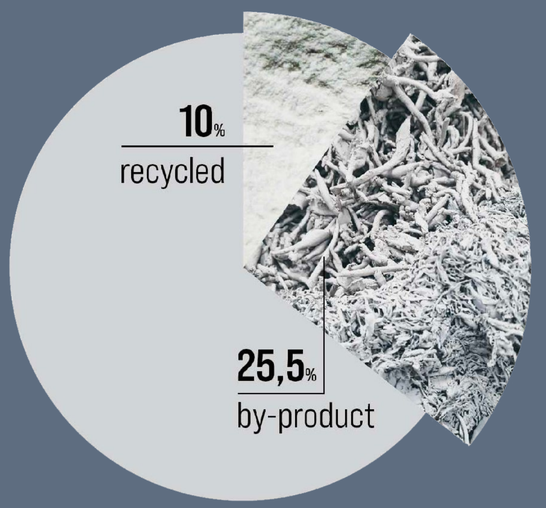
TOTAL 29,5%

Standard Flooring 3 mm



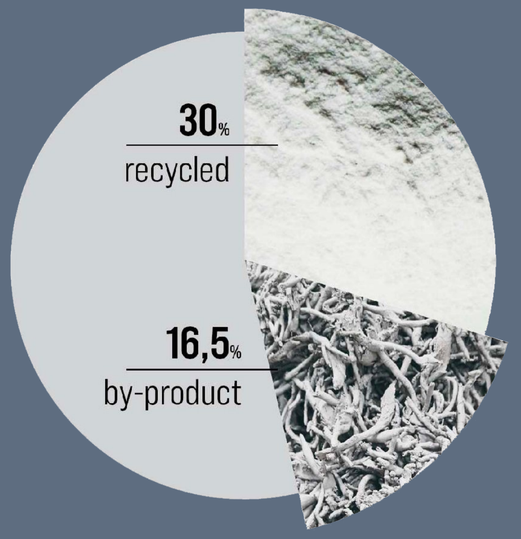
TOTAL 35%

Standard Flooring 3,5 mm



TOTAL 35,5%

Standard Flooring 5 mm



TOTAL 46,5%

WE'VE BEEN DOING IT RIGHT FOR A LONG TIME

Our premium rubber flooring has consistently utilised our unique double layer **Dual D Technology**, where the end result consists of two distinct layers molecularly bonded together, each designed for specific performance attributes.

WE ARE THE ONLY COMPANY
HAVING DEVELOPED THIS TECHNOLOGY
MAKING OUR RUBBER FLOORING UNIQUE!

