

High Green Quotient (GQ) at Godrej Interio



Imbibing the philosophy of 'Talk Green Walk Green', Godrej Interio has committed itself to manufacturing products with low carbon footprint.

To ensure that a product is sustainable, its green quotient needs to be on the higher side and for this many factors need to be taken into consideration beginning with the raw materials and up to end of life reuse/recycle/disposal.

Use of low impacting processes like powder coating, which is 100% VOC free, is yet another step in this direction. Powder Coating ensures minimal wastage as it gives 95-100% usage of powder. Moreover, powder coating has a relatively short cure process time thereby saving energy. In terms of performance as well, powder coat is superior to liquid film as its scratch and impact hardness is better and it also offers higher resistance to corrosion and abrasion, ensuring a longer lifespan.

Packaging and Transportation

Special attention is given to packaging from the design stage of the product. Almost all products have knock-down designs or have a knock-down option. Knock-down designs ensure flat packing which reduces volume of the product being transported, thereby, saving transportation fuel and related carbon emissions. Use of greener packaging materials such as corrugated paper is promoted. Environmentally hazardous materials such as metal foils, glass wool, plastic and thermocol for packaging are minimized.

Products at work

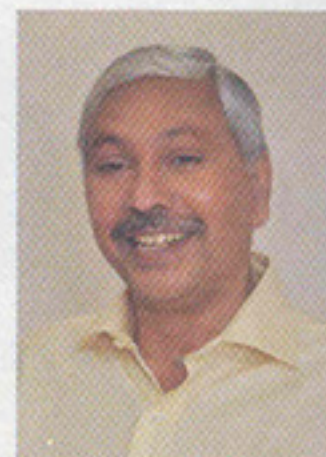
Indoor air quality at the workplace is a concern which is gaining increasing importance because poor air quality has adverse impact on the health of people. Low-VOC (Volatile Organic Compounds) materials helps to reduce indoor air pollution which results in enhanced well-being and greater productivity of people. Interio has prestigious US based GREENGUARD certification for several product platforms, meeting the most stringent emission norms.

Products at end of life

Interio's product platforms are up to 60% recyclable. Storage products made of steel are extremely durable and 100% recyclable. Intelligent designs facilitate re-configuration of products for reuse with minimum refurbishing.

And now, Godrej Interio will be offering recycling services for all home and institutional products with no bar on quantity, hence closing the loop as a responsible manufacturer. With these services, GI customers will have an avenue for eco-friendly disposal of their products and hence we ensure our commitment to green throughout the lifecycle of the product. Various materials from these disposed products are extracted, recycled and put to alternate use.

"Environment conservation is THE way of life at Godrej Interio and our GREENGUARD certified products are a testimony to that. Its good to see that the consumer now see and believe in benefits offered by Green products and we are gearing up to come out with more eco-friendly products in near future for home and institutional space." remarks **Anil Sain Mathur, COO, Godrej Interio.**



Selection of Materials

To reduce the carbon footprint, it is essential to reduce the usage of material overall. This is accomplished by adopting designs which are minimalistic and simple, having fewer and lighter components. In our case, the recycled content of raw materials range from 8-10% and the efforts are on for increasing it. Hazardous materials such as PVC, chrome, mercury and lead are used in minimum possible quantities. Recycled materials are favoured. GREENGUARD compliant low emitting materials are used in eight of our green product platforms namely Vurv Green, Linea Green, Stallion Green, Spacio Green, Unite Green, Ace, Kubix and Gallop.

Wood substitutes like particle board and medium density fibre board (MDF) are widely used as they are made of wood particles rather than core wood. Rapidly renewable wood like rubber wood is used for some products.

Metals having high lead content, for example certain aluminium alloys, are avoided as they are not eco-friendly. Steel which is recyclable is used extensively for strength and durability.

Fabric such as cotton is not green as its cultivation involves high dependence on pesticides, which contaminate ground water. So instead, Interio uses pure polyester fabric which is recyclable.

Eco-friendly manufacturing processes

It is the processes which ensure optimum utilization of resources and materials and also prevent generation of waste. Hence, low-impact manufacturing is followed by Interio.