

July 28, 1999



### Silkroad First EcoLogo Certified Hardwood Flooring In Canada

K & M Bamboo Products Inc. Has become the first company in Canada to attain EcoLogo certification for its Silkroad brand of hardwood flooring. Founded in 1995, K & M Bamboo is Canada's pioneer and leading distributor of bamboo flooring.

To be authorized to carry Environment Canada's Ecologo certification, K & M Bamboo had to meet several environmental criteria as well as performance requirements specific to the hardwood flooring sector.

"K & M Bamboo is at the forefront of environmental leadership in the building materials sector, says Kevin Gallagher, Vice-President, Environmental Choice Program. They are continually looking for ways to improve their products from an environmental perspective." he added.

Environmental criteria met by K & M Bamboo included use of water-based finishes formulated with low volatile organic compounds, use of fibres grown in accordance with sustainable harvesting principles such as INBAR (International Network for Bamboo and Rattan), and exclusion of coatings containing heavy metals or ingredients containing suspected carcinogens or mutagens. The product must also be accompanied by a guarantee for ten years.

The flooring is produced from strips of 100% renewable bamboo laminated together into flooring planks. Bamboo is actually a grass which replenishes itself in a short period of time after harvesting.

"K & M Bamboo is serious about the environment," says Ian Jackson, Marketing Manager. "We will not stop here, we will continue to search for ways to improve the sustainability of our products.' He added.

The EcoLogo is the recognized seal of approval of Environment Canada's Environmental Choice Program, Canada's only national and comprehensive ecolabelling program.

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