

NEWS RELEASE

Full production begins at Creative At Home's new wholly-owned factory, producing the CRAFT Artisan Wood Floors and UrbanWood brands of engineered wood flooring

Burnaby, British Columbia – March 14th, 2022

Burnaby, Canada based Creative At Home Inc. is pleased to announce the completion and full commissioning of its new state-of-the-art factory in Haiyan County, Zhejiang, China. Construction of the 27,000 square meter (290,500 square foot) facility began in the fall of 2020, and took 16 months to complete. As part of the transition to the new facility, significant upgrades were made to all systems, including virtually every production line in the factory. More than US\$ 2.5 million (C\$ 3.2 million) was invested in the new systems and upgraded equipment, with a total project cost of US\$ 9.4 million (C\$ 12.0 million). The new facility is currently capable of an approximately 100% increase in output over the previous facility, with the ability to increase future output to over 300% through further upgrades and additional equipment.

The transition to the new wholly-owned manufacturing facility allows Creative At Home to further bolster its claim of being the most sustainable wood flooring manufacturer in the world. The new facility showcases several leading-edge environmental protection systems that safeguard air quality and recycle 100% of the water used in its operations. Furthermore, the new facility was designed for a large field of photovoltaic panels, which will allow the facility to generate a significant amount of its required electricity from clean, renewable solar energy. With this new facility, Creative At Home is firmly committed to zero-waste manufacturing. The process to achieve TRUE (Total Resource Use and Efficiency) zero-waste certification has already begun, and once achieved will likely make Creative At Home the first flooring manufacturer in the world to accomplish such a milestone.



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“We are extremely excited to be moved in and fully operational at our new facility in Haiyan” said Rod Gray, President and Chief Sustainability Officer. “We see our new factory as the cornerstone of our commitment to “walk the talk” when it comes to being a responsible corporate citizen, and to fully embrace the principles of sustainability and environmental stewardship as a manufacturer.”

According to Gray, the chance to design a factory from scratch and implement extensive upgrades in infrastructure and equipment is a once-in-a-lifetime opportunity. “We have been able to create a working environment and corporate culture that maximizes efficiency and supports sustainable manufacturing. At our new facility, we’ve dropped all diesel equipment and now use only electric. The employees now enjoy more open, brighter working spaces with loads of natural light.” As Gray points out, “our products are crafted by people, and the secret to our success in making beautiful, high quality wood products is in our ability to attract and keep great people by creating a working environment that is safe, healthy and provides a sense of fulfillment for all our staff.”

For further information, call Creative At Home’s corporate head office at 1-877-828-1888 or email to hello@craftfloor.com.

