



Nike selected a recycled glass terrazzo tile called EnviroPLANK for the "runway" in their new NikeWomen stores.

TERRAZZO PLANK FLOORS NIKEWOMEN

BY TIM WHALEY

A typical day at athletic products manufacturer Nike includes recycling, buying recycled materials and assessing products against Nike's sustainability index. As a result of such green corporate behaviors, the company recently introduced the Nike Organics clothing line and Nike Considered shoe line; dedicated to eliminating waste and toxics. All are examples of how Nike has thoroughly integrated a commitment to environmental intelligence throughout the organization. So it was only natural that environmental sustainability figured prominently in the selection of building materials—specifically, flooring materials—for the new NikeWomen retail format, which has 12 locations in California, Illinois, New York and Florida.

Just as important as environmental concerns were aesthetics. "The flooring is a large part of any retail experience," said Lois McKenzie, senior designer, NikeWomen. "We were looking for an eye-catching entry that would entice customers all the way into the store. And with so many great products available, we felt that this was an excellent place to use a recycled and sustainable material."

Nike selected a recycled-glass terrazzo tile called EnviroPLANK for the entrance and center aisle, or run-

way. The 6-by-36-inch rectangular tile from EnviroGLAS Products Inc., Plano, Texas, is composed of crushed 100-percent-recycled glass and colorful VOC-free epoxy resin. Specifically developed for modest-sized retail and residential applications where a poured-in-place terrazzo floor is unrealistic, EnviroPLANK offers a new angle on the centuries-old Italian flooring system of terrazzo.

RECYCLED CONTENT

Seventy-five percent of the 40 billion glass bottles made every year in the U.S. end up in landfills. Harder than marble, glass is a sustainable, inert material that brings sparkle and depth to terrazzo flooring. Nike liked the fact that EnviroPLANK diverts glass from the landfill while at the same time offering an extensive lifecycle. Because this is a terrazzo product, Nike can count on their recycled-glass runways lasting the lifetime of the building.

COLOR OPTIONS

Color options are one of the unique aspects of this product. Customers can choose from 22 standard resin colors and 10 different types of recycled glass, including green, blue, brown and clear discarded drink bottles and jars;



Rectangular tile from EnviroGLAS Products Inc. is composed of crushed 100 percent recycled glass and colorful VOC-free epoxy resin, a product in line with Nike's environmental initiatives.

Tim Whaley is principal of EnviroGLAS Products Inc., converting glass bound for the landfill into elegant, durable, environmentally friendly hard surfaces and landscaping materials. Architects and designers looking for a Leadership in Energy and Environmental Design (LEED)-applicable flooring material for smaller spaces increasingly are specifying EnviroPLANK. Visit www.enviroglasproducts.com.

mirrors; aqua and charcoal colored auto windshields; and a mixture of colored plate-glass windows. Customers can request their own custom resin color match for an additional cost.

"We wanted a premium finish with a high level of contrast to the adjacent walnut-stained wood flooring," McKenzie said. So, Nike selected Bright White resin with a mixture of recycled clear and mirrored glass, conveying a clean, bold look with plenty of sparkle. The tile's rectangular shape allows it to be laid down in a staggered, random bond fashion, complementing and mirroring the wooden floors to either side of the runway.

"The planked floor is a great way to show our best and brightest," said Edward Cardimona, director, visual presentation, NikeWomen. "The runway draws the customer in and shows her how to get to the center of the world of NikeWomen."

INSTALLATION AND MAINTENANCE

Installed over a thin set mortar, the tile seams can be as thin as 1/32 of an inch. Another plus with this flooring material is ease of maintenance. Upkeep is as simple as a neutral soap and water. The inert, non-porous floor does not require a seal and does not need waxing — two more ways that this product minimizes environmental impact. +

EcoScore

Athletic and Commercial Rubber Flooring

- 67% Post-Consumer Recycled Content
- Eligible for LEED™ Points
- Multifunctional Use
- 24" x 24" x 3/8" Tiles
- Square or Interlocking Edges
- 10 Year Wear Warranty
- High Slip-Resistance

ADEx

ENDURA
from Burke Flooring

800-447-8442 www.burkeflooring.com

READER SERVICE NO. 107 WWW.EDCMAG.COM/WEBCARD