

Floor Fax 11-2

Date: November 19, 2009

To: Wilsonart Flooring Distributors

Subject: **First FSC-certified Laminate Flooring Manufacturer in North America**

Dear Wilsonart Flooring Distributors:

Wilsonart Flooring is pleased to announce its newest achievement! Scientific Certification Systems (SCS) has awarded Wilsonart Flooring its Forest Stewardship Council (FSC) chain of custody certification, ensuring that products marked with the recognizable FSC "checkmark and tree" ecologo were sourced from responsibly managed forests. Wilsonart will now be able to offer FSC solutions for our customers who require it. Please see accompanying press release.

Wilsonart is extremely proud of this achievement as it represents one more important step forward in our sustainability efforts. Further as we continue to pursue commercial opportunities, this third-party accreditation will provide Wilsonart Flooring with a competitive advantage when FSC products are required for a particular project.

It is important to know that when FSC products are needed by your customers, new protocol will be involved in the ordering and sales process between our organizations and your clients.

- Only Wholesalers that carry the FSC certification for chain of custody can purchase and resale FSC products. Therefore, if your organization does not carry this designation, we urge you to pursue this certification.
- Not every product purchased from Wilsonart Flooring will be identified as FSC certified. Orders that are submitted to Wilsonart Flooring will need to specifically designate which elements of the order are to carry the FSC seal. In a subsequent communication, we will outline in more detail this new process.

We trust that you're excited about this new development as it reinforces our leadership position as it relates to environmental responsibility and delivering value and differentiation to our mutual customers.



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Wilsonart Achieves
Third-Party Certification for Laminate Flooring
First FSC-certified Laminate Flooring Manufacturer in North America

Temple, Texas, November 18, 2009 – Wilsonart Flooring is the first laminate flooring manufacturer to earn Forest Stewardship Council (FSC) chain of custody certification, ensuring that products marked with the recognizable FSC "checkmark and tree" ecologo were sourced from responsibly managed forests. Through the use of materials from well-managed forests and recycled sources, Wilsonart offers High Pressure Laminate (HPL) Flooring manufactured in the USA that provides a responsible solution for green building projects.

Wilsonart enlisted Scientific Certification Systems (SCS) for certification services based on the requirements of the Forest Stewardship Council (FSC) Chain of Custody standard (certification number SCS-COC-002415). FSC is an independent, non-profit, non-governmental organization whose mission is to support environmentally appropriate, socially beneficial and economically viable management of the world's forests. "Achieving this standard for our HPL flooring is a major achievement, given its inherent thickness and the greater complexity of layers necessary to achieve our flooring's standards for *durability, performance* and *longevity*, while also meeting FSC chain of custody requirements," said Joe Branch, Manager of Technology of Wilsonart Flooring. "We are proud to be the HPL manufacturer that establishes this industry benchmark."

Wilsonart's high pressure laminate business lies mostly in the commercial sector and Wilsonart understands the importance of working with customers to achieve their necessary LEED qualification requirements. "This certification can contribute to our customers' LEED Certified projects under MR Credit 7: Certified Wood and MR 4: Recycled Content" said Rajesh Ramamurthy, Wilsonart's Director of Sustainability.

All Wilsonart Flooring is rated for commercial use and is suitable for corporate, healthcare, hospitality, retail, education and multi-family housing segments. "FSC certification allows Wilsonart® Flooring to compete with other FSC products such as wood/veneer and solid wood species. The enhanced performance characteristics of the HPL surface: durability, design flexibility and longevity are icing on the cake," said Ramamurthy. For more information on Wilsonart's FSC solutions, contact your local Wilsonart representative.

WILSONART FLOORING AT GREENBUILD EXPO 09 – FSC School

Wilsonart Flooring was part of the "FSC School" at this year's Greenbuild Expo (Nov. 11 – 13) in Phoenix, Ariz. The purpose of the exhibit was to inspire architects, interior designers, developers and other design/construction professionals and demonstrate the importance of wood products that originate in

forests where management practices are environmentally sound, socially respectful and economically viable. Given the strong growth in specifications for FSC-certified wood products especially within the education sector, Wilsonart Flooring's third-party certification provides a solution for customers at a time when the demand is growing for these products.

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Wilsonart certification is posted on www.fsc.org and www.scs-certified.com. For more information, call the Wilsonart Customer Service Hotline at 800-433-3222. Customers can also visit www.sustain.wilsonart.com.

Wilsonart International was founded in 1956 and has since grown to become the leading producer of High Pressure Decorative Laminate in North America. The company has achieved success through a combination of outstanding service, high-quality products and a focus on continuously redefining the laminate surface through improved performance and aesthetics. Wilsonart Flooring was introduced in 1995 and has continuously earned top honors for quality by floor covering retailers. All Wilsonart Flooring products are manufactured in the USA in Temple, Texas.

Scientific Certification Systems (SCS) has been providing global leadership in third-party environmental and sustainability certification, auditing, testing and standards development for more than 25 years. In addition to certification for the Forest Stewardship Council's Forest Management and Chain of Custody programs, SCS programs recognize accomplishments in agricultural production, food processing and handling, fisheries, flowers and plants, energy, green building, consumer and business products, and corporate social responsibility. www.SCS-certified.com/forestry