



Contact: Michele Cassalia
202-466-7643, ext. 259
mcassalia@aafa.org

FOR IMMEDIATE RELEASE

New CLEO™ HOME Flooring Becomes CERTIFIED **asthma & allergy friendly**® by Prominent Allergy Program

WASHINGTON, D.C. (April 25, 2018) – The Asthma and Allergy Foundation of America (AAFA) and Allergy Standards Limited (ASL) announced today that CLEO™ resilient floor covering has earned the **asthma & allergy friendly**® Certification.

The **asthma & allergy friendly**® Certification Program, an independent program established in the United States by AAFA with their partner ASL, helps consumers identify products more suitable for people with asthma and allergies. The program performs physical and chemical testing on products to ensure the products reduce allergen exposure and do not increase irritants and pollutants in the air.

“CLEO is waterproof and easy to clean. It contains zero PVC, plasticizers and phthalates – all known to release volatile organic compounds,” said Chris O’Connor, Congeoleum CEO. “We’re proud our flooring is now CERTIFIED asthma & allergy friendly.”

Volatile organic compounds (VOCs) are gasses that can cause asthma symptoms. People with asthma and allergies also need durable flooring that holds up to frequent cleaning for proper allergen removal.

Products are CERTIFIED **asthma & allergy friendly**® only after they are tested and proven to meet strict scientific standards. CLEO™ flooring was evaluated for:

- Low allergen retention
- Effectiveness at removing accumulated allergens according to manufacturer’s recommended cleaning procedures
- Recommended cleaning procedures do not contribute to a significant increase in airborne allergens
- Exposure to airborne irritants or toxic materials during installation and later when in use does not exceed certification thresholds

“Flooring can release VOCs and contribute to poor indoor air quality,” said Kenneth Mendez, AAFA’s CEO and president. “We are happy that CLEO has earned Certification and offers a better choice for people with asthma and allergies.”



“Our program has developed rigorous standards and our tests confirm that CLEO meets these standards,” said Dr. John McKeon, CEO of ASL. “This offers a healthier option for your home.”

About the asthma & allergy friendly® Certification Program

The asthma & allergy friendly® Certification Program is a unique, groundbreaking collaboration between the [Asthma and Allergy Foundation of America](#) and [Allergy Standards Limited](#). The program tests and certifies products to prove their suitability for people with asthma and allergies. The program works with retailers and manufacturers to offer consumers products for a #healthierhome. CERTIFIED products include air cleaners, dehumidifiers, paints, bedding, vacuum cleaners, washing machines, stuffed toys, cleaning services and more. Visit [aafa.org/certified](#) for more information.

About CLEO

Since 1886 Congoleum Corporation has been committed to developing innovative flooring products that push the industry forward. Congoleum holds numerous patents for novel creations over the years, and these patents have resulted in products that are like no others in the industry.

Congoleum manufactures residential and commercial resilient products that are engineered with state-of-the-art manufacturing equipment in New Jersey and Pennsylvania and that demonstrate Congoleum’s quality and design leadership. With more than 5,000 retailers selling Congoleum products across North America, Congoleum is proud of its strong and iconic past, energized by the future and as always, unwavering in its commitment to quality, design and innovation.

###