

geostone ecocycle series



R101 Wetlands (UPS) 12x12



R102 Marshland (UPS) 12x12



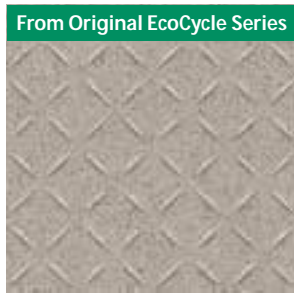
R103 Earth (UPS) 12x12



R104 Pine Barren (UPS) 12x12



R105 Night Air (UPS) 12x12



R001 EcoCycle (CTS) 8x8
(also available in UPS, 8x8)

From Original EcoCycle Series



our commitment to the environment

Crossville Porcelain Stone®/USA works hard to ensure that both its products and manufacturing processes are environmentally responsible.

For example:

- ✦ Our porcelain stone tile is made of naturally occurring clays and minerals mined in Tennessee and neighboring states.
- ✦ The majority of our tile is shipped in brown, kraft-paper cartons, which can be easily recycled for use in other paper products.
- ✦ We have developed efficiency programs to maximize the use of natural gas and minimize the creation of waste products during manufacturing. Sophisticated dust-collection systems and recycling processes reclaim and reuse most of the unfired waste materials from manufacturing.
- ✦ A state-of-the-art filtration process takes water used during manufacturing and returns it to the city of Crossville, Tennessee, cleaner than when it entered the factory.
- ✦ Stringent quality standards help eliminate defective products and minimize wasteful firing.
- ✦ Porcelain tile is friendly to the indoor environment: it produces no fumes or gases; will not support mold, mildew or bacterial growth; and can be maintained without the use of harsh chemicals.
- ✦ Porcelain tile has a long life cycle that results in fewer replacements and reduced waste. In fact, porcelain stone tile outlasts multiple installations of many other flooring materials.



geostone ecocycle™

ENVIRONMENT. GOOD FOR THE ENVIRONMENT. GOOD FOR THE ENVIRONMENT.
 great looks and styling
 BUILDINGS. GOOD FOR BUILDINGS. GOOD FOR BUILDINGS.
 more durable than granite
 BUDGET. GOOD FOR YOUR BUDGET. GOOD FOR YOUR BUDGET.
 environmentally responsible
 FOR YOUR LIFESTYLE! GREAT FOR YOUR LIFESTYLE! GREAT FOR YOUR LIFESTYLE!

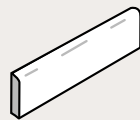


cross-sheen (UPS)

Coefficient of Friction
dry >0.8 wet >0.6

GeoStone EcoCycle Series is suitable for both interior floors and walls and exterior walls.

trims



4" x 12" Bullnose

geostone ecocycle series shade and texture index >V3



V3

V3>Moderate Variation While the colors present on a single piece of tile will be indicative of the colors to be expected on the other tiles, the amount of colors on each piece may vary significantly.



The growth of manufacturing and industrial production throughout the 20th century was truly phenomenal. However, this growth took its toll on the environment. Today, many companies are taking steps to protect the environment, both in the products they manufacture and the way those products are produced. Crossville Porcelain Stone®/USA is proud to be among these environmentally responsible companies.

At Crossville, we have the advantage of manufacturing a product that, by its nature, is good for the environment.

That's because porcelain stone tile is made to last. In fact, our tile outlasts multiple installations of other floor coverings, such as carpet, linoleum, and hardwoods.

Plus, cleaning Crossville tile typically requires only hot water, not harsh detergents or chemicals.

But making a long-lasting, easy-to-maintain product simply isn't enough. We know we can do more.

GEOSTONE ECOCYCLE A REAL GEM OF A FLOOR COVERING

With the introduction of our EcoCycle Series in 2001, Crossville became the first company to produce a line of porcelain stone tile products made in part or entirely from unfired raw materials, reclaimed from the manufacturing process. Today, we remain the leading company worldwide to produce such an environmentally friendly porcelain stone product.

Expanding on our commitment to protect the environment, and on the popularity of the EcoCycle Series, Crossville introduced in late 2002 a new line of environmentally friendly tile products called GeoStone EcoCycle™.

Like earlier EcoCycle products, GeoStone is made from 50% to 100% unfired raw material. Previously, this type of material — a by-product of the manufacturing process — was discarded. Today, Crossville reclaims and reuses this material to manufacture the stylish, durable, and environmentally responsible GeoStone line of tile — all without sacrificing an ounce of quality in the final product.

A glazed porcelain stone tile, GeoStone EcoCycle comes in five spectacular stone-look colors:

R101 Wetlands | R102 Marshland | R103 Earth
R104 Pine Barren | R105 Night Air

The first four colors listed above are made of 50% reclaimed material, while the fifth color, Night Air, is made of 100% reclaimed material. In previous years, such material would have ended up in a landfill. Today, Crossville is giving it new life as a world-class tile product.

All GeoStone colors are available in 12" x 12" tiles, with matching 4" x 12" bullnose trim (optional). Plus, GeoStone is priced to be extremely competitive with similar tile products. Designed for both commercial and residential applications, GeoStone helps save money while helping save our natural resources. It's both economical and ecological.

GeoStone EcoCycle is just as beautiful and durable as Crossville's standard porcelain stone tile. Its CROSS-SHEEN® finish imparts a subtle glow that enhances the color and also allows stains and scuff marks to be easily wiped away. And just like our other styles of porcelain stone tile, GeoStone is 30% harder than granite, refusing to scratch, stain, or fade.

For more information about Crossville Porcelain Stone®/USA, please visit our Web site at www.crossville-ceramics.com or call 931.484.2110.

TAKING THE 'LEED' FOR THE ENVIRONMENT

In addition to being good for the environment, the use of GeoStone EcoCycle tile may contribute to the efforts of companies seeking LEED™ certification of new buildings and major renovations.

LEED, which stands for Leadership in Energy and Environmental Design, is a program administered by the U.S. Green Building Council (USGBC), a non-profit organization based in Washington, DC. A coalition of leaders from across the building industry, the USGBC works to promote buildings that are environmentally responsible, profitable, and healthy places for people to live and work.

The LEED Green Building Rating System™ is a comprehensive system of rating and certification for new commercial buildings and extensive renovations. In defining a standard of what constitutes a "green building," the rating system looks at the environmental impact of the entire design process, from site selection, to building specifications, to occupancy.

Credits toward LEED certification can be earned for meeting specific requirements in the following areas: sustainable sites, materials and resources, water efficiency, energy and atmosphere, and indoor environmental quality. LEED certification not only means that buildings have been thoughtfully designed to minimize environmental impact, but also allows them to qualify for a growing array of state and local government incentives. Although building products and materials themselves are not certified, the use of environmentally friendly products, such as GeoStone EcoCycle, may contribute to earning credits required for LEED certification of a building as a whole.

For more information about the U.S. Green Building Council and LEED certification, please visit www.usgbc.org.

INVESTING IN THE QUALITY OF LIFE

At Crossville, we believe in the concept of "environmental sustainability" — not using our natural resources faster than the environment can replenish them for future generations. So, in addition to developing environmentally responsible products like GeoStone EcoCycle, we employ the latest technology and processes to reclaim and reuse most of the unfired raw materials generated during the tile-manufacturing process. Additionally, our state-of-the-art plants maximize the use of natural gas, employ sophisticated dust-collection systems, and our wastewater policies adhere to the industry's highest standards.

We do all this because we are just as committed to the quality of life, as we are to the quality of our products. It's good for the environment, it's good for business, and it's the right thing to do.