

# Green Greener Greenest



**BioBased**

Introducing BioCel™  
High Performance Polyurethane  
Backing Systems from Universal.

**Start with Green**

BioBased Polymers are made  
from soybean plants—a 100%  
renewable resource.

**Make it Greener**

Celceram™ is a highly refined recovered  
mineral compound endorsed by the  
Environmental Protection Agency.

**Our Greenest yet**

Together, they produce BioCel—  
a new, green backing system for  
carpets and synthetic turf—with the  
quality and high performance you  
expect from Universal.

Specify BioCel. BioCel backing  
qualifies for LEED credits towards  
your project's USGBC certification.

To learn more about BioCel  
from Universal Textile:  
visit us at [www.universal-textiles.net](http://www.universal-textiles.net)  
Or come see us at NeoCon



**Celceram™**

