



Product Stewardship Excellence Awards | Individual Business SME Signature Floors - Circul8 Initiative

Signature Floors, a leader in the flooring industry, has been recognised for its innovative Circul8 initiative in the Product Stewardship Centre of Excellence Awards 2023. The Circul8 program exemplifies the company's commitment to circular design principles, sustainable manufacturing practices, consumer engagement, and positive social and economic outcomes.

Circular Design Features and Performance

The Circul8 initiative at Signature Floors is built on the foundation of the circular economy business model, prioritising resource efficiency and waste reduction. Key features include:

- Utilisation of recyclable materials and low embodied energy in carpet tile production.
- Conversion of yarns to ensure that 98% of carpet tile ranges are produced from materials recyclable into Econyl fibre, promoting closed-loop recycling.
- Introduction of the first 100% recycled fibre carpet tile range, made from Econyl fibre, and featuring a 100% recycled PET backing.

Manufacture, Use, and End-of-Life

Signature carpet tiles are engineered for durability yet designed with end-of-life considerations. The Circul8 program facilitates the return of carpet tiles for rejuvenation and recycling. Notable improvements include:

- Rejuvenation and regeneration of returned tiles through a meticulous process, ensuring minimal waste.
- Collaboration with Aquafil for the regeneration of extracted yarn into Econyl fibre, promoting resource efficiency.

Consumer and User Awareness/Engagement

Signature Floors prioritises consumer awareness and engagement through various channels:

- Dedicated webpage showcasing sustainability initiatives, including Circul8, on the company's website.
- Regular promotion of the Circul8 initiative on social media platforms, client presentations, and product materials.
- Demonstrations of in-house recycling equipment during client warehouse tours, providing firsthand insights into recycling capabilities.

Social and Economic Outcomes

Signature Floors demonstrates its commitment to social and economic benefit through collaborations such as the Launch Housing project:

- Collaboration with Gray Puksand on the Launch Housing project, utilising recovered tiles to create sustainable designs for disadvantaged communities.
- Contribution to societal change by supporting Launch Housing's mission to end homelessness and create lasting impacts.
- Participation in community projects, such as the GPT building at 530 Collins Street Melbourne, where competitor products were reclaimed, cleaned, donated, and reused, showcasing the Circul8 program's positive community impact.

Signature Floors' Circul8 initiative stands as a beacon of sustainability and responsible stewardship in the flooring industry. Through innovative design, sustainable manufacturing, consumer engagement, and meaningful collaborations, Signature Floors continues to lead the way towards a more sustainable future.