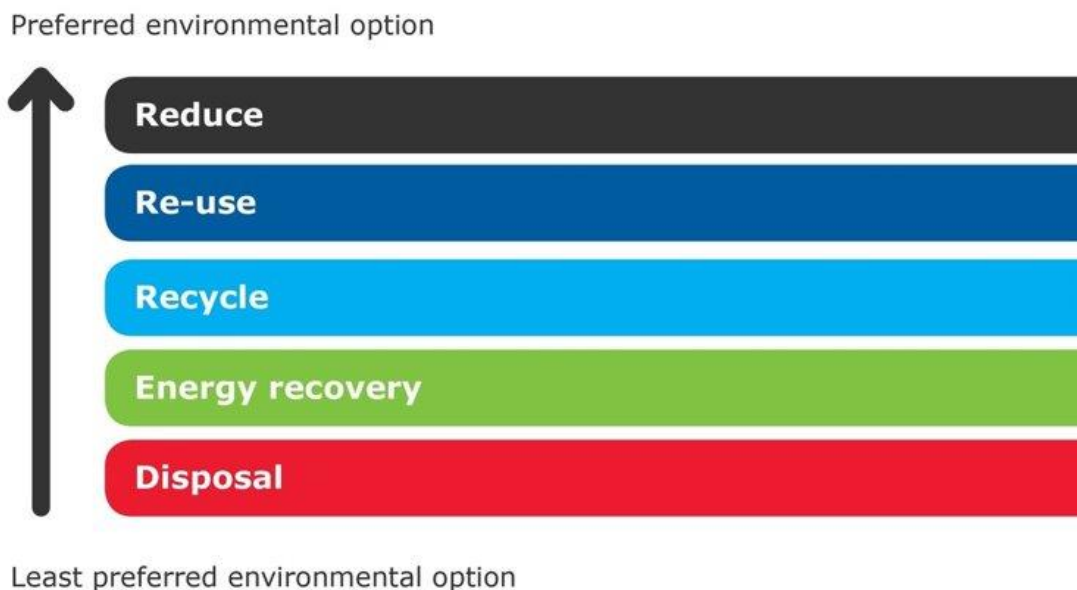


Product Stewardship a priority for Jacobsen

Jacobsen are pleased to announce that they are launching a Product Stewardship programme that will help reduce the amount of flooring waste going to landfill.

According to the Associate Environment Minister Eugenie Sage, “construction and industrial waste makes up about 85 percent of what is sent to landfill every year” in Auckland. This demonstrates the enormity of the problem, which flooring contributes to.

The programme utilizes the principles of the waste hierarchy, putting emphasis on re-use of flooring before considering recycling, and with disposal/landfill only as a last resort.



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Launching initially as a pilot in Auckland, five flooring contractors will be taking part with the objective to test the procedures and take learnings that will enable Jacobsen to introduce this nationwide.

“Creating positive impact and understanding the environmental burden of doing business is a core value for Jacobsen”, said Renee Woolcott, Impact and Innovation Officer of Jacobsen Holdings. “We think it’s important for suppliers in New Zealand to take responsibility and provide meaningful and accessible product stewardship programmes, to protect the environment for current and future generations. As a third generation Jacobsen family member, and a mother, I’m particularly passionate about making this programme a success.”

Reducing landfill and supporting the community

A partnership with Habitat for Humanity provides Jacobsen with an opportunity to positively impact our community and the environment by enabling re-use of carpet tiles. Habitat for Humanity will be taking uplifted second-hand Shaw and Desso carpet tiles and selling them through their ReStores. Income from the ReStore charity shop chain helps greatly in funding their mission.

Conrad LaPointe, CEO Northern Region of Habitat for Humanity said, "We are excited to be able to provide an avenue for re-use of carpet tiles and be a part of reducing construction waste to landfill.

All proceeds from the sale of these items will go towards our work in supporting kiwi families in housing need."

Recycling at the factory

Jacobsen has worked with Tarkett, manufacturers of Tarkett vinyl and Desso carpet tiles, and Shaw Contract to extend their current recycling at the factory to the New Zealand market. Based on the Cradle to Cradle principles, this sees installation off-cuts for vinyl, carpet tiles, and post-consumer carpet tiles, that can't be re-used, being sent back to the factory to be recycled and introduced back in to the manufacturing process as raw materials.

In addition, Jacobsen has worked with Regupol to implement a world first recycling programme for rubber installation off-cuts. These will also be sent back to the factory to be recycled and introduced back in to manufacturing process.

"We are proud to work with suppliers who carry our values and understand the contribution we can all make to preventing unnecessary waste", said Woolcott.



Recycled vinyl is chipped before being added back into the manufacturing process.



Fluff – high purity yarn (95%) – is generated by Tarkett's recycling center.

Creating positive impact

This programme is part of the Jacobsen ongoing commitment to the environment and socially responsible flooring systems.

We are committed to:

- Sourcing product from suppliers that reach or are equivalent to the ISO14001 standard of environmental management and are accredited by international environmental governing bodies.
- Sourcing product from suppliers that conduct ethical business in relation to laws, regulations, fair practices, international human rights standards, health and safety and corporate social responsibility.
- Assessing products for their lifecycle impact, reducing water usage, and chemical impact on the environment during the manufacturing, installation and maintenance of flooring.
- Reducing carbon emissions in line with our Toitu Envirocare carbon reduce certification and approved targets.
- Reducing waste throughout the manufacturing, distribution and installation process as well as end of life of the product.
- Ensuring Jacobsen staff are sustainably and environmentally focused in all aspects of our business and operations.

About Jacobsen

Jacobsen®

Jacobsen has been bringing world-class flooring to New Zealanders for over 50 years. Founded on outstanding service, technical expertise and dependable relationships, the Jacobsen name now also stands for style, texture, innovation and performance. Which is why today you find the international brands that Jacobsen distributes all over New Zealand from the finest residential homes to modern offices and the most demanding of public spaces.

As a New Zealand owned business, Jacobsen is proud of its heritage and its core values that look after both people and planet.

About Habitat for Humanity



Habitat for Humanity Auckland is part of an affiliated Habitat network, working in over 70 countries worldwide towards the vision of a world where everyone has a decent place to live.

In pursuit of this vision, Habitat Auckland provides a wide range of home construction, repair, renovation and advocacy programmes aimed at building strength, stability, and self-reliance through shelter.

While the Habitat for Humanity work is strongly focused on the needs of vulnerable households in Auckland, they also provide significant support across the Pacific region through ongoing build programmes and disaster relief.

For more information:

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