

Red Rock TILEWORKS

OUR GREEN STORY

Considering the environment in the production of our tile not only gives us a warm fuzzy feeling, but its also good sound business. Every day we are consciously coming up with new ways that we can reduce, reuse and recycle. Here are some ways that our different departments are taking steps to make Red Rock Tileworks a green place to work and a green product to buy.





OVERALL Red Rock GREEN BENEFITS



Our **REDUCE, REUSE, RECYCLE** effort is so effective our dumpster is not a dumpster... it's actually just a residential size trash barrel!

All water is reclaimed and purified on site, then reused.

We are centrally located in Nashville, Tennessee; which geographically allows for lower shipping costs and fuel usage than our coastal counterparts.

We opt for "natural" heat and air... in the winter, our kilns provide the tileworks with heat and in the summer, the open air truck docks and fans provide us with our cool.



OFFICE SPACE

Our biggest effort is to cut down on paper usage and energy consumption.

All sales order confirmations and invoices are done electronically. This not only cuts down on our printer cartridge and paper use, but the energy required to mail the envelopes is completely eliminated.

When we do have to print, we use solid ink technology; which means no toner cartridges, less waste, fewer CO2 emissions, and it's non-toxic

It may look like our office is closed during our regular business hours, but rest assured we aren't. We're just diligent about shutting off our lights when we aren't in the room.

CLAY & TILE PRODUCTION

All of our clay is recycled!

If a tile doesn't come out of the mold right, we grind it back into dust, add water and make a new one out of it!

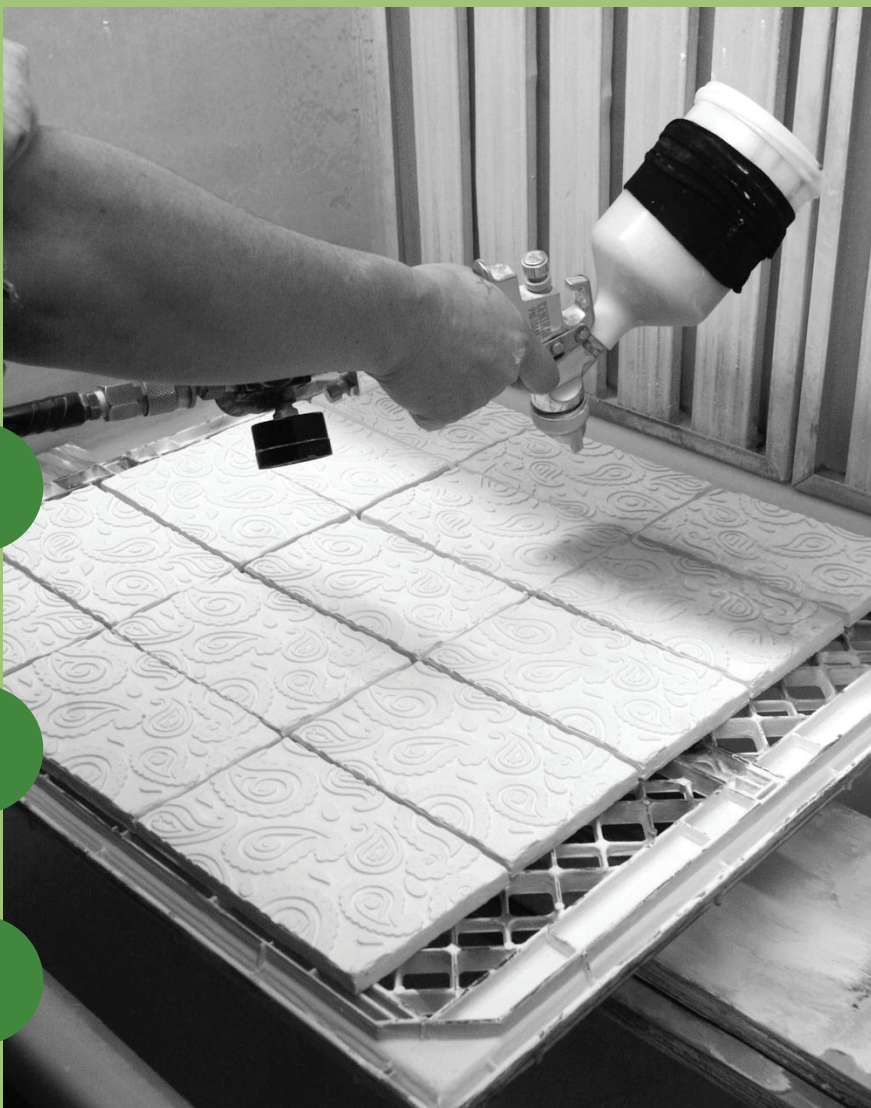
Scrap clay that is contaminated from stuff on our shoes is collected for a local gardening company that uses it for various landscaping purposes.

