

# ENVIRONMENTAL BENEFITS & LEED CREDITS

## FIRECLAY TILE FOCUSES ON SUSTAINABLE, U.S. MANUFACTURING

Creating long-lasting material is paramount to the green building industry. Fireclay Tile has been focused on manufacturing sustainable, lasting ceramic tile since the 1980's. Beyond the stunning natural beauty of ceramic tile, the durability of high-fired ceramics ensures a lasting product that is as timeless as it is unique. Some of the many environmental benefits of using Fireclay Tile include:

### **Recycled Materials & Local Sourcing**

Our Debris Series Recycled Ceramic Tile features over 62% recycled materials, all sourced locally from Northern California. At Fireclay we go beyond just seeking out recycled materials, but look for truly waste products that have no other purpose, which we can up-cycle into lasting, beautiful products. Our recycled materials consist of post-consumer waste glass and spent abrasive particles (25% of the material) and pre-consumer granite dust from local gravel and quarry operations (37% of the material). The remaining material in the Debris Series ceramic body is Northern California Clay.

### **Sustainable, Local Manufacturing**

Our Debris Series and Vitrail Series are manufactured in Northern California (95004) at our Fireclay Tile factory. Our factory is both day-lit and open-air, meaning we have no need for either heat or air conditioning. We recycle all of our waste water and waste materials to reincorporate them back into our products. While other companies may assign a value to material re-use, we believe it is just good practice and the right thing to do. We fire our kilns using natural gas in increasingly efficient manners.

### **Durability**

Ceramic tile has an outstanding record of durability and performance dating back to Roman times. This is due to both the earthen materials used as well as the fired nature of the manufacturing process. When it comes to durability, nothing outlasts ceramic tile. Your tile will easily outlast the life of your building.

### **Natural, Lead-free Glazes**

We were one of the first ceramic tile manufacturers to remove lead from all of our glazes. Our glazes are all made in our California factory, and 100% of waste glaze materials are recycled back into our other glazes or our ceramic tiles. Our glazes contain all natural materials and produce no VOCs.

### **VOC Off-Gassing & Indoor Air Quality**

Our Debris Series, Vitrail Series, and Claymonde are all made of zero-VOC materials. Ceramic tile is one of the easiest to maintain coverings materials, and its hygienic surface reduces the risk of mold and other potential threats.

### **Future Innovations & Materials Uses**

At Fireclay we are always on the hunt for new materials or processes to improve our commitment to sustainable materials and manufacturing. Currently we are focused on finding additional materials to increase recycled content in our products.



Images left to right: extruded tile, tile firing, tile production at our day-lit open-air factory in Aromas, California and Cuerda Seca Decorative Tile

# LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN

OUR PRODUCTS QUALIFY FOR NUMEROUS LEED CREDITS

Fireclay Tile's materials are as sustainable as they are beautiful and unique.

## **EQ 4.2: Low-Emitting Materials (1 point)**

The Debris Series, Vitrail Series, and Claymonde all have zero VOCs.

## **MR Prerequisite 1: Storage & Collection of Recyclables Required (1 point)**

All Fireclay Tile packaging is recyclable. We use recycled cardboard for our packing boxes, re-purposed crates for pallet shipping, and waste sawdust from a local furniture manufacturer to pad the tile during transit.

## **MR 4.1/4.2: Recycled Content (1 to 2 points)**

Our Debris Series features over 62% recycled materials. Our recycled materials consist of post-consumer waste glass and spent abrasive particles (25% of the material) and pre-consumer granite dust from local gravel and quarry operations (37% of the material). These materials are all complete waste materials with no other purpose, and they are all produced locally near Fireclay's manufacturing operations.



Glass Recycling Baghouse Dust

“OUR DEBRIS SERIES FEATURES OVER 62% RECYCLED MATERIALS. 25% IS POST-CONSUMER, AND 37% IS PRE-CONSUMER.”

## **MR 5.1/5.2: Regional Materials (2 points)**

One point is awarded if 10% of the building materials used is extracted, harvested or recovered, as well as being manufactured within a 500-mile radius of the project site and the calculation is based on the cost of the total materials value. The Debris Series materials all come from Northern California. The Vitrail Series is manufactured in Northern California, but some materials come from beyond 500 miles in the United States. Fireclay Tile can contribute to the credit if the project is located within 500 miles of 95004. A second point is awarded if the total percentage of the cost of regional materials is at least 20%.



Decorative Molds

*Note: Points are only possible — it is up to the builder/architect/owner to pursue approval of the points by USGBC.*