



Campaign Review | Full Report.

Prepared for: Karndean Designflooring UK

Date: Oct 2024

What Does This Mean?

This report serves as a transparent assessment of **Karndean Designflooring's** compliance with its Green Claims Policy (GCP). It reflects the company's commitment to ensuring that all environmental claims are accurate, substantiated, and aligned with industry best practices. This review process is designed to maintain the trust of stakeholders, prevent greenwashing, and ensure transparency in sustainability communications.

Ongoing Review Process.

As part of **Karndean Designflooring's** certified status of TAGC, this report represents one of potentially several periodic reviews conducted to ensure continuous compliance with the GCP. The frequency of these reviews is based on the organisation's size, with smaller signatories undergoing at least one review every 12 months, while larger signatories may undergo up to four reviews per year.

During each review, TAGC requests a variety of evidence from recent campaigns, including screenshots of marketing materials, strategy outlines, internal policies, and records of claims made. Each claim is cross-referenced with the GCP glossary to ensure clarity and accuracy, and all environmental claims must be properly substantiated with credible data or third-party verification. The report produced at the conclusion of the review provides one of three outcomes:

- **Compliant:** The campaign fully adheres to the GCP, demonstrating responsible governance and accurate green claims.
- **Compliant with Recommendations:** The campaign aligns with the GCP, but minor areas for improvement are identified. Recommendations are provided to enhance future campaigns and ensure continued compliance with best practices.
- **Non-Compliant:** The campaign fails to meet the standards outlined in the GCP. The report details the areas of non-compliance and provides corrective actions that must be taken to maintain certified status.

Impact on Certification.

This report is a critical part of **Karndean Designflooring's** ongoing certification process of TAGC. Regardless of the outcome, the report is made public to demonstrate transparency. If non-compliance is found, **Karndean** must resolve the identified issues promptly to maintain its certification. Failure to do so could result in further consequences, such as suspension or revocation of signatory status. Two consecutive non-compliant reports will lead to the revocation of certification.

Commitment to Continuous Improvement.

For stakeholders, customers, and the general public, this report provides reassurance that **Karndean Designflooring's** sustainability claims are independently verified and that the company is taking responsible steps to ensure the accuracy of its communications. It also reflects the company's commitment to addressing any areas for improvement, ensuring that its environmental claims remain trustworthy and credible.

This audit not only holds **Karndean** accountable but also reinforces its commitment to transparent and authentic sustainability practices. By adhering to the recommendations outlined in this report, **Karndean** can further strengthen its reputation for leadership in sustainability and continue to meet the evolving standards of responsible environmental marketing.

Have any concerns?

Beyond scheduled reviews, TAGC also investigates concerns raised about campaigns outside of the official review process. If a concern is found to be valid, certification may be suspended or revoked to uphold the standards of the Charter. If you have any concerns relating to this report or the associated sustainability claims, please share them [here](#).

Review Overview.

Signatory: Karndean Designflooring UK

Campaign: Sustainability Datasheets

Description: The campaign provides detailed sustainability datasheets for various product ranges, targeting interior designers and architects. The datasheets cover lifecycle impacts, global warming potential, recyclability, and renewable energy usage.

Publication Date: 01/08/2024

Assessor: Zacc Tullett

Compliance Summary.

Karndean Designflooring's campaign was reviewed for compliance with their Green Claims Policy. Overall, the campaign is Compliant with Recommendations for Improvement. While the editorial process, evidence and testing, employee training, and escalation procedures were generally followed, there are specific areas where improvements could be made. These include formalising the editorial process, enhancing the documentation of employee training, ensuring the provision of energy audits to support renewable energy claims, and clarifying the escalation procedure for customer engagement.

Overall Compliance Rating: **Compliant (with recommendation)**

The following summarises the compliance status of **Karndean Designflooring's** campaign based on their Green Claims Policy:

Editorial Process: Compliant (with recommendation)

Evidence and Testing: Compliant (with recommendation)

Employee Training: Compliant (with recommendation)

Escalation Procedure: Compliant (with recommendation)

Campaign Materials.


