



Introduction to Marmoleum manufacturing and marketing

Effective Straw Management Workshop

Why should it matter to you?



Who is Forbo?



Forbo Flooring North America Headquarters, Hazleton, PA

Forbo, the world leader in linoleum, is one of the largest floor covering manufacturers in the world.

Our linoleum production facilities have been in continued operation since the mid to late 1800's. This experience, combined with the commitment to continual research and technology advancement are responsible for the evolution of the highest quality linoleum products in today's market.



Linoleum has been part of the core of our business since the beginning and is the product that will lead our organization into the 21st century.

We manufacture over 60% of the linoleum produced in the world today. We continue to invest more and more in the product, and offer the most innovative breadth of product available including:



Tarrant County Public Health Facility, Ft. Worth, TX



What is Linoleum?

- A natural product made from wood flour, linseed oil, rosins and ecologically friendly pigments.
- First manufactured in the late 1800's.
- Linseed oil floor cloth was the predecessor of linoleum flooring.
- Linoleum floor covering has a long history...



The natural environment prefers linoleum.

- Made from readily renewable raw materials, linoleum is comprised of linseed oil (flax plant), rosins (pine trees), and wood flour (indigenous hardwood), mixed and calendared onto a natural jute backing.
- In the manufacturing process, waste material is recycled back into the product. Adhesives used in installation are 100% solvent-free and maintenance does not require any heavy-metal based waxing products that tax the earth's eco-systems.
- No other floor covering is as ecologically-friendly as linoleum.

