

# Interface Introduces Net Effect

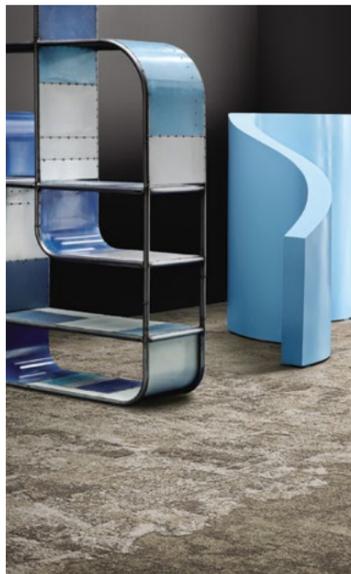
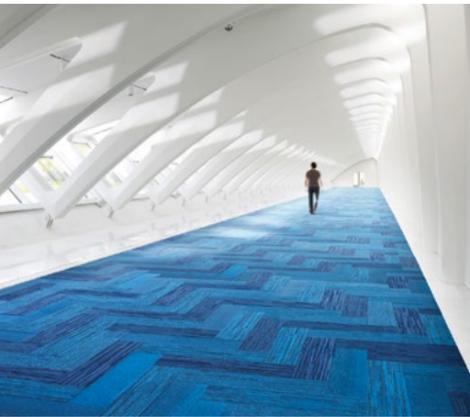
Interface, the world's largest carpet tile manufacturer and a recognised environmental pioneer, has introduced Net Effect - a stylish new carpet tile collection inspired by the ocean and its plight.

Net Effect products are set to incorporate discarded fishing nets, collected through Net-Works and recycled into yarn by key Interface supplier Aquafil. This unique partnership between Interface and the Zoological Society of London (ZSL) launched last year with a pilot on Danajon Bank in the Philippines, and is going from strength to strength. By establishing a community-based supply chain for discarded nets, Net-Works aims to improve the livelihood of local fishers in some of the world's poorest coastal communities, while providing Interface with an innovative source of recycled materials for its carpet tiles and cleaning up beaches in the process.

Net-Works is the latest in a long line of initiatives aimed at advancing Interface's 'Mission Zero' goal. This is the ambitious pledge made by the company's founder,

the late Ray Anderson, in the mid-1990s, to eliminate any negative impact the company may have on the environment by 2020. Mission Zero is an integral part of how Interface operates, underpinning every business, manufacturing and design decision it makes.

In South Africa, Interface's extensive range of stylish and sustainable carpet tiles are available through Kevin Bates Albert Carpets, who have distributed Interface's products for over 30 years. The Cape Town and Johannesburg based company continues to support and source from manufacturers committed to producing environmentally responsible products. As members of the Green Building Council South Africa, Kevin Bates Albert Carpets share in the Council's aims to reduce the negative impact of buildings on the environment.



Net Effect™. Our new line of carpet tiles is a poignant reminder that beautiful design goes beyond product, to the story behind it. Net Effect connects remote fishing economies with the global manufacturing community to help protect an environment at risk.

Interior: Milwaukee Art Museum

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Net Effect is available as  
50 x 50 cm Squares and  
100 x 25 cm Planks