Karndean Designflooring's campaign centered around the creation and distribution of detailed sustainability datasheets for a variety of their product ranges. These datasheets were designed to provide stakeholders, particularly interior designers and architects, with comprehensive information about the environmental impacts of the products they were considering.

Objective of the Datasheets.

The goal of these datasheets was to ensure that decision-makers had clear, accessible, and verified information about the environmental performance of Karndean's products. The information provided was intended to support sustainable decision-making and promote transparency regarding the company's sustainability efforts.

Target Audience.

The datasheets were primarily aimed at interior designers, architects, and other professionals in the design and construction industries. These stakeholders often need detailed environmental data to meet the sustainability goals of their projects and to comply with regulations or certifications that require rigorous environmental criteria.



Leadership in Energy and Environment Design (LEED)

Van Gogh rigid core qualifies for the below LEED credits:

Building Type	LEED Credit Description
NC (New Construction)	EQ4.3 Low Emitting Products - Flooring Systems
EB (Existing Building)	MR3 Sustainable Purchasing - Facility Alterations
M (Material)	MR2 Environmentally Preferable Products

End-of-life





Guarantee:	Residential: Lifetime Commercial: 15 years
Recyclable:	Possible
Reusable:	Yes

Environment Product Declaration Data - Global Warming Potential (GWP)

	CONSTRUCTION PROCESS										USE	END-OF-LIFE	
	A1	A2	A3	A4	A5	B1	B2	B3*	C2	C4			
Life cycle	Raw material extraction and processing	Transport to manufacturer		Manufacturing	Transport	Construction - installation		Maintenance	Replacement	Transport	Disposal		
CHL-A	8.91	0.777	2.65	2.94	0.348	704	31.5	0.781	4.80				
GWP kg CO ₂ eq	12.337				3.088		38.54		5.581				
Subtotal													

4.5 mm product only

* Calculated over a 10-year period, in accordance with the relevant Product Category Rules (PCR)

			
Sustainability Data Sheet			
Format:	Gluedown		
Thickness:	3.0 mm		
Wear layer:	0.7 mm		
Manufacturing			
Manufacturing location:	China, Taiwan, Vietnam		
Supply chain transparency:	2024 SMETA 4 pillar audit completed through SEDEX		
Renewable energy used:	Up to 30% of power generated through renewables on site		
Pre-consumer recycled content:	Up to 50% in the backing layer		
Ortho-phthalate free:	Yes		
	SEDEX audits manufacturing sites on Labour Standards, Health & Safety, Environmental Performance, and Business Ethics. We prioritise transparency and accountability beyond legal compliance.		
	 An internationally agreed standard that defines requirements for systems to manage, monitor and control our use of resource and waste.		

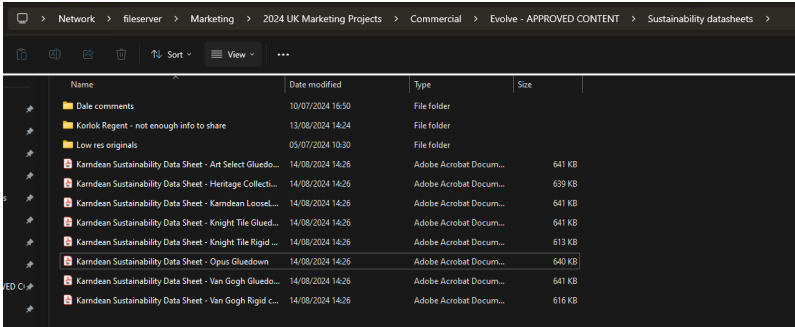
Editorial Process.

In light of compliance with anti-greenwashing measures, having a robust editorial process ensures that all communications content is reviewed for accuracy and transparency before publication. This helps in preventing unsubstantiated green claims and maintains the integrity of the communication.

Evidence: Present

Details:

- Email correspondence regarding informal approval
- Centralised “Approved Content” folder for verified materials



The screenshot shows a file explorer window with the following path: Network > fileserver > Marketing > 2024 UK Marketing Projects > Commercial > Evolve - APPROVED CONTENT > Sustainability datasheets. The table below represents the contents of the 'Sustainability datasheets' folder.

