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FOR IMMEDIATE RELEASE

Allergy Standards Ltd Kicks Off Indoor Air Quality Awareness Month with Keynote Role at Premiere Industry Event Hosted by Certified Flooring Partner Tarkett

Dublin, Ireland (October 6, 2020) – [Allergy Standards Limited \(ASL\)](#) is pleased to announce their participation in Tarkett's **Learn.Give.Breathe** Event taking place virtually on October 7th where [Allergy Standards Limited CEO, Dr. John McKeon](#) will serve as a keynote speaker conveying powerful insights about the heightened importance of Indoor Air Quality, triggers of Indoor Air Pollution, and how to create a healthy home environment through building materials, best practices, and beyond. Not only is Tarkett a CERTIFIED flooring partner of the [asthma & allergy friendly® Certification Program](#) but their company mission is also fully aligned with the Program, as their goal is to create healthier homes through offering flooring materials that allow individuals to make better purchasing decisions to improve their Indoor Air Quality (IAQ).

Through this October 7th event, Tarkett is bringing together the world's leading voices from the Architecture & Design community to highlight the importance of healthy indoor spaces for their inhabitants. Dr. John McKeon's presentation will shed light on the increased significance of healthy IAQ in homebuilding during the pandemic and how to best achieve this during this global crisis. To make this celebration more meaningful, for every event attendee, Tarkett will donate 25 square feet of its asthma & allergy friendly CERTIFIED flooring to Washington, D.C. area families in need.

"Indoor air can be two to five times more polluted than outdoor air, and having good indoor air quality is a crucial part of living in a healthy home," said Dr. McKeon, CEO of Allergy Standards Ltd. "The challenge for building professionals is to move the conversation on from a purely engineering focus such as heating, ventilation, and energy efficiency, to a healthy focus based on the perspectives of the people living in the dwelling. Not all building materials are the same and we need to do more to make the concept of air, which is 'invisible', visible through relating it to people's health and wellness."

Furthermore, Roxane Spears, vice president, sustainability, Tarkett North America shares, "National Indoor Air Quality Month is a great opportunity to take stock, as an industry, of the

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various ways our material choices can impact indoor air quality, and also to give back by supporting the Breathe EASY Project in helping families identify and remedy potential asthma and allergy triggers within their homes.”

Event Details are outlined here:

Event Theme: “Why Indoor Air Quality Matters”

Join industry experts from the Allergy Standards Ltd, the asthma & allergy friendly® Certification Program, TRANE and the National Center for Healthy Homes as they discuss the impacts of poor IAQ and how to address them as designers and property managers. Everything in the space plays a role, from material selections to energy systems, and we plan to cover it all.

Date: Wednesday, October 7

Time: Noon-1 p.m. EST

[Click here to register](#)

Tarkett remains the only flooring manufacturer to offer both residential and commercial flooring solutions that have been certified asthma & allergy friendly by [Allergy Standards Limited \(ASL\)](#) and the [Asthma and Allergy Foundation of America](#). Their [asthma & allergy friendly® Certification Program](#) helps people make informed purchases for healthier homes, schools and workplaces. Only those products that pass stringent tests are awarded the designation. For flooring to be certified asthma & allergy friendly, Allergy Standards Ltd’s testing must show that the floor is easily cleaned and has a low capacity for retaining allergens. The Certification process involves testing not only the product itself, but also the installation method and recommended cleaning process as a complete system to ensure no harmful materials are introduced while installing or cleaning the floor.

About Allergy Standards

Allergy Standards Limited (ASL) mantra is design thinking and an innovation for healthier indoor air for the allergy aware consumer. As an independent, international certification company, it creates meaningful scientific standards for testing a wide range of products and services to determine their impact on improving indoor air quality. ASL’s intellectual property portfolio includes unique testing protocols and suitability specifications for products to be **CERTIFIED asthma & allergy friendly®**. ASL’s mission is to improve lives by empowering people create the healthiest possible indoor environment through science, education and innovation. Our vision is a world where all ER visits caused by exposure to avoidable indoor allergens are eliminated. <http://www.allergystandards.com/>

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Dr John McKeon CEO Allergy Standards keynote at Tarkett Education Booth Greenbuild 2019