

Samantha Surfield, Sustainability Consultant, Armstrong Flooring



Samantha Surfield brings over seven years of experience in circular project design and delivery within the built environment. She now applies this expertise to product innovation and sustainability at Armstrong Flooring, supporting the company's ongoing sustainability transformation as Australia's only resilient flooring manufacturer located in Braeside, Victoria.

In her role, Samantha leads key areas including product certifications, decarbonisation initiatives and reporting, stewardship, and ESG outcomes. A major focus of her work is advancing full life cycle assessments (LCA) of Armstrong Flooring's product portfolio and developing scalable, future-focused end-of-life solutions. This builds on significant achievements delivered in 2024 through renewable energy and capital works projects that generated strong environmental performance results.

Motivated by the fact that PVC accounts for 70% of Australia's construction waste, Samantha is committed to helping clients reduce environmental impacts and co-create practical, industry-wide solutions. She is driven by a belief that responsible product stewardship and circularity are essential to accelerating sustainability across the construction sector.