Name	Date modified	Type	Size
Dale comments	10/07/2024 16:50	File folder	
Korlok Regent - not enough info to share	13/08/2024 14:24	File folder	
Low res originals	05/07/2024 10:30	File folder	
Karndeans Sustainability Data Sheet - Art Select Gluedo...	14/08/2024 14:26	Adobe Acrobat Docum...	641 KB
Karndeans Sustainability Data Sheet - Heritage Collecti...	14/08/2024 14:26	Adobe Acrobat Docum...	639 KB
Karndeans Sustainability Data Sheet - Karndeans Loosel...	14/08/2024 14:26	Adobe Acrobat Docum...	641 KB
Karndeans Sustainability Data Sheet - Knight Tile Glued...	14/08/2024 14:26	Adobe Acrobat Docum...	641 KB
Karndeans Sustainability Data Sheet - Knight Tile Rigid ...	14/08/2024 14:26	Adobe Acrobat Docum...	613 KB
Karndeans Sustainability Data Sheet - Opus Gluedown	14/08/2024 14:26	Adobe Acrobat Docum...	640 KB
Karndeans Sustainability Data Sheet - Van Gogh Gluedo...	14/08/2024 14:26	Adobe Acrobat Docum...	641 KB
Karndeans Sustainability Data Sheet - Van Gogh Rigid c...	14/08/2024 14:26	Adobe Acrobat Docum...	616 KB

Assessor’s Comments.

Karndeans provided evidence of an “Approved Content” folder, which indicates a system for organising and controlling the publication of verified sustainability content. This demonstrates an effort to centralise and formalise the handling of approved materials. However, the strength of the evidence is somewhat limited by the fact that the editorial review process leading to content approval appears to be informal, relying on verbal approvals and email sign-offs rather than a documented, standardised review process.

The Approved Content folder is a positive step towards compliance, as it shows that Karndeans is taking measures to ensure that only verified content is published. However, to fully capitalise on this system, the editorial process that leads to content being placed in the folder should be more structured and documented.

Evidence & Testing.

In light of compliance with anti-greenwashing measures, having a robust editorial process ensures that all communications content is reviewed for accuracy and transparency before publication. This helps in preventing unsubstantiated green claims and maintains the integrity of the communication.

Evidence: Present

Details:

- Datasheets highlighting renewable energy usage
- Pending request for energy audit reports

Format:	Gluedown
Thickness:	2.0 mm
Wear layer:	0.3 mm
Manufacturing	
Manufacturing location:	China, Taiwan
Supply chain transparency:	2024 SMETA 4 pillar audit completed through SEDEX
Renewable energy used:	Up to 30% of power generated through renewables on site
Pre-consumer recycled content:	Up to 50% in the backing layer
Ortho-phthalate free:	Yes



SEDEX audits manufacturing sites on Labour Standards, Health & Safety, Environmental Performance, and Business Ethics. We prioritise transparency and accountability beyond legal compliance.



An internationally agreed standard that defines requirements for systems to manage, monitor and control our use of resource and waste.

Assessor's Comments.

Karndean provided sustainability datasheets outlining various environmental claims, including renewable energy usage, product recyclability, and compliance with standards such as FloorScore and Eurofins Indoor Air Comfort Gold. While these datasheets demonstrate an effort to communicate transparently about the environmental impacts of their products, the strength of the evidence supporting certain claims—particularly around renewable energy—could be improved.

The renewable energy claims varied across product lines, with some datasheets indicating “up to 30% of power generated from renewables.” However, discrepancies were noted in these figures depending on the manufacturing location, with some sites reporting only 5% renewable energy usage. The evidence provided lacks the necessary supporting documentation, such as energy audits, to substantiate these renewable energy claims. Although Karndean has acknowledged this gap and requested energy audits from their product team, the lack of this documentation at the time of the review weakens the overall strength of the evidence.

Employee Training.

Training employees on the Green Claims Policy and anti-greenwashing measures ensures that all staff members understand the importance of making accurate and substantiated green claims. This helps in maintaining the consistency and reliability of the claims across the organisation.

Evidence: Present

Details:

- Email correspondence indicating discussions about TAGC during internal meetings
- CSM meeting presentation covering sustainability topics



Assessor's Comments.

