

Johnson Tiles - excellence in green manufacturing.

Today it's expected that UK manufacturers have a working, continuous, green 'policy' in place. However, Johnson Tiles has been at the forefront of sustainable manufacturing for over 20 years – before sustainable development ever became the focus it is today.

Each Johnson Tiles manufactured tile contains up to 28% recycled ceramic material from Johnson Tiles pioneering fired ceramic waste recycling scheme, which not only uses ceramic waste from its own manufacturing processes but also from other local factories to help reduce environmental impact. The inclusion of recycled materials, means that any of our manufactured tiles can be used for eco-projects, where sustainability of materials used is paramount.

In 1994 the company formalised their environmental commitment with the creation of its Environmental Policy, designed to achieve the highest possible environmental standards in all aspects of company practice – from manufacturing to sourcing, suppliers and transport.

Johnson Tiles became the first ever ceramics company within the white wares sector to gain ISO 14001 standard in 1998, which has since been successfully upgraded to the latest requirements of ISO 14001: 2004.

Continuous commitment brings more environmental achievements in 2011-12, Johnson Tiles yet again secured a top position in the 'Sunday Times Best Green Companies Awards' 2011 for the 4th successive year, and was also the national winner of the Engineering Employers' Federation (EEF) Environmental Efficiency Award 2011.

In addition through continuous energy-saving initiatives, carbon dioxide emissions are down 11.5% from 8.7 kg per square metre in 2011 to 7.7 kg per square metre in 2012, and the company remains in credit with its carbon reduction targets set by DECC.

Any tile as long as it's green

All ceramic tiles manufactured by Johnson Tiles at our Stoke-on-Trent factory now contain up to 28% recycled ceramic material from our fired ceramic waste recycling scheme, with no impact on performance or quality – ensuring tiles can be specified for any eco-project or sustainable development.

The company has an integrated approach with pioneering green initiatives Every aspect of our business – from water and lighting to heat and even pallets and packaging – is subject to the strict Environmental Policy. Our suppliers are also included within the policy, and must who must demonstrate their own sound environmental practices in order to secure our business.



All ceramic tiles manufactured by Johnson Tiles at our Stoke-on-Trent factory now contain up to 28% recycled ceramic material from our own ceramic waste recycling scheme.

Through its various initiatives, Johnson Tiles has:

- Each year since 1996 we have prevented over 20,000 tonnes of ceramic waste material from being sent to landfill through its pioneering on-site ceramic waste recycling scheme, which has won Johnson Tiles numerous awards including The Queen's Award for Environmental Achievement in 1997.
- Saved around 10,000 trees through the reuse and recondition' scheme for pallets, ensuring no virgin timber pallets are used for dispatch and recycling. Any beyond repair are recycled for use in products such as chipboard.
- Invested in a new rainwater harvesting system which has saved around 8,000 cubic metres of mains water over the past 12 months.
- Reused 43,000 cubic metres of waste process water (around 33.3% of water used in the factory)
- Recycled 350 fluorescent tubes and sent over 100 tonnes of packaging waste for recycling.
- Reused 90% of the 10,000 glaze transportation buckets used over past year.
- Saved 690,000 kWh through the use of lighting initiatives – low energy fluorescents, light level and occupancy sensing.
- Invested in inkjet printing technology which has reduced decorating losses from 3% to zero, reduced pigments from 250 to 4 and creates zero waste.

Commitment and Responsibility – the Local Community

Johnson Tiles' award-winning fired ceramic waste recycling scheme not only means we recycle our own ceramic waste, but also the waste of 14 other local manufacturers, saving around 20,000 cubic metres of landfill and 360 tonnes of CO₂ in the past year.

The Global Effect

In an environmentally-conscious market, Johnson Tiles' innovative approach to sustainable manufacturing not only applies to the process by which our products are made but the design. In both the UK and export markets, our inkjet-printed tiles are sold as a real, tangible alternative to natural stone, using the latest technology to perfectly replicate the appearance of natural stone, but without the associated cost and maintenance.

These tiles have been especially successful in North America and the Gulf regions over the past 12 months, and as people switch to sustainable alternatives, it has led to a reduction in the amount of natural product which needs to be quarried – avoiding further depletion of natural resources, where supplies of some types of stone are already exhausted. The environmental effects of transportation are also reduced – the tiles are lighter than those made of natural stone, and as such more can be exported within one container.

Standards and accreditations.

BREEAM

Building Research Establishment Environmental Assessment Method (BREEAM) was established in 1990. This is the assessment method for buildings used by BRE. Specific products can be BREEAM assessed or building specifications/actual buildings can be BREEAM rated. A BREEAM rating is based on a 60 year life of the building. Products that are deemed by the manufacturer to last less than 60 years have multiple points calculated based on their estimated product life. Generic ratings for products can be viewed on the Green Guide website www.bre.co.uk/greenguide where products are rated generically across 13 weighted environmental issues. Buildings and products are rated A+ to E where A+ is the best performing and E the worst performing. These ratings can only be used to assess products from the same category; for example an A+ rating in soft flooring is not necessarily higher than a B rating in hard flooring. Currently BRE ratings are only available for floor tiles. There is no category within BRE to cover wall tiles.

BRE 'A'

BRE ratings for floor tiles

The generic rating for porcelain tiles for use on Commercial Floors is B, Porcelain with at least 40% recycled content or slim porcelain products (4mm thick) are rated generically as A. In Health environments Porcelain with at least 40% recycled content and slim porcelain are classed as A+. More specific usage information can be found on the Green Guide website.



The recycle logo has various forms and is an identification to indicate ranges that contain recycled content either from the producer's own production process or utilising waste from other local producers.

The recycle logo indicates products which incorporate a percentage (by volume) of re-cycled or re-processed ceramic waste. This percentage can change from production batch to production batch due to numerous factors (including amount of recycled material available) but the minimum recycled content is noted on the relevant range pages.



Leadership in Energy and Environmental Design (LEED) began in 1998 and is an internationally recognized green building certification system. It provides third party verification that a building or community was designed and built using strategies aimed at improving performance across all areas of responsible construction. Developed by the US Green Council it is now widely used across continental Europe. Points are awarded for various stages in a buildings life (building, use, maintenance and demolition) and a LEED rating is calculated on the life of the building.



Ecolabel is a labelling system for consumer products (not foods or medicines) that are made without detrimental effects to the environment. Ecolabel is a totally voluntary scheme. The EU Ecolabel was established in 1992. Ecolabel products are assessed on their environmental impact from raw materials, production, packaging, use by consumer and disposal (cradle to grave). The label is only awarded to products that meet these environmental and performance standards.



EMAS

Eco-Management and Audit Scheme (EMAS) is a voluntary initiative designed to improve the environmental performance of organisations. It is completely compatible with ISO 14001 but is perceived to go further. As ISO 14001 EMAS is awarded for voluntary environmental management, internal efficiency, transparency and employee involvement. It is a way to show commitment to improving environmental performance.



The ANSI (American National Standards Institute)- ASQ (American Society for Quality) National Accreditation Board (ANAB) was established in 2005. This is a quality and environmental management accreditation similar to ISO9001 and ISO 14001 combined.