SUSTAINABILITY INFORMATION

PURE

sonomatilemakers.com

Tile is an inherently sustainable choice because it can last a lifetime, produces no VOC off-gassing and is a non-leaching product that does not adversely affect other materials or humans that come in contact with it. All of our product lines, produced both in the US and by our global partners are made in factories that share our passion and sense of resonsibility to care for the environment and produce products in the most sustaintable way possible.

Pure Specifics:

- Lead-Free
- Non-Toxic
- No VOC off-gassing

Around the Pure Factory:

- All of the water used to produce Pure is contained in a closed system so that it can be used to clean glazing equipment.
- Glaze filtered out of used water is donated to red brick companies to use in their brick formulation.
- Kilns use natural gas in substituion of petroleum gas and the emissions are controlled. The excess heat is used in driers.
- Scrap tile is ground up and reused in the body of new tile.
- Tile that doesn't make it through the QC process is donated to ONG Bairro da Juventude www.bairrodajuventude.org.br
- Pure is packaged in boxes that contain 33% recycled content and are printed with water based ink.