

Designs for the **FUTURE**

THE WINNERS

By Category:

Appliances

Isis Fan *Big Ass Fans*; bigassfans.com

Building Materials

Pozzotive Plus Concrete Brick Line
Kingston Block & Masonry Supply, LLC
kingstonblock.com

Floor Coverings

Verte Collection *Odegard Inc*; odegardinc.com

Flooring

Traditional Cork Flooring *Expanko Cork*
expanko.com

Furniture/Hard Goods

Alfresco Collection *Loll Designs*; lolldesigns.com

Furniture/Soft Goods

Diamond Fields *Lulan Artisans*; lulan.com

Interior Finishes

Lime Putty *American Clay*; americanclay.com

Lighting

LEDme Downlights *WAC Lighting*; wacighting.com

Plumbing Fixtures

Hydroright Dual Flush converter *MJSI*; gomjsi.com

Other Products

Solon Composter System *Blanco*
blancocanada.com

SPECIAL MENTIONS:

Reliability and Lifespan

Miele Appliances; mieleusa.com

Resource Efficiency

Bosch Appliances; bosch-home.com

Big Company, Small Steps

Shaw Floors ClearTouch
Shaw Floors; shawfloors.com

Sprayfoam

EcoTech Spray Foam Insulation
ecotechsprayfoam.com

Recycled Content, Design

The Refined Line *IceStone*; icestone.biz

Environmental, Social Responsibility

Vortis Pendant *Hubbardton Forge*; vtforge.com

Design, Innovation

Composite Landscape Pavers
VAST; vastpavers.com

Function

Caroma Profile Smart Toilet with Integrated Sink; *Caroma*; caromausa.com

New York House honors the winners of our second annual Innovative Green Design AwardsSM.

BY EMILY HERENDEEN; PHOTOS PROVIDED

New York House congratulates the winners of its second annual Innovative Green Design AwardsSM competition. These top achievers showcase exemplary home products in terms of energy efficiency, cradle-to-cradle and sustainable manufacturing, technological or design innovation, and aesthetics. This international competition drew submissions from across the globe, among them a daybed from Indonesia, salmon skin leather from Chile, appliances from large U.S. and European manufacturers, recycled cement blocks from a Hudson Valley firm, and lighting crafted at a Vermont forge.

This year, products were judged by five experts in their respective fields: sustainable architect and retrofitter Ellen Honigstock, sustainability consultant Joanna Black, green builder Mark Jupiter, green marketing researcher Doug Mazeffa, and ecofriendly interior designer Cheryl Terrace. The discussion focused on the environmental impact of materials and resources that went into creating these products, as well as their design, price, and practicality. The judges sought a healthy combination of—if not all—these criteria in winning products. They defined a clear standard for innovation; that it was about the advancement and originality of technology. Subsequently, there were

no awards given in the bedding and window treatments categories, since neither had submissions that fit these standards, the judges concluded.

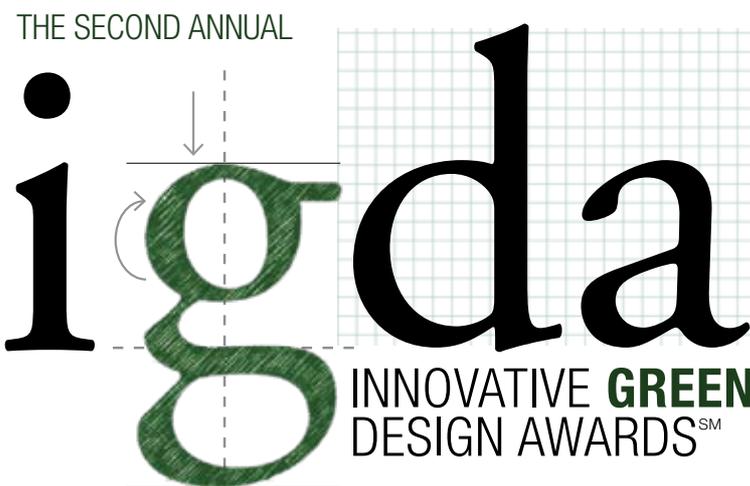
Panelists favored “products that offer a solution to problems in the marketplace,” says Jupiter, specifically citing do-it-yourself retrofit products. Judges were passionate about the issues at hand, critical of product claims, and uncovered a few instances of greenwashing. As Terrace put it, “we held [the manufacturers’] feet to the eco fire.” In some cases, the judges also favored lesser-known companies. “Promoting underdogs is about getting them to where they want to be,” Jupiter said. The endorsement of products from relatively unknown companies, like Big Ass Fans’ Isis Fan, the winner in appliances, was also about creating awareness, enabling those who put environmentally conscious principles into action to expand in the marketplace.

