LARSON·JUHL®

LIRA

At Lira, Larson-Juhl's manufacturing facility in the Czech Republic, environmental consciousness is an important priority. The history of this facility and the time-honored processes used in creating frame mouldings are an ideal foundation for Earth-friendly manufacturing.

Responsible Lumber Management

Lumber management is one area where Lira has a tremendous advantage in being environmentally conscious, as we supply 100% of the lumber used at the location. Located near an old-growth forest, the facility is able to carefully control what is harvested and how much is replanted. Lira not only responsibly harvests wood for manufacturing within the facility, but is also able to provide lumber for other international Larson-Juhl locations. In addition to the lumber coming from a carefully managed forest, much of it is finger-jointed, which makes more efficient use of a tree and produces less waste.

Earth-friendly Materials

Because of the history of frame making at Lira, many of the materials used are the same as those sourced centuries ago and are environmentally sound. Beyond the wood used in manufacturing, the materials used in creating the ornamentation for the mouldings and many of the finishing products are also Earth-friendly. Materials such as compo and gesso, which make up a majority of what is used in creating the finished products, are both water-based, natural materials.

Clean Air

Many of the manufacturing processes at Lira use water-based products that are better for air quality, in regards to emissions created during finishing. We have also invested in state-of-the-art equipment, including a thermal oxidizer, which ecologically liquidates any unclean emissions generated during production. Very few manufacturers in our industry have this type of equipment, therefore we believe that we are making an important statement regarding responsibility. as well as showing our desire to be a good neighbor within our community.

Reuse, Recycle

Recycling materials where possible, and sorting waste, is an important part of our manufacturing process. At Lira, we recycle our clean sawdust by producing environmentally friendly briquettes used in heating the facility. For other materials that are not appropriate for recycling, we work with specialized companies to ensure that the material is disposed of properly, and receive all appropriate certifications.

Planting Trees

Larson-Juhl is proud to have partnered with American Forests to establish the Larson-Juhl Global ReLeaf Forest Foundation. This foundation assists with forest restoration and establishment around the world. Over a half million trees have been planted through the foundation.

GLOBAL RELEAF®

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