To go one step further, this scrap clay is held in used barley bags from local Nashville brewing company, Yazoo. *(We recommend their "Dos Perros" brew... it's our favorite!)*

Water that's captured in our drying room is used for cleaning.

We're proud to say almost all of our equipment is "reused." Meaning we are the salvager's that take old stuff and repurpose it to fit out our tile making needs. Ninety-five percent of our equipment is either used or fashioned from old material. For example, an old shower pan now serves as a spray booth collection pan, and bread trays from a local burger joint are used for tile storage trays.





GLAZE DEPARTMENT

We can't recycle all of our glaze because having true color is important to us, but if we can, we will collect our over spray, add water and glaze more tile.

All of our glaze trays are salvaged from a local bakery.

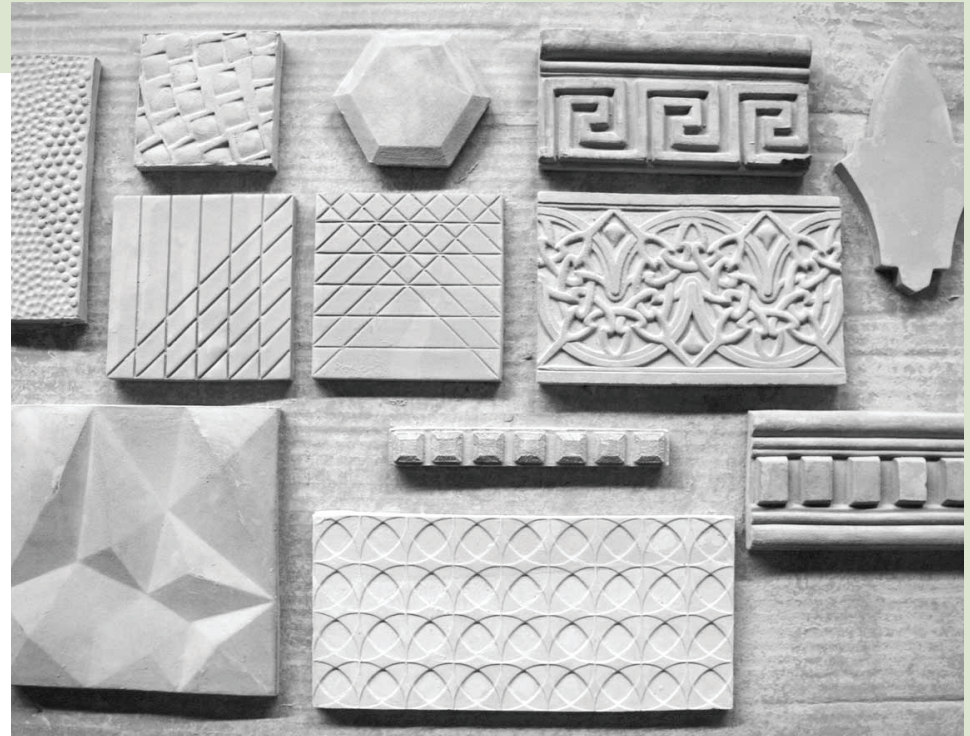
Reclaimed water is used to clean our booth and glaze tools at the end of the day.

If a glazer rejects a field tile, we will save it to be cut down to a smaller size for the next order.

KILN DEPARTMENT

To help circulation in our kilns, we have a very low pull vent system. The captured air is directed into our drying room and used to dry our tile, so you don't have to wait so long for your order.

Broken kiln shelves are given a second life and used for shelf supports.



PACKING DEPARTMENT

All of field tile is wrapped in post consumer recycled paper.

Plus, you'll find our packing peanuts are biodegradable and we reuse existing boxing materials whenever possible.