The panel took a definitive stance on corporations that have the resources to operate divisions devoted to sustainable products or production processes, but that only offer a “token” green product or line. There were several in the competition. Judges reproached these companies to improve their eco-mission. This led to the special mention for big companies making small steps, presented to Shaw for its recycled polyester ClearTouch flooring. The panelists had one caveat: they’d like to see Shaw establish a residential carpet recycling program and create a 10-year sustainability plan.

Special mentions were made for design, utility (“unsexy” practical home products), local manufacturing, and social responsibility.

Below is the complete list of 2010 IGDA winners. Please join New York House in celebrating the winners at an IGDA cocktail reception at GreenBuildingsNY on June 16 at the Jacob K. Javits Center in New York.

—Additional reporting by Nancy Meyer and Christina Jelski

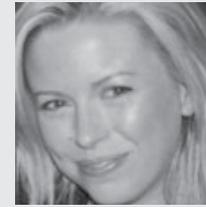


THE JUDGES



ELLEN HONIGSTOCK, RA, LEED AP, is principal of Ellen Honigstock Architect PC, where she is committed to making existing buildings healthier, more energy- and water-efficient, and environmentally responsible. She is also the LEED for

Homes Advocate for the Urban Green Council, the co-chair of the Homes Sub-Committee for New York City's Greening the Codes Task Force, and teaches the 1,000 Green Supers Program at the SEIU Local 32BJ Thomas Shortman Training Fund.



JOANNA BLACK is founder, president, and chief sustainability consultant of G-Squared, a sustainability consulting firm and communications agency that helps clients like Earth Day New York and New York Health & Racquet Club develop

ecofriendly initiatives. Prior to founding G-Squared in 2007, she owned a New York City public relations and marketing firm for 5 years and also co-founded Hip E Living, a Green America-certified retailer based in Woodstock.



DOUGLAS MAZEFFA received his master's degree in corporate environmental management from the Donald Bren School of Environmental Science and Management at UC Santa Barbara, where he studied green markets, eco-labels, and consumer

perception of the environment. After completing his thesis on consumers' environmental concerns and eco-label accuracy, Mazeffa was hired by Greenopia, where he serves as research director at the firm's Santa Barbara office.



MARK JUPITER has more than 15 years of creative, entrepreneurial experience and is co-founder of New World Home LLC, where he oversees the production and LEED certification of each new factory-built home. He was the principal driver in establishing

the first LEED for Home Platinum-certified homes in the Georgia and New York markets, and is a respected speaker on topics related to green business initiatives.



CHERYL TERRACE, owner of the New York City eco-decorating and green interior design firm Vital Design, Ltd, has dedicated her career to promoting "human and earth-friendly" design. In the business of creating greener homes since 1997, Terrace

has been featured on Planet Green network's "Simply Green with Danny Seo," as well as in publications like *Westchester Home*, *New York Living*, *Natural Home*, *Domino*, *Sustainable Residential Interiors*, and *New York House*.

