

The logo for COVERINGS ETC is displayed in white, uppercase letters on a solid blue rectangular background.

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COVERINGS ETC GOES GREEN TO PROMOTE SUSTAINABLE DESIGN
Ecoverings Line Targets Environmentally Conscious Consumers

Miami, FL – Coverings Etc recently announced the launch of ECOVERINGS, a line of six innovative, eco-friendly design surface materials that gives buyers a wise alternative to environmental conservation.

“The idea of sustainable design is growing feverishly in our industry as more and more responsible individuals, families and businesses choose to make a statement about the environment and the world around them,” noted Jennifer Ryan, Director Business Development, Coverings Etc. “Not only is green design extremely attractive, it is healthier, more affordable and increases productivity for everyone involved – you simply can’t lose.”

All of the elements incorporated into the ECOVERINGS product line take into consideration the general principles of bio-architecture; energy savings, sustainability, and concern for the inhabitants. The goal is to create buildings and interiors that can be built at market rate but cost much less to operate and reduce the stress on both developed and undeveloped land.

The ECOVERINGS product portfolio includes top-sellers, **Eco-Terr™**, a terrazzo tile ideal for flooring and worktops along with **Eco-Cem™**, a material made of cellulose fibers that appears contemporary, yet maintains the warm feeling of wood. Also popular is the **Eco-Tek™** product, a high-end design

surface solution with a unique low sheen top shell. It contains no synthetic or chemical components and continues to cure after installation.

Additionally, the **Eco-Gres™** products include **Eco-Gres Asia™** and **Eco-Gres Mosaic™**, unglazed porcelain tile, trims and mosaics used best in high traffic as well as wet areas due to their durability. Finally, the revolutionary **Eco-Gres Ultra™** is a thin, light weight material that does not require a sealant. Totally unique, it is harder than granite, lighter than aluminum, flexible and workable using techniques normally applied to glass and natural stone.

The **ECOverings** line qualifies for LEED points in project certification as deemed by the United States Green Building Council (www.usgbc.org). The U.S. Green Building Council is the nation's foremost coalition of leaders from across the building industry working to promote buildings that are environmentally responsible, profitable, and healthy places to live and work.

Coverings Etc markets and distributes unique and distinctive high quality surface solutions. Founded in 1998, the company owns and operates two showrooms, one in Miami's trendy Design District and the other, in New York's fashionable Soho. It also operates warehouses in both locations to serve its nationwide customers. Recognizing the importance of using sustainable building materials, **Coverings Etc** established **ECOverings** a division solely dedicated to sourcing and marketing a new line of eco-friendly products. For more information on **Coverings Etc** or **ECOverings** and its products please call 305-757-6000 or visit our website www.coveringsetc.com

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