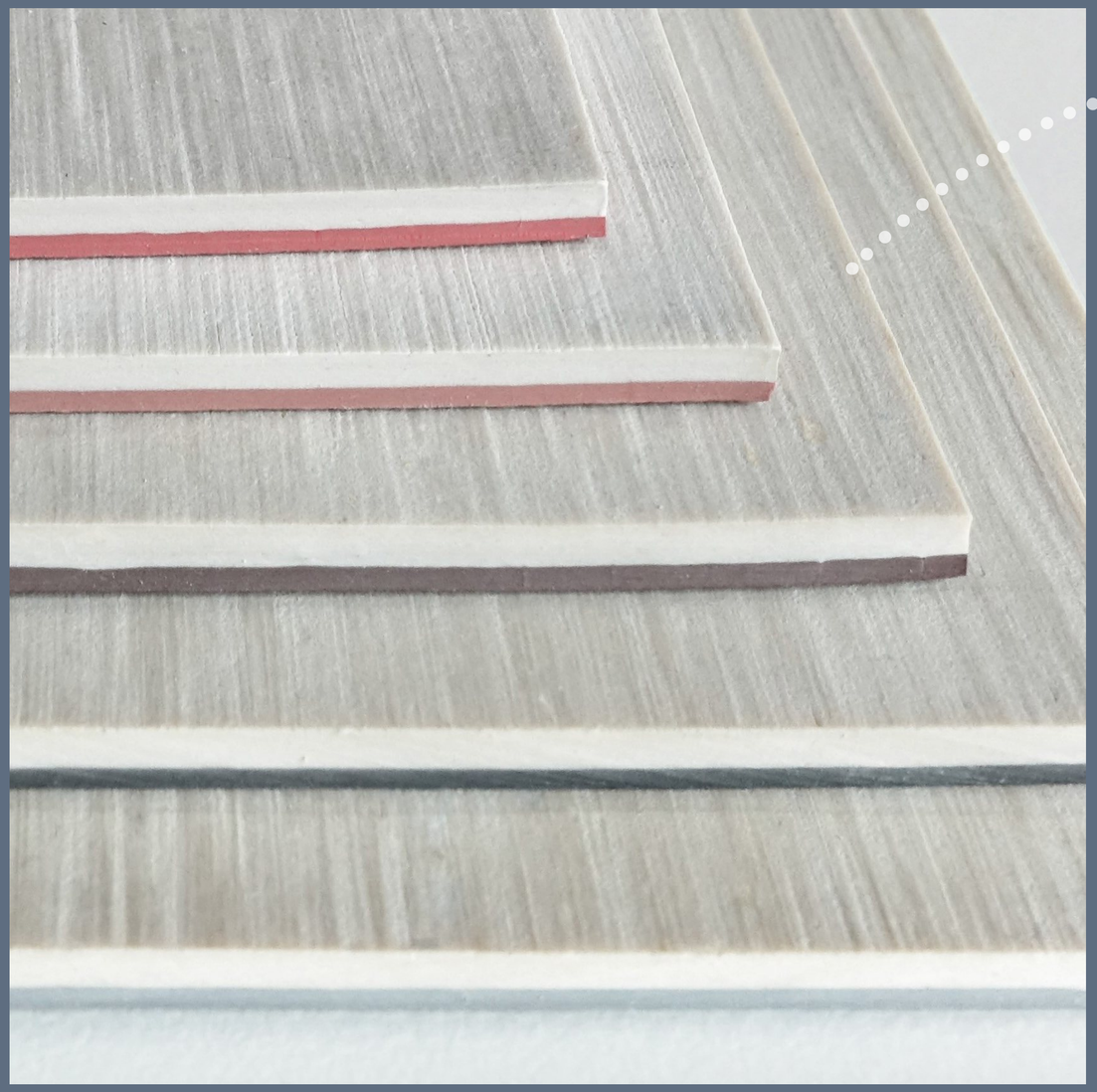
TWO LAYERS, UNIQUE PROPERTIES

This innovation has emerged as the cornerstone of our sustainability efforts. With Dual D Technology, we seamlessly integrate two layers of flooring, each with its unique properties, including:

- The top layer, ensuring durability and effortless cleaning.
- The bottom layer, providing cushioning and acoustic benefits.

A HUGE COMPETITIVE ADVANTAGE

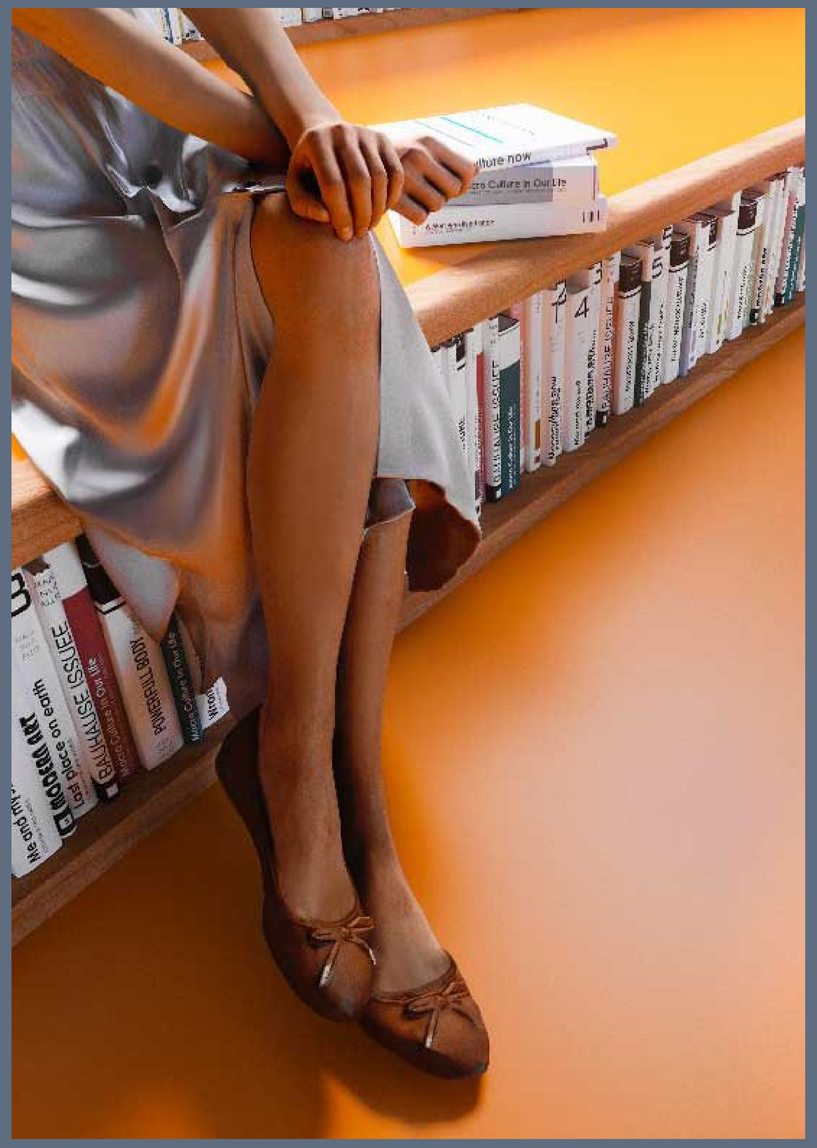
In the new scenarios related to the increased importance of sustainability, our persistence in pursuing this technology has led us today to a huge competitive advantage. Recycling internal and, in the future, external waste is easier and without compromising on performance.



The bottom-layer allows us to incorporate additional and varied recycled content, into our products.

GAIA IS CURRENTLY AVAILABLE AS A STANDARD FOR OUR 3 mm UNI AND KAYAR RUBBER FLOORING

Our other products can be manufactured in GAIA version upon request. Specialty flooring like BS, Ant48 and X-Elastic are not currently available in the GAIA version.



GAIA | EPD | artigo

WE DID NOT CHANGE THE RECIPE OF OUR PRODUCTS!

We use the same high quality ingredients with better sources.

EPD · Environmental Product Declaration

The environmental product declaration is the tool used to communicate the potential environmental impacts calculated from the LCA.

In an EPD, a product's life cycle is sectioned into various stages of life, where each stage is further divided into specific activities. Each activity has the potential for environmental impact.

For example, in the Product Stage, one of the activities to consider is manufacturing, where energy is required to produce your product.

The EPD is defined by International Organization for Standardization (ISO) 14025 as a Type III declaration that quantifies environmental information on the life cycle of a product to enable comparisons between products fulfilling the same function.

You can download the EPD for GAIA flooring by clicking here.

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