

Ad graphics used at Olympics get new life as flooring

March 11 -- Large advertising graphics used at the 2010 Winter Games in Vancouver will receive a new life as commercial flooring.

About 200,000 square feet of the graphic wraps, made by 3M Canada Co., were displayed at Olympic venues during the games, the companies said, wrapped on vehicles and other displays.

Now that the Games are over, Mannington Commercial is taking all of the material and plans to recycle it into commercial flooring for its Premium Tile line, which also uses scrap drywall and VCT removed from renovation sites.

"We learned about Mannington's precedent for recycling mixed waste similar to our graphic materials into flooring," says Richard Chartrand, vice president of display and graphics business at 3M Canada. "Most recycling facilities would quickly turn away from the colorful, irregular shaped lumps that the graphics result in after use, but Mannington was up for the challenge."

The Premium Tile line is popular for educational, health care and retail uses, Mannington officials said.

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