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# Interiors & sources<sup>®</sup> | Excellence in Commercial Design

## KARLSBERGER: Green Healing Earns LEED Platinum

The Benefits of  
Evidence-Based Design

Legislation: Avoiding  
a Race to the Bottom

The ROI of  
Sustainable Design

## THE ASID AND INTERIORS &amp; SOURCES

# bloom

**AWARDS**

**H**ow do you know if a product is truly green? This question has been "blooming" everywhere since interest in sustainable design has taken root firmly in the architecture and design fields. The problem is that it's not an easy question to answer, as products tend to have many shades of green and—depending who you ask—may not be "green" at all.

Recognizing the need to provide designers with resources to help them identify and specify green products, *Interiors & Sources* magazine, in partnership with the American Society of Interior Designers (ASID), introduced the 2009 Bloom Awards, an annual awards program honoring products that embody both aesthetics and environmental responsibility. A distinguished panel of judges—including Rachelle Schoessler Lynn, ASID, CID, LEED AP and partner at Studio 2030; Elaine Aye, IIDA, ASID, LEED AP and principal of Green Building Services Inc.; and Tim Schelfe, ASID, principal of Schelfe and Associates—reviewed dozens of entries in each of five categories (Furniture, Flooring, Lighting, Textiles, and Innovative Materials) against stringent criteria, including:

- ▶ the extent to which the product is environmentally innovative and aesthetically pleasing;
- ▶ how the product promotes sustainability, including, but not limited to, energy savings, recycled content, recyclability, Life Cycle Assessments, and end-of-life management;
- ▶ materials selection within the manufacturing process (such as substitution of hazardous and toxic chemicals for those that are less harmful);
- ▶ resource efficiency within the manufacturing process (particularly water and energy use);
- ▶ recycling and waste management within the manufacturing process;

- ▶ recycling and waste management after the product has completed its life-cycle.

"The opportunity to view so many Bloom product entries was inspiring and encouraging," said Schoessler Lynn. "There are no more excuses that environmentally friendly products are not available—they are here! And I suspect many more are in the making."

"Manufacturers carry a huge responsibility to address their product design as it relates to the triple bottom line, [people, planet, profit]," explained Aye. "The manufacturing of materials and products addresses

many issues, from resource extraction, the manufacturing process itself, shipping, installation, durability, and end-of-life issues. It is refreshing and encouraging to see that manufacturers and product designers are beginning to address these necessary steps in the design of their products as it relates to sustainability."

The following pages feature the winners in each of the five categories. We hope more products like these continue to blossom in the commercial interiors market.





# EcoTop

## BY KLIP BIOTECHNOLOGIES



Being the first composite surface material product to combine rapidly renewable bamboo and post-consumer recycled paper fiber with its proprietary, clear, water-based resin system, Klip BioTechnologies has managed to effectively bring very durable and cost-effective products to market creating no adverse impacts on air quality, water quality or forest health.

"This new countertop addresses sustainability in the resource extraction of the main materials by using bamboo and paper fiber. It is aesthetically pleasing while focusing on indoor air quality issues and durability," noted Aye.

EcoTop has superior UV stability against competitor products due to the water-based resin and color integrity all the way through the product. It is offered in 10 different colors, creating a very diverse line of products that will be able to suit any design. It is compatible with all household cleaning products and effectively cannot be stained with grease, wines, citruses, or coffee due to its lack of ability to absorb water.

Withstanding temperatures up to 360 degrees, this product's composition makes it a very responsible, sustainable countertop option that out performs other mainstream product brand names. EcoTop products can be cut, sanded, and finished like wood and solid surface products without the risk of breaking, cracking, or sacrificing its pigment or natural appearance, making it very maintainable. Due to its long lasting, durable nature, this product will last decades and can be used for biofuel production at the end of its life-cycle.

"Our goal is to design, develop, manufacture, and market the most durable, environmentally responsible, innovative, and cost-effective composites and resin systems in the world, making it sustainable without compromise," said Joel Klippert, president of Klip BioTechnologies. "At KlipTech, we strive to create world leading sustainable products while meeting today's aesthetic demands; winning awards like this shows that we are on the right track. While we are happy with the products we currently have on the market, we are working in the lab creating the next generation and hope to win this award again in the future."

Judges said the company's "innovative approach to using post-consumer recycled product with rapidly renewable material has resulted in a handsome countertop." In short, EcoTop promotes sustainability in both environmental health and design.

### Contact

#### KLIP BIOTECHNOLOGIES

(253) 507-4622

[www.kliptech.com/ecotop](http://www.kliptech.com/ecotop)

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