

DESSO

# Desert AirMaster®

CARPET TILES

Clears  
the Air®

 Tarkett

# Functionality

Innovating  
to contribute  
to people's  
health and  
wellbeing

On average, people spend 90% of their time indoors. At Tarkett, we strive to contribute to people's health and wellbeing by improving indoor air quality.



# Breathing clean air is vital to human health

Breathing clean air is a fundamental human right. Yet air pollution is a growing risk to people's health, causing 6.5m deaths annually, according to the World Health Organization (WHO).<sup>1</sup>

When we think about air quality, we tend to imagine city smog, heavy industry or streets polluted with car exhaust fumes. But indoor air quality is just as important, if not more so, because we spend 90% of our time indoors.

Tiny, invisible particles called particulate matter (PM), also known as particle pollution or fine dust, play a determining factor in the air quality of homes and workplaces, and are directly linked to health risks.<sup>2</sup>

Particulates with an aerodynamic diameter of 10 µm or smaller (PM<sub>10</sub>), in particular, can contain microbial contaminants, such as mould, pollen and allergens,<sup>3</sup> which can lead to respiratory problems and allergic reactions.

They can also affect the heart and lungs, causing serious physiological problems.

Taking action to improve indoor air quality is vital to contributing to human health and wellbeing, now and in the future.

<sup>1</sup> World Health Organization, total number of deaths caused by ambient and indoor air pollution in 2012.

<sup>2</sup> World Health Organization Air quality guidelines for particulate matter, global update 2005.

<sup>3</sup> Pima County, Department of Environmental Quality.

# Proven effectiveness in clearing the air

DESSO AirMaster is **the first product in the world** to be awarded the **GUI Gold Plus label**, the highest possible accreditation awarded by Gesellschaft für Umwelt- und Innenraumanalytik (GUI), Germany's leading independent air quality testing organisation.

Scientists at GUI's laboratory measured DESSO AirMaster's ability to reduce fine dust concentration, conducting 15 tests in three test rooms, each furnished with different flooring solutions (smooth floor, standard loop pile carpet and DESSO AirMaster).

## The result?

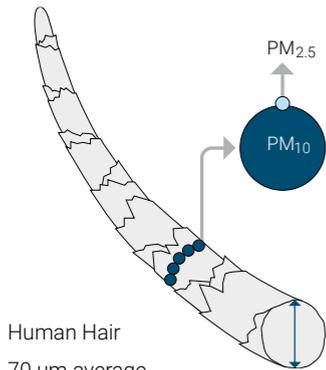
DESSO AirMaster is **8 times more effective** at capturing and retaining fine dust than smooth flooring solutions (PM<sub>10</sub>). It is also **4 times more effective** than standard carpet solutions (PM<sub>10</sub>).<sup>4</sup> Already in 2010, this alone led to a **GUI Gold label** as **the first product in the market**, followed by the **GUI Gold Plus label** in 2015.

The Gold Plus label was awarded for high performance on three further test criteria:

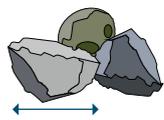
- Suitability for allergy sufferers
- High fine dust binding capacity
- Low Volatile Organic Compound (VOC) emission properties.<sup>5</sup>

<sup>4</sup> Based on tests performed by GUI with DESSO AirMaster® versus a standard smooth floor and versus standard structured loop pile carpet (median values).

<sup>5</sup> (ISO 16000 test analysis, according AgBB evaluation scheme 2010 and in accordance with GUT emission criteria).



Human Hair  
70 µm average diameter



Fine Beach Sand  
90 µm in diameter



DESSO Desert AirMaster 9525,9970



DESSO Desert AirMaster 9525, 9970

# DESSO AirMaster<sup>®</sup> laboratory test

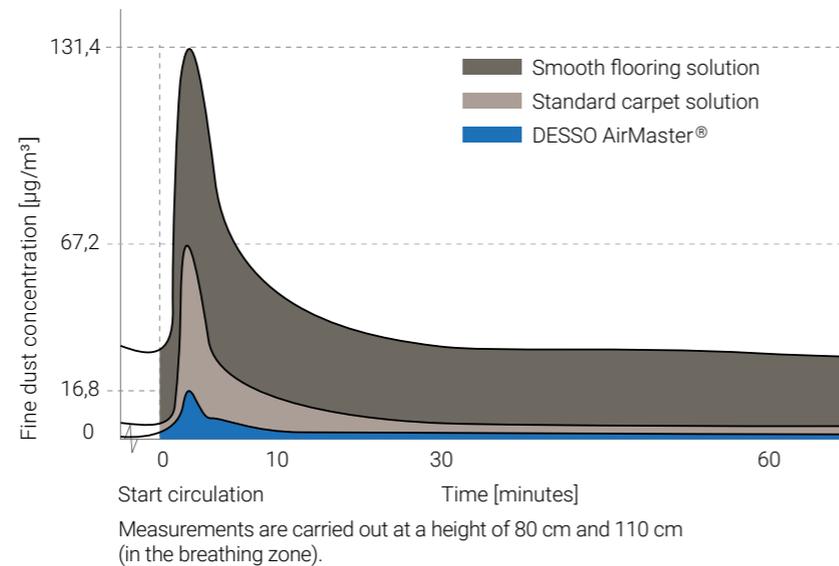
## DESSO AirMaster laboratory test (median values)

DESSO AirMaster is 8 times more effective in capturing and retaining fine dust than smooth flooring solutions.

With DESSO AirMaster the concentration of particulate matter drops significantly faster than with smooth flooring.

With smooth flooring the amount of airborne particulate matter stays consistently higher than the peak level of DESSO AirMaster.

The GUI Gold label has been awarded based on the average of 15 repeated tests in which the excellent fine dust capturing performance of DESSO AirMaster was measured, to safeguard that the results are scientifically sound and not just based on a one-time performance. During some tests, DESSO AirMaster proved to be up to 20 times more effective in capturing and retaining fine dust than smooth flooring solutions.



# DESSO AirMaster<sup>®</sup> is Cradle to Cradle<sup>®</sup> Silver level-certified

For Tarkett, developing carpets that help to contribute to improving people's health and wellbeing and protect the environment is central to both our innovation strategy and our longstanding Cradle to Cradle<sup>®</sup> commitment. Today, the entire DESSO AirMaster range is Cradle to Cradle<sup>®</sup> Silver level-certified, with EcoBase™ backing as standard.

We live our Cradle to Cradle<sup>®</sup> vision in multiple ways:

- All DESSO AirMaster collections contain ECONYL<sup>®</sup> yarn, and for the Desert AirMaster range all colours are made from 100% ECONYL yarn – a 100% regenerated nylon made from recovered waste materials such as end of life carpet yarn and discarded fishing nets.
- Every DESSO AirMaster carpet tile features a primary backing, Colback<sup>®</sup> Gold,<sup>6</sup> with up to a 95%<sup>7</sup> decrease in antimony content, helping to preserve finite antimony reserves and promote safer tile recycling.
- All AirMaster products are made with Cradle to Cradle<sup>®</sup> Gold-certified DESSO EcoBase<sup>®</sup> backing, made from **100% positively defined<sup>8</sup>** ingredients. DESSO EcoBase contains at least 75% positively defined recycled content and the backing can be fully recycled in our own production facility.
- We use calcium carbonate (lime), a waste product of the Dutch drinking water industry, as the raw material in our DESSO EcoBase carpet backing. As a result, DESSO's products with DESSO EcoBase backing contain on average 50% positively defined recycled content in accordance with Cradle to Cradle<sup>®</sup> principles.
- ReStart<sup>®</sup> is our take-back programme for post-consumer carpet tiles. Upon return, carpets are processed using our Refinity<sup>®</sup> recycling facility<sup>9</sup> which separates the yarn and other fibres from the backing.

<sup>6</sup> Colback<sup>®</sup> Gold delivers the same the same high performance as our previous primary backing with up to a 95% decrease in antimony content.

<sup>7</sup> In comparison with standard non-woven primary backing.

<sup>8</sup> Positively defined means all ingredients have been assessed as either Green (optimal) or Yellow (tolerable) according to the Cradle to Cradle<sup>®</sup> assessment criteria. As described in Cradle to Cradle<sup>®</sup> Certified<sup>™</sup> Product Standard Version 3.1.

<sup>9</sup> We are currently re-building our Refinity<sup>®</sup> recycling facility to separate the yarn from the backing more efficiently, before each material is recycled and will therefore only be able to scale up our ReStart<sup>®</sup> program when this process has been completed.



DESSO Desert AirMaster 7082, 8834, 8901



DESSO Desert AirMaster 5227

# DESSO Desert AirMaster® collection

Inspired by nature, Desert AirMaster has a diffused pattern to give a marbled effect to flooring. Thanks to the random pattern on the top layer and a choice of two coloured backgrounds underneath, every carpet tile is different – providing endless design opportunities. The collection of nine neutrals tones varying from warm to cool and from light to dark is accompanied by three natural accent colors. With this broad range of colours Desert AirMaster can be used to achieve both a soft, calming as well as an stimulating environment.



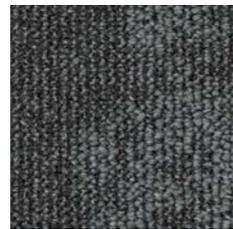
Desert AirMaster 7082



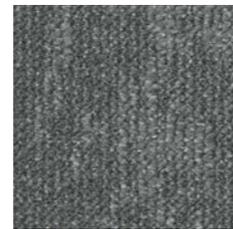
Desert AirMaster 8901



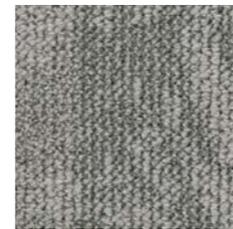
Desert AirMaster 8834



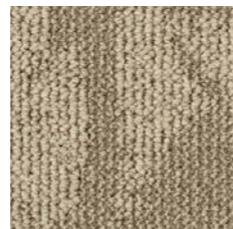
Desert AirMaster 9501



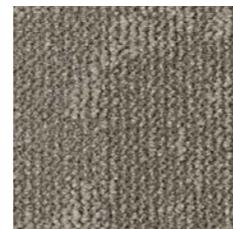
Desert AirMaster 9033



Desert AirMaster 9940



Desert AirMaster 9097



Desert AirMaster 9525



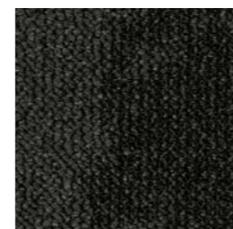
Desert AirMaster 5227



Desert AirMaster 9970



Desert AirMaster 9092



Desert AirMaster 9990



DESSO Desert AirMaster 7082, 8834, 8901



### Tarkett B.V.

P.O. Box 169  
5140 AD Waalwijk  
The Netherlands

T +31(0)416 684100  
F +31(0)416 335955  
desso@tarkett.com  
[desso-airmaster.com](http://desso-airmaster.com)  
[professionals.tarkett.com](http://professionals.tarkett.com)

Descriptions, colours and specifications are subject to change without notice. Tarkett is not responsible for typographical/photographical errors. Actual product may differ from illustration. All rights reserved. Reproduction in whole or in part is prohibited without the prior written consent of the copyright owner. The information presented in this document does not form part of any quotation or contract, is believed to be accurate and reliable and may be changed without notice. No liability will be accepted by the publisher for any consequence of its use. Publication thereof does not convey nor imply any license under patent- or other industrial or intellectual property rights. In case of doubt or differences of interpretation, the English version shall prevail over all other language versions.

© January 2019, Tarkett

Photography: Alexander van Berge  
Styling: Bregje Nix  
Thanks to: [www.demachinekamer.nl](http://www.demachinekamer.nl)