

Increased Profitability

Sustainable Product Case Study – Forbo Linoleum

A Culture of Long Term Commitment to Optimized Environmental Performance. Forbo Linoleum manufactures and sells linoleum floorcovering, wallcovering and finishing for office furniture. The company attributes the following superior economic performance to its sustainable practices as reflected by its SMaRT Platinum Certification (Forbo internal data 2001-2012):

- **EBIT (Operating Result) performance as a percentage of sales that is, at a minimum, 25% better than any of its competitors.**
- **Internal profitability shows its sustainable products' EBIT level performance more than double, as a percent of sales, those of traditional products.**
- **Five year share price performance continues to be 100% greater on average than its three largest competitors.**