CRITERIA

ENTIRES WERE EVALUATED ON THE FOLLOWING CRITERIA:

To be eligible, the product must:

- Have a defining green or sustainable attribute (in design, material, increased energy efficiency, reduced embodied energy, etc.) and/or be made in a sustainable way incorporating the cradle-to-cradle concept
- Be new, but available to consumers (on the market less than 2 years)



APPLIANCES

Isis Fan
Big Ass Fans

With a girth as large as its name suggests, Big Ass Fans' Isis Fan took top honors for its efficiency: it can circulate as much air as nine ceiling fans. Made of lightweight aircraft grade aluminum, the fan measures 8 to 10ft. in diameter, and can be installed in ceilings 12ft. or higher. This caused some discussion among the judges; Black felt it may not be for everyone, only for large spaces with high ceilings. Jupiter felt it important to highlight a lesser-known product like this, to raise awareness in hopes that the company can expand its line and prosper.



FURNITURE/HARD GOODS

Alfresco Collection
Loll Designs

Loll Designs' Alfresco Collection, with its UV-protected furniture made of 100 percent recycled material, was the clear winner in this category. Ecofriendly and original, Loll's product "requires special technology and innovation," says Mazeffa. The judges also awarded Loll for completely incorporating sustainable principles into every aspect of production, like utilizing recycled packaging, contributing to the building of windmills, and the planting of trees.

HONORABLE MENTIONS

RELIABILITY AND LIFESPAN

Miele Appliances
Miele



Miele submitted three appliances, the G2002 Dishwasher Series, Super Large Capacity Washer and Tumble Dryer, and Independence Series MasterCool Bottom-Mount Refrigerator. Rather than single out one of these products—like the dishwasher, which in the Economy setting uses an industry-low 1.2 gallons of water—judges felt Miele deserved special distinction for producing high-quality, extremely durable products. “They are built to last,” Mazeffa said. “It’s not something you have to throw out in 8 to 10 years.”

SPRAYFOAM; LOCAL IMPACT

EcoTech Spray Foam Insulation
Ecotech Spray Foam



Located in Sullivan County, EcoTech Spray Foam offers an ecofriendly and energy-efficient alternative to fiberglass insulation. Made partially of soy products, the foam has no VOCs or chemicals that harm indoor air quality. It’s also economical, creating better insulation that can reduce heating costs. Said Terrace, “they’re creating awareness for spray foam,” something the judges agreed was crucial to home energy efficiency.



LIGHTING

LEDme Downlights
WAC Lighting

The WAC Lighting LEDme Downlights provide highly efficient recessed lighting with the additional benefit of dimming ability. “You already have the most efficient light bulb, but being able to control the wattage based upon the time of day is a great idea,” says Mazeffa. As a replacement for traditional lighting, the product is ideal for retrofits, Honigstock adds. The downlights have 50,000 hours of potential life, which if turned on 8 hours a day equates to about a 17-year lifespan.

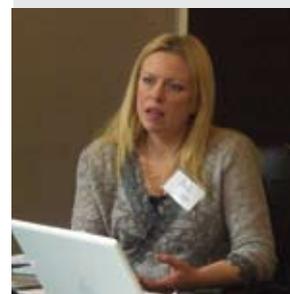


“The thing is that you don’t have to touch [an LED downlight] after you install it and never have to buy new bulbs. It’s the beginning of the market for LEDs, once more products start coming out.”

—Mark Jupiter



CHRISTINA JELESKI (3)



“I’d really like to see more entries—the big companies, like Bosch and Miele, are entering four or five products. I’d like to see more small businesses.”

—Joanna Black

“It has to be beautiful—I don’t sacrifice the beauty just to make it green.”

—Cheryl Terrace



INTERIOR FINISHES

Lime Putty
American Clay

A longtime standard in environmentally friendly wall treatments, American Clay’s products are “a great alternative to wallpaper,” says Honigstock. They’re also “super green” adds Terrace. American Clay’s Lime Putty adds hardness and protection to plasters, and can be made into lime wash. It enlivens American Clay plaