

CoveringsETC Founder Nominated for Green Visionary Award

Miami, FL Oct 2010 - We are very pleased to announce that CoveringsETC founder Ofer Mizrahi has been named a finalist in the Green Visionary Category of the Sustainable South Florida Awards. The awards program taking place at the Biltmore Hotel on Oct 21 will honor South Florida businesses that are making an impact in the community with the development of sustainable practices, products or services.

In addition to the Green Visionary honor, awards will be presented in... Green Business: Innovation, Technology, Product or Service; Green Building: Design and Construction; Green Education and Outreach; and Green Practices (Includes Marketing).

The Green Visionary Award will recognize an individual who has made an outstanding and lasting impact toward the sustainability of South Florida through advocacy, action, or education. Ofer Mizrahi has been a role model for other community leaders looking to enact positive environmental change since the commencement of his Miami based innovative hard surfaces business, Coverings ETC in 1998. In 2001 he became a member of what was at that time, a little known organization, the United States Green Building Council (USGBC – controlling entity of LEED building practices). In that same year CoveringsETC launched a new collection of hard surface design finish materials with recycled content - ECOVERINGS™. These product lines are recognized not only for high post consumer recycled content and sustainable manufacturing processes but also for design and innovation. ECOVERINGS has been garnered with several prestigious awards - Best New Eco-Product Award from Interior Design Magazine for Bio Glass in 2008; Best New Innovative Material Award at ICFF for Bio-Luminum in 2009; the international Red Dot design award for sustainable materials in 2010; and Mr. Mizrahi was recently honored as a “green designer” at the Cooper-Hewitt National Design Museum in their category for sustainable materials.

In addition to CoveringsETC, Mr. Mizrahi is also the developer of the “green campus” project Miami Iron Side (MIS) which has transformed a vacant industrial zone in Miami’s upper east side into a vibrant mixed use destination.

Contact: Jennifer Ryan; 305.757.6000



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