FOR IMMEDIATE RELEASE

Brumark Diverts Over 1 million Square Feet of Flooring from Landfills with Innovative Sustainability Program

Atlanta, GA – 6/14/2025 – Brumark, a leading flooring solutions provider for the tradeshow and event industry, proudly announces a major sustainability milestone: with our partners, over 1 million square feet of carpet, turf, vinyl and padding have been successfully diverted from landfills in just six months.

This achievement is part of Brumark's ongoing commitment to a closed-loop manufacturing process and zero-landfill initiatives that rethink the entire product lifecycle—from manufacturing to responsible material recovery.

"While others may recycle or downcycle, we asked ourselves—then what?" said Brandie Townsend, Senior Consultant and Waste Management Expert at Brumark. "If the process ends in a landfill, it's not truly circular. We knew we had to take it further."

Through its innovative recovery program, Brumark converts reclaimed flooring materials into high-efficiency alternative fuels for cement kilns. These fuels not only replace coal—reducing greenhouse gas emissions by approximately 15%—but also produce zero landfill waste, as all resulting ash is reincorporated into the cement.

Beyond waste-to-fuel conversion, Brumark's sustainability efforts include smarter material design and production. The company produces carpet rolls in 10-foot widths, eliminating nearly 2 feet of standard manufacturing waste per roll. Off-cuts are repurposed by rug manufacturers, and recycled vinyl flooring finds new life in products like landscape hoses and piping—extending material use by over 50 years.

Leadership across Exploring, Brumark's parent company, views this achievement as both a proud moment for the team and an encouraging signal to the wider industry.

"This achievement is the result of hard work, collaboration, and a shared commitment from every member of our team," added James Zacharias, Brumark's Divisional President. "We've always believed in doing things the right way, and reaching this milestone proves that sustainable solutions and top-tier service can go hand in hand."

"Reaching the milestone of 1 million square feet of flooring diverted from landfill is a testament to the dedication of our team and our partners across the industry who are helping to move sustainability forward," said Matt Kelly, CEO of Exploring. "It's a meaningful step, not just for us, but for the future of trade shows and events, raising the bar for what sustainable practices look like in our industry. The team is proud to be leading the change we want to see in this space."

Brumark encourages its partners and clients to take part in the movement toward cleaner shows and events and smarter infrastructure. Recycling services can be added to any Brumark order, and educational "Lunch & Learn" sessions are available for event planners, procurement teams, and sustainability leads.

To learn more or join us, visit www.brumark.com/flooring-recovery-program

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