

**BIO-GLASS® BIO-LUMINUM™ ECO-CEM®**  
Reddot/Smithsonian Recognition



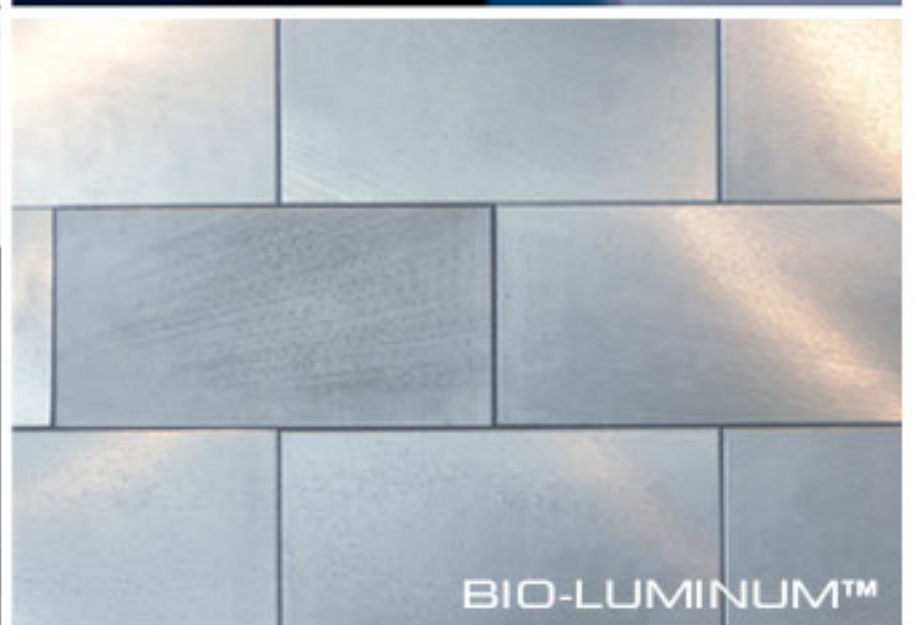
**reddot design award**  
winner 2010

We are happy to share that Bio Glass® has won the prestigious reddot design award: product design for 2010. Launched in 1955 by the Design Zentrum Nordrhein Westfalen in Essen, Germany – one of the oldest and most highly reputed design institutions in Europe – the reddot design award is established as one of the most important design awards in the world. This year more than 1600 companies from 57 countries took part in the competition. An international jury of design experts evaluated Bio Glass against specific criteria: degree of innovation, functionality, ergonomics, longevity, ecological compatibility, and clarity of function. "We are honored to have won this award. Bio Glass features a combination of technology, 100% post consumer recycled materials, and design which embody the philosophy of Coverings ETC.," notes Bio Glass designer and Coverings ETC founder Ofer Mizrahi.

The reddot award is a seal of quality and represents membership of the best in design and business. Past recipients include the design teams of many renowned companies, including Apple, BMW, Mercedes-Benz, Nokia, Philips and Sony. The award will be presented to Coverings ETC on July 5, 2010 at the Essen Opera House in Essen, Germany. Following the presentation, Bio Glass® will join other winning products for a four week special exhibition at the red dot design museum on the premises of the "Zeche Zollverein" World Cultural Heritage Site in Essen culminating on August 1, 2010. Immediately following, Bio Glass® will be presented in the red dot design museum's permanent exhibition for at least 1 year.

BIO-GLASS®

COOPER HEWITT COLLECTION OF LUXURY AWARD



**Smithsonian**  
*Cooper-Hewitt, National Design Museum*

In the US, Bio Glass®, Bio Luminum™ and Eco-Cem® have been selected as part of the "National Design Triennial: Why Design Now?" at the Smithsonian's Cooper Hewitt, National Design Museum in New York City. The products are part of Coverings ETC's award winning collection of luxury sustainable hard surfaces and will be on view from May 14, 2010 through January 9, 2011.

The exhibition title asks the question "Why Design Now?" to examine why design thinking is an essential tool for designing some of today's most crucial problems. Key developments across design disciplines will be presented through eight themes: energy, mobility, community, materials, prosperity, health, communication, and simplicity. Bio-Glass®, Bio-Luminum™, and Eco-Cem®, designed by Coverings ETC founder, Ofer Mizrahi, will be featured in the "Materials" showcase as an example of providing high-minded design products with a clean biological record.

