

**Miami, FL, April 2010; SUSTAINABLE SURFACING SHOWCASED IN MIAMI**

Coverings ETC has officially announced the grand opening of its flagship showroom in Miami's trendy, upper eastside MiMo Boulevard Historic District.

As one of the premier designers and manufacturers of luxury sustainable hard surfaces, Coverings ETC has been providing the Architecture and Design Industry with award winning, cutting edge, environmentally conscious hard surface materials for over 12 years and is proud to continue the tradition in a new LEED Registered Project Showroom. The grand opening marks the completion of construction on the showroom and the consolidation of sales efforts to this location.

Located at 7610 NE 4th Court, just north of Miami's Design District, the loft-style, 5,000- square foot space was designed to educate, engage and elevate by offering the Miami design community a selection of specialty materials showcased in an eco-friendly environment.

Envisioned by founder Ofer Mizrahi, the contemporary and sustainable elements reflect Coverings ETC's commitment to inspire. As a former warehouse built in 1952, the facility had "good bones" and it was a pleasure to honor the building from a design perspective. The restoration process was careful to reclaim and reuse the original wood beams. Skylights and large window walls were incorporated for added daylight. French drains, drought tolerant landscaping, energy star appliances, and recycled content finish-materials were all part of the green initiatives used throughout.

The lower level showcases Coverings ETC's sustainable products and a glass staircase leads to a second level mezzanine where staffing stations are located. The mezzanine is completely open and appears to "float" above the showroom complete with a pedestrian bridge and a balcony for viewing.

"We look forward to welcoming the South Florida Design Community and are very excited to have a showroom that will allow us to better serve our customer base", notes Mizrahi. In addition to the CoveringsETC showroom, the area it resides is a refurbishment project of Mizrahi. The area along the railroad tracks is going through a conversion and tenants ranging from architects and designers to artists are beginning to populate the new eco-campus.

Coverings ETC has been a member of the United States Green Building Council since 2001 and winner of several esteemed awards for innovative sustainable products. For more information, contact [info@coveringsetc.com](mailto:info@coveringsetc.com) or visit [coveringsetc.com](http://coveringsetc.com)



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