



DALSOUPLE

Natural rubber





DalNaturel natural rubber – for people, for the environment, for performance

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, sometimes known as 'industrial rubber,' a petrochemical by product. 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 and uniformity of colour.

DalNaturel - the new generation rubber flooring

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 'DalNaturel', the new generation natural rubber floorcovering from Dalsouple. DalNaturel boasts over 90% natural ingredients, with all the rubber



A rubber tree is usually around 25m tall and has a life of around 30 years. Plantation trees are planted to a density of up to 500 trees per hectare. A hectare of rubber trees can produce 800m² of DalNaturel per year, or 2.2m² per day. At the end of their productive life, old trees provide high quality wood used for construction, furniture and luxury goods.

content being natural. 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.

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 that 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.

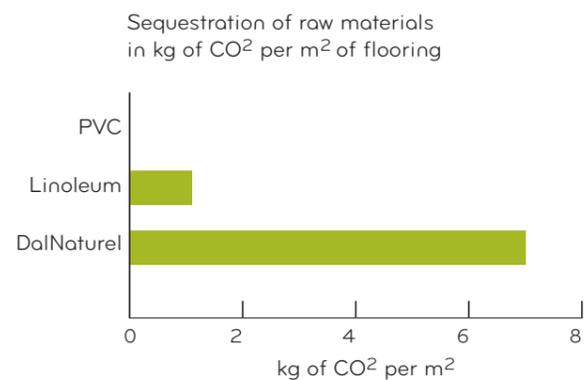
The fundamental shift is in the generation of harmful CO² emissions. All manufacturing creates CO² - that is inevitable. But rubber trees, with a functioning lifespan of up to 30 years, are extraordinarily efficient at extracting CO² from the atmosphere (this process is known as 'sequestration').

This, combined with an energy efficient factory production process, makes the case for Dalsouple natural rubber phenomenally strong. For more detailed information on the environmental performance of DalNaturel, please contact us.

We firmly believe that DalNaturel is the most environmentally friendly and sustainable resilient floorcovering in the world. It's available in virtually the entire Dalsouple range of gorgeous colours and textures, excluding only the very palest colours.

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**





The future

For Dalsouple, giving you the choice of DalNaturel natural rubber for your floor is just the first step in the process. Dalsouple plans to develop the first ever 'fair trade' rubber flooring. Natural rubber production sustains local cultures and ecologies, and provides vital employment for over 20 million people worldwide.

By developing links with specific plantations we will be able to ensure that not only incomes but also facilities such as housing, healthcare and education meet and exceed acceptable standards for all the people involved in the production of DalNaturel.



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95% of all our products are available in DalNaturel natural rubber. We firmly believe that DalNaturel is the most environmentally-friendly and sustainable resilient floorcovering in the world.

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