

wineo

THAT'S FLOORING

FLOORING FOR FUTURE

**ECOLOGICAL THINKING.
MADE SUSTAINABLE.**



**“Healthy building.
That’s what this is about.**

**We offer architects
the flooring for this.**

**And an incredible
variety of creative
design solutions.”**



PIONEER THINKING. NEW THINKING FOR NEW SOLUTIONS.

The core of our family business:
Innovative thinking and acting. Developing sustainable products to market maturity is one of our top priorities. We did not start today, but over 70 years ago.

And that's why cradle to cradle suits us so well: It is based on a concept that examines materials, products and corporate responsibility in their overall ecological impact. Product intelligence, as if modelled on nature. With the certification of the organic flooring we have set an example in healthy building.

That is what we want to contribute to with our flooring. That is why for us taking responsibility very seriously means ongoing improvement in the form of sustainable products and solutions. With a healthy portion of curiosity for more and more new solutions. And a lot of commitment. That's in our company's DNA, by nature, so to speak.



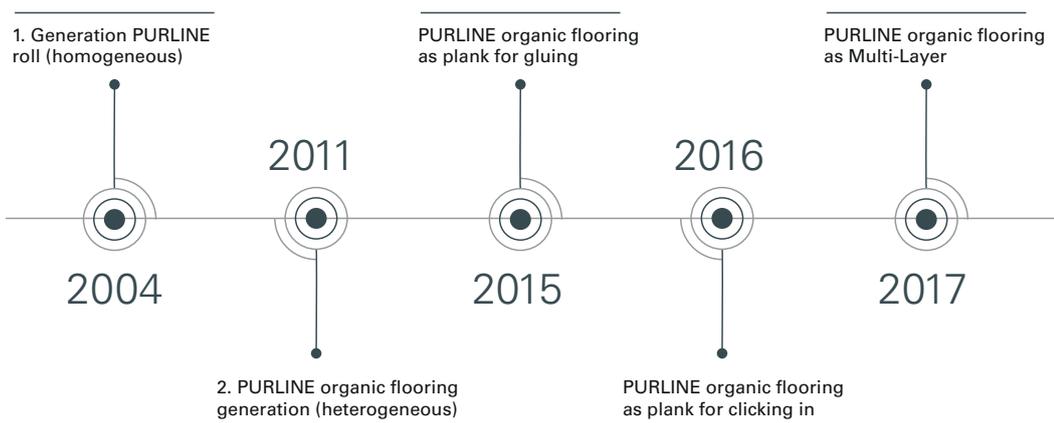
Matthias Windmüller
CEO/CSO

CRADLE TO CRADLE CERTIFIED™ THE HIGHEST STANDARD FOR ECO-EFFECTIVENESS.

The basic principle of the cradle to cradle philosophy is convincing and points the way to the future. The international certificate differs significantly from other environmental certificates. It is issued exclusively for a documented overall sustainability balance, in accordance with the strictest criteria and in-depth checks. The entire product life cycle is considered as well as its global effects.

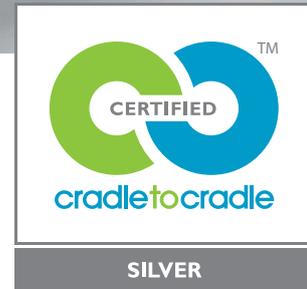
PURLINE organic flooring made from renewable raw materials and natural fillers has been produced since 2011. It has been cradle to cradle certified since 2018.

wineo PURLINE organic flooring.
Extensively tested and constantly further developed.



WINEO PURLINE ORGANIC FLOORING

CRADLE TO CRADLE SILVER



We are delighted and honoured that PURLINE organic flooring is the only sustainable, elastic floor covering with the freedom of design to be certified to the silver standard. The certificate was awarded after an extensive examination process.

Five categories were evaluated:

Material Health	PURLINE organic flooring is free of CMR ingredients (carcinogenic, mutagenic and toxic to reproduction) and complies with cradle to cradle emission standards.
Circular Economy	PURLINE organic flooring is recyclable and contains a high proportion of rapidly renewable raw materials.
Renewable Energy	100 % climate-neutral energy is used in the production process.
Water Stewardship	No water is consumed or waste water produced in the production process (for sanitary purposes only).
Social Fairness	Socially compatible production of raw materials and above-average social standards for the benefit of employees.

Made with



The heart of PURLINE organic flooring: ecuran.

ecuran is the sustainable high-performance composite material for sophisticated flooring solutions. It is based on "bio-polyurethane" which is manufactured to a large extent from plant-based oils such as canola oil or castor oil and naturally occurring mineral components such as chalk. Using a unique procedure, we have succeeded that conventional petrochemical polyols have been replaced by natural oils in the polyurethane formula. This high-performance composite material deliberately refrains from using plasticisers, solvents or chlorine, making it ideally suited to any area of application.



canola oil or
castor oil

chalk

MADE IN GERMANY

TINA KAMMER ARCHITECT INTERIORPARK, STUTTGART

“Our office has been involved in sustainable developments for over ten years. We are constantly on the lookout for pioneers who have taken the initiative to embark on the circular-flow economy.



Companies with this attitude inevitably develop good products. Ceilings, walls and flooring are the defining features of rooms in which we spend almost 90 percent of our lifetime. We should all be interested in creating a healthy living environment. The company Windmüller has set itself the task of meeting the high demands placed on flooring and using low-emission, recyclable materials with the PURLINE organic flooring. For this reason, we have included this innovative flooring in our curated selection.”

**“OUR GUIDING PRINCIPLE IS
IMPROVING OUR INDOOR WORLD.
WE CONSIDER INTERIOR
ARCHITECTURE FROM THE INSIDE OUT.”**

THE HIGH-PERFORMANCE FLOOR FOR ARCHITECTS, BUILDERS AND CRAFTSMEN.

We have equipped PURLINE organic flooring with all the properties that make them ideal for high use and durability. It offers maximum safety in planning and design of property, in processing and maintenance as well as in the use of buildings. PURLINE organic flooring meets the highest standards for environmental quality.

Thanks to PURLINE's cradle to cradle certification planners have the following advantages:

- Upgrading of your project with pollutant-tested materials
- Reliability through proven social and environmental quality along the supply chain
- Security through neutral certification authority
- Image gain through the use of innovative materials
- Positive contribution for building certifications according to LEED, BREEAM, DGNB and WELL (see page 10)
- Impulse for the advancement of internal sustainability processes

OUR FOUNDATION: THE TRIAD.

SUSTAINABILITY

**because that's what
we believe in**

We manufacture our polyurethane flooring on the basis of ecuran. This high-performance composite material is mainly produced from vegetable oils such as canola or castor oil and naturally occurring mineral components such as chalk.

We already consider ecological requirements in our climate-neutral production at our German location. A responsible use of valuable energy resources is just as fundamental for us as covering the necessary energy demand with renewable energies. We are always looking for the ecologically most sensible solution for the procurement and development of raw materials. Our organic flooring is odour neutral and healthy to live with.

HIGH-PERFORMANCE

to survive daily

Flooring – especially in public buildings – is exposed to very high loads. This requires a long service life, easy cleaning and high economic efficiency. These are the elementary requirements for our product. We have developed a high-performance flooring that combines high performance and sustainability, boasts impressive UV-resistance and temperature stability and optimum recovery behaviour. PURLINE organic flooring's life cost analysis is excellent.

DESIGN DIVERSITY

because it is eye-catching

We perceive the atmosphere and style of a building as soon as we enter the respective rooms. The flooring is an immensely important factor here. This is why it is so important for us to offer the planning architect the greatest possible scope in flooring design for the property area. Unlimited design freedom – that is our claim for PURLINE organic flooring. We offer 136 fixed decors in ten different formats that provide room planners with incredible freedom of design. We also developed the PURLINE 1500 fusion product with a Match Guarantee. But also completely individual designs can be made to customer specifications.

No wonder that we received reddot and iconic awards for PURLINE organic flooring.



**reddot award 2019
winner**



WE FOCUS ON TRANSPARENCY.

Environmental certifications



cradle to cradle®

cradle to cradle® certification confirms the utilisation of environmentally safe, healthy and reusable materials (technical reutilisation) and the use of solar power or other regenerative sources of energy, together with responsible water stewardship and strategies adopted by a company to embrace its responsibility to society.



Blue Angel

The "Blue Angel" guarantees that products and services fulfil high requirements placed on environmental, health and usage properties.



www.bauer-engel.de/uz120



Austrian eco-label

The "Österreichisches Umweltzeichen" (Austrian eco-label) assesses products from quality, health-related and ecological standpoints. Products can only be certified if they present no health risk.



Greenguard

The certificate ensures that a product fulfils the strictest and most comprehensive requirements for emissions of Volatile Organic Compounds (VOCs) into the air.



Declare

Voluntary self-disclosure programme aimed at transforming the building materials industry into a healthier and more environmentally friendly product through transparency of ingredients used. By participating in Declare, manufacturers are obligated to disclose all ingredients.



M1

Finnish equivalent of the Blue Angel in Germany.



Building certification/Product declaration



BREEAM

The British sustainability certificate for development projects is used in 15 other countries.



DGNB

Certification system of the German Sustainable Building Council and the Federal Ministry of Transport, Building and Urban Affairs. Evaluates a building's quality over its entire life cycle and is internationally applicable.



LEED

Rating system of the US Green Building Council. It considers the regional and local criteria according to global standards. The use of building materials with cradle to cradle proof is evaluated with bonus points.



WELL

The WELL Building Standard (WELL) focuses on health and well-being of the people within in the building.



EPD

The environmental product declarations is a transparency tool for the sustainability valuation of products. It is the basis for sustainability calculations for buildings.



**We are making the world
easier and more liveable
with healthy and sustainable
flooring solutions.**

Windmüller Company Vision



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