



DALSOUPLE

natural rubber

DALNATUREL

New generation natural rubber flooring from Dalsouple

It's a common misconception among specifiers that modern rubber flooring is a 'natural' product. In fact, virtually all the rubber flooring on the market today is made from synthetic SBR rubber, a petro chemical derivative. In environmental terms, synthetic rubber compares quite favourably with its main competitors – pvc, and even linoleum. But with sustainability now high on the design agenda, Dalsouple has decided it's time to take a quantum leap in improving the environmental profile of its products, simply by going 'back to nature'.

Dalsouple has been a specialist manufacturer of rubber products since the 1940s. In these early days, all production used natural rubber.

However, in the 1960s, Dalsouple gradually moved away from natural rubber to synthetic rubber alternatives. Given the simpler manufacturing processes of the time, SBR was cheaper, easier to process and offered more consistency in uniformity of colour.

Today, not only Dalsouple but all producers of rubber flooring use SBR rubber for all but a small percentage of their production, whatever their literature might tell you. Why not ask our competitors to quote the exact percentage of natural rubber used in their flooring products – you will be surprised.

DalNaturel – back to nature

Cost effectiveness and product quality are critical commercial ingredients, but in the new design environment they are not enough. Our priorities as consumers, specifiers and manufacturers are changing.

Hence the launch of 'DalNaturel', the new generation natural rubber floorcovering from Dalsouple. DalNaturel boasts over 90% natural ingredients. Natural rubber is a wholly renewable raw material, and mature rubber trees are exceptionally efficient at carbon sequestration – the absorption of harmful CO₂ from the atmosphere. Rubber is also easy to recycle, not just once but several times, with many potential applications. It has inherently low toxicity, particularly compared to pvc based flooring. All these factors, combined with a long service life, contribute to an environmental life cycle performance that is worlds away from existing resilient floorcoverings.

Since the move away from natural rubber all those years ago, improvements in manufacture now ensure that a natural rubber floor can offer the same consistent quality and performance as its synthetic counterpart. Like all Dalsouple rubber, DalNaturel is suitable for a huge range of contract and residential installations. It is tough, anti-slip and burn resistant, but feels soft and warm underfoot. It has excellent noise absorption properties, yet is dust free, hygienic and easy to maintain.

DALNATUREL

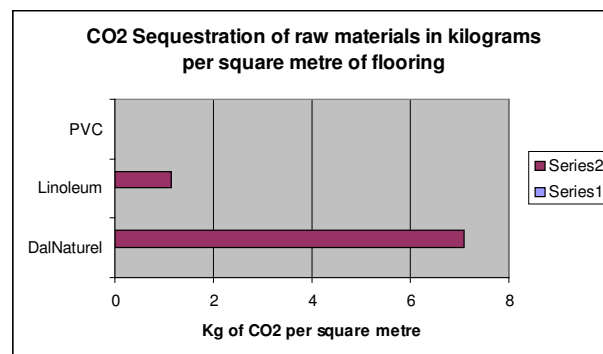
New generation natural rubber flooring from Dalsouple

Facts and figures – negotiating the maze

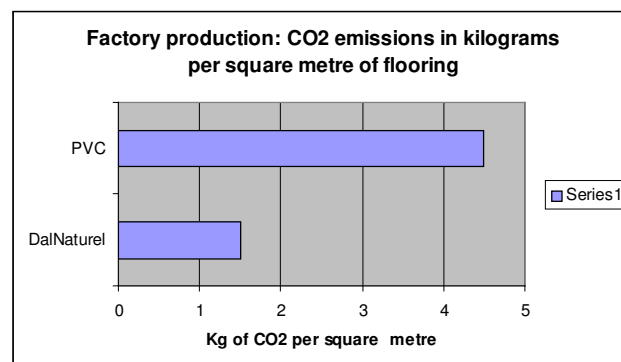
All manufacturers now place great emphasis on their environmental performance. Yet, despite a burgeoning mass of data, it is enormously difficult to make valid comparisons between different materials. Each manufacturer is selective in the information released, and the measurements used. And of course, by and large, they are simply measuring existing products which were designed years ago in a different environmental climate. While improvements can be achieved, they will inevitably be gradual and marginal.

With DalNaturel, Dalsouple has completely re-engineered rubber flooring to maximise its environmental credentials. Replacing SBR with natural rubber as the core ingredient transforms the product completely without loss of performance.

The fundamental shift is in the generation of harmful CO2 emissions. All manufacturing creates CO2 – that is inevitable. But rubber trees, with a functioning lifespan of up to 30 years, are extraordinarily efficient at extracting CO2 from the atmosphere:



This, combined with an energy efficient factory production process, makes the case for Dalsouple natural rubber phenomenally strong. (NB there is no accurate figure for linoleum but the available data indicates that in terms of manufacture, it performs less well than pvc. The pvc figures are taken from studies by two leading European manufacturers.)



We firmly believe that DalNaturel is the most environmentally friendly and sustainable resilient floorcovering in the world today. And it's available in the entire Dalsouple range of gorgeous colours and textures. So you don't have to compromise on design or performance. For more information call us on +44 (0) 1278 727777, or email info@dalsouple.com