

# California green

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Behind our chic Los Angeles face, Bentley Mills is a brand firmly rooted in our environmental California culture. The state of California has the most rigorous sustainable manufacturing standards in the nation – practices we, as a company, whole-heartedly embrace in all measures of our business. And while we consistently hit all necessary marks to meet our state’s standards, we strive to go above and beyond.

To execute this goal, we have taken serious steps to demonstrate our continued commitment to product health and optimization that are not only carrying over into our 2014 agenda, but driving it forward. Our focus in 2014 is to continue improving processes and products. Since 1994, we have been measuring, evaluating and optimizing our manufacturing process and resource metrics at our California facility. The life cycle approach we take to evaluating our sustainability performance has demonstrated that 80% or more of the impacts our products have on the environment stem from the production stage.

“...you can’t make  
green in a  
brown environment.”

With this insight, we focus our attention on the manufacturing processes and selection of input materials because you can’t make green products in a brown environment. If you can make the manufacturing process cleaner and more efficient, you can make carpet green all the way around.

To take this philosophy one step further, we re-certified our manufacturing plant last year to LEED for Existing Buildings: Operations Maintenance at the Gold level. After going through this process, we identified key areas in our operations facility that would

offer effective cost savings and reduce the resource load we require to produce carpet. Actions taken to see our efficiency increase included the installation of new boilers utilized during the dye process. The replacement of dated machinery and simple adjustments to protocol is slated to save over 166,000 therms of natural gas per year.

Moreover, we are looking more closely at the materials we source. The environmental footprint of the raw material we utilize during the production process is a measured and sizable part of carpet’s total impact. We are taking steps to improve our material selection and sourcing as much as possible from companies that are demonstrating environmental consciousness. For example, we continue to use Antron Lumena type 6,6 nylon, a certified environmentally preferable fiber. We are also pleased to have vendors like Styron, which have a focus on renewable energy.

Our focus on material and process improvements is what leads to reductions in our resource load. Continuing to increase efficiency and identify ways to produce more sustainably is going to go a long way to moving our products to the ideal state of zero-impact.

Additional sustainability efforts include ensuring our customers understand and feel confident about the material health of our products. We are proud to continue to offer tile and broadloom that are free of PVC and other chemicals of concern found in material red lists. For this reason, we underwent Cradle to Cradle certification in 2013. The intent of this certification, coupled with our sustainable manufacturing philosophies as a California company, lends itself to the continual optimization of the material health and reutilization of our products.

MAYA HENDERSON SERVES AS THE SUSTAINABILITY MANAGER FOR BENTLEY MILLS. SHE OVERSEES ALL ASPECTS OF THE BRAND’S SUSTAINABILITY PROGRAM, INCLUDING ENVIRONMENTAL DOCUMENTATION AND CERTIFICATIONS, RESOURCES EVALUATION, CARPET RECLAMATION AND LEED SUPPORT.