The evidence provided indicates that there were internal discussions related to sustainability topics during meetings, and some mention of The Anti-Greenwash Charter (TAGC) and sustainability principles occurred. However, the evidence suggests that these discussions were informal and lacked the structure and documentation typically expected of formal training sessions. There was no clear indication of a regular training program specifically focused on the GCP, nor were there records of employee participation in such training sessions.

The strength of the evidence could be improved by formalising the training process to ensure that all employees involved in sustainability communications receive clear, documented training on the GCP. This would include creating scheduled training sessions, maintaining attendance records, and conducting regular refresher courses to ensure that employees remain updated on the latest sustainability standards and practices.

Escalation Procedure.

Having an escalation procedure for concerns or queries related to green claims ensures that any issues can be addressed promptly and effectively. This supports the principles of transparency and accountability.

Evidence: Present

Details:

- Customer engagement section from the GCP

Customer engagement

We know our customers are invaluable in our fight against greenwashing, which is why we commit to answering any emails about our green claims within three working days. We regularly conduct user research to find out how our customers interpret our green claims to ensure that they are clearly understandable.

If you have any questions or feedback on this policy or our green claims, please email Dale Diamond at dale.diamond@karndean.co.uk for clarification or alternatively submit any greenwashing concerns directly to The Anti-Greenwash Charter for independent review [here](#).

Assessor's Comments.

Karndean's Green Claims Policy includes a basic framework for customer engagement, inviting stakeholders to reach out to the company via email for clarification or to raise concerns about greenwashing. This demonstrates an acknowledgment of the importance of stakeholder engagement. However, the current procedure, as outlined in the customer engagement section, is somewhat vague and does not clearly define a structured escalation process for addressing concerns.

The strength of the evidence provided is moderate, as the procedure for handling stakeholder concerns is present but lacks the detail necessary to ensure an effective and transparent process. There is no clear path for how concerns are escalated internally or how they are resolved. Additionally, there is limited visibility of this procedure within marketing materials, which could reduce its effectiveness in reaching concerned stakeholders.

Recommendations.

Editorial Process

- **Formalise the Editorial Review:** Implement a structured and documented editorial process for reviewing all green claims prior to publication. Establish clear steps, responsibilities, and approval records to ensure each claim is thoroughly vetted.
- **Create a Verification Checklist:** Develop a checklist to guide the editorial team in verifying sustainability claims against the Green Claims Policy, ensuring accuracy and compliance before materials are approved for publication.

Evidence & Testing

- **Provide Energy Audits:** Strengthen the evidence for renewable energy claims by obtaining and submitting energy audits for the manufacturing sites. Ensure all claims are fully substantiated with reliable, verifiable data.
- **Ensure Consistent Substantiation:** Continue to include third-party certifications, such as FloorScore and Eurofins Indoor Air Comfort Gold, but ensure all environmental metrics, especially renewable energy and recyclability claims, are consistently supported by direct evidence.

Employee Training

- **Develop Formal GCP Training:** Create a structured training programme focused specifically on the Green Claims Policy, with scheduled sessions and clear learning objectives. Ensure all employees involved in sustainability communications are regularly trained and up-to-date on compliance requirements.
- **Document Training Participation:** Maintain records of attendance and participation in GCP training sessions. Offer regular refresher courses to ensure employees stay informed on evolving sustainability standards and best practices.

Escalation Procedure

- **Clarify the Escalation Process:** Enhance the visibility and clarity of the escalation procedure within the Green Claims Policy and across all marketing materials. Ensure stakeholders have clear instructions on how to raise concerns about green claims.
- **Formalise Internal Escalation Steps:** Develop a more detailed internal procedure for handling and resolving stakeholder concerns. Clearly define who is responsible for managing escalations and establish timeframes for addressing issues.

Compliance Certificate.



Signatory: Karndean Designflooring UK

Campaign: Sustainability Datasheets

Description: The campaign offers sustainability datasheets for various product ranges.

Publication Date: 01/08/2024

Assessor: Zacc Tullett

Overall Rating: **Compliant (with Recommendations)**