



go greener

Ensuring we help to provide environments for future generations to enjoy is key to all we do at BAL. Through our tiling solutions to ensure projects stand the test of time, to our environmental strategy at the heart of our business. Our continued, award-winning sustainable manufacturing initiatives, coupled with our industry-leading partnership with Cool Earth – the environmental charity protecting rainforests world-wide – allows BAL to deliver environmental responsible solutions for tiling.

YOU +  BAL

bal-adhesives.com



@BALtiling



BALtiling





Sustainable Manufacturing

From material sourcing through to packaging, sustainability is a key BAL focus.

It can be seen in our greater use of recycled components within products, in our waste reduction programmes and in our energy saving initiatives.

BAL environmental policies, integrated into every area of its business activities, now influence everything from product formulation to supplier selection. They are under continual review to ensure best practice implementation by all BAL personnel.

As the long-established, acknowledged market leader – for tiling products, for technical support, for training – BAL aims to continue setting the tile industry standards in environmentally-conscious processes, procedures and policies.

Building Adhesives Ltd, Stoke-on-Trent.

Specify responsibly

Some project briefs insist that only the most environmentally responsible products be specified throughout. Others emphasise performance or value for money. Sometimes, a compromise is suggested between apparently conflicting criteria.

With tiling adhesives, there is no conflict between value and performance, no need to trade quality against ethics, no requirement for compromise. BAL's range of adhesives, grouts and ancillary products enables specification of products to meet any criteria.

Sustainable sourcing

As BAL is committed to the environment, it has put in place a rigorous approach to material sourcing for both raw materials and packaging with a focus on sustainability.

For example 14% of all raw materials are from recycled materials, while 17% of all packaging contains at least 10% of recycled materials.

Packaging and raw materials are sourced locally to reduce carbon emissions, while 98% of all pallets used to supply customers are second hand and close loop return system operates with our largest customer.

Reduced Waste

Following a campaign to identify waste reduction opportunities, BAL has implemented a strategic waste management programme which has produced measurable results.

Thanks to new waste streams, waste hierarchies and technology such as shredders, waste to landfill has now been minimised.

Sustainable products

All products have a market-leading 25 year guarantee to ensure durable, long-lasting builds and enabling a much longer product life-cycle.

Fibre Strand Technology (FST) is applied to our core volume rapid-setting products, allowing twice the working time and therefore reducing waste on site.

In addition BAL's award-winning uncoupling mat – BAL RAPID-MAT – saves 1.5kg/m² of adhesive required versus standard cavity mats – a comparative reduction of 20% adhesive saving per m².

BAL's high yield innovations have also dramatically reduced the amount of adhesive used thereby reducing waste. This includes the use of a re-usable material as a lightweight filler which provides a higher volume of mixed product per kilogram providing 33 – 60% additional covering.

This range has already saved so much standard adhesive use, that the saving is large enough to tile an area greater than the combined pitches of every professional football team, in every league in England, Scotland and Wales!





Positively responsible

Real rainforest protection

The innovative partnership builds on earlier BAL activities, including creating the Go Greener range of environmental adhesives and earning formal environmental credentials. Now, specifiers and tilers can join in directly making a difference to the rainforests, because BAL makes a donation to Cool Earth for EVERY BAL product sold.

Cool Earth stands out among environmental bodies in delivering real, immediate action rather than simply campaigning. It works with local communities to protect imminently threatened rainforest and protectively blockades tens of thousands of acres of adjacent forest.

It funds a local trust, making the local community the land's legal custodians, using rangers and satellite imagery to monitor 24/7 for illegal activity.

Sustainable employment programmes and support for schools and clinics ensure that indigenous peoples do not suffer from lost logging income.

Effective action

Cool Earth has already protected 640,000 acres of rainforest, saving 154 million mature trees and preventing 160 million tonnes of CO₂ emissions.

It has equipped 14 rainforest schools, helped support 64 coffee producers, saved 55 lives through emergency evacuations and reduced incidences of malaria by 60%. With the help of BAL, and our specifiers and tilers, this protection will continue.

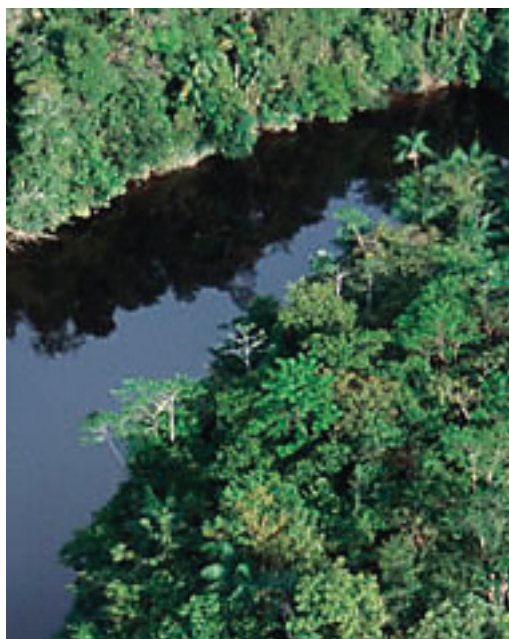
In the UK, Cool Earth supporters include such high-profile experts as David Attenborough and Lord Stern and celebrities including Dame Vivienne Westwood and Ricky Gervais.

Commercial organisations can help through a Cool Earth Partnership – one of the most cost effective ways to reduce global CO₂ emissions and play a vital role in tackling climate change.

Not every business can become a Partner. Cool Earth has to be stringent in checking a company's environmental credentials, and those of its products, before allowing its name to be used by a commercial concern.

BAL, in partnership with Cool Earth, is leading the tiling industry in positive action to protect threatened rainforests.

It's a unique partnership that show how environmental management is at the forefront of everything BAL do.



BAL's Cool Earth partnership.





BAL credentials can be seen in its maximum rating from the impartial British Safety Council. Matt Galloway on behalf of the British Safety Council stated: *"Five Stars on both Health & Safety and Environmental Audits... this is only achieved by only a handful of companies... a fantastic achievement"*

BAL's innovative and industry-leading products are of superior quality relative to other tiling manufactures. And now BAL's range of products satisfy the exacting Cool Earth criteria, the first manufacturer to achieve this accreditation.

Effective partnership


Together, BAL and Cool Earth are making a real difference, with BAL committed to protecting at least 83 acres (33.5 hectares) of rainforest each year.

The donation made to Cool Earth for every BAL product sold helps transform lives and protect the rainforest for generations to come.

Thanks to our partnership, families in Peru have been empowered through cooperatives and 333 acres of at risk rainforest put out of reach of loggers.

Through this industry-award winning partnership, BAL has:

- Saved 333 acres from deforestation
- Protected 79,920 trees
- Provided 86,580T of CO₂ lock-in
- Helped produce 25.3 million litres of water p.a.
- Supported 2,151 people
- Sheltered 8,157 types of animals
- Protected 19 endangered species



BAL's partnership helps to fund Cool Earth's work on the rainforest front line.

It enables the securing of land that would otherwise be sold to loggers and ranchers. Simply, deforestation is priced out of the market.



Make a positive environmental impact:

Ensure it's Cool Earth

An architect, designer or specifier, committed to creating sustainable built environments, faces no shortage of bodies clamouring for their support. Almost all are campaigning groups.

Raising environmental awareness and lobbying for legislation are both worthwhile activities, but the rainforest is disappearing now. It can only be saved and protected by real action, carried out immediately.

Cool Earth only spends 10% of its income on administration, quickly turning support into measurable action. A specifier backing Cool Earth through its BAL partnership can even monitor the change at the specific spot in Peru's Ashaninka region, as it happens.

A specifier does not have to donate directly to Cool Earth in order to fund its rainforest projects. Just specifying the right products for the job from BAL, means providing real help for the rainforest, even before the fixer lifts their trowel.

Specify environmentally responsible products:

Be sure it's BAL

Only one UK manufacturer in the tiling industry, meeting stringent product criteria, is an official Partner of Cool Earth. BAL stands out for its real, immediate, measureable impact on the rainforest. Simply, every product sold extends protection for the Peruvian rainforest.

If a specifier wants to specify tiling products with total confidence in their performance, quality and value, backed by comprehensive technical support and a 25-year guarantee, BAL has always been the answer.

Now, if a specifier wants to specify tiling solutions with total assurance of the products' environmental credentials, complemented by a real contribution to protecting threatened rainforests, BAL is still the answer.





For complete confidence and to make a real difference, ensure its BAL

Words are not enough and BAL has always translated policy into action. Having long held BS EN ISO 14001 accreditation, it undertook the British Safety Council's much tougher Five Star Scheme, for both Health & Safety and Environmental Audit. It earned the maximum Five Stars rating in both categories:

“Achieving Five Stars on both the Health & Safety and Environmental Audits is extremely rare and has been achieved by only a handful of companies.

It is a fantastic achievement by Building Adhesives...”

Matt Galloway
British Safety Council



BAL's Cool Earth partnership.



On call, on site, on line

Whenever your specification would benefit from precise tiling answers, you can trust BAL's proven expertise and experience.

On call

Get immediate answers from our dedicated Specifier Support Line: **0845 600 1222**

On site

Benefit from expertise in person, by calling in a BAL Product Support Technician. Start by calling the Specifier Support Line: **0845 600 1222**

On line

A wealth of information and support tools are available from the BAL web site: **www.bal-adhesives.com**

- Product details
- Technical data
- Material safety data
- Training information
- BIM objects
- Sample Testing Service
- Grout Swatches
- Fast Track Project Enquiries
- News and events

Send your specific questions to the team by email: **info@building-adhesives.com**

Alternatively, create your own, secure and free M40 specification with our Powerspec on-line tool: **www.powerspeconline.com**

Our free specifier support includes:

- M40/M20 specification writing service
- Fast track project enquiry and market-leading Technical Advisory Service (TAS)
- National Specification Support Team for advice or on-site consultancy
- Sample testing service
- RIBA-accredited CPDs
- BIM objects in NBS National BIM Library
- Full suite of free online tools including specification builder; Powerspec
- Innovative range of products for full tiling systems
- Leading product guarantee

BUILDING ADHESIVES LTD
Longton Road, Trentham, Stoke-on-Trent, ST4 8JB, England
www.bal-adhesives.com

YOU + BAL

bal-adhesives.com



@BALtiling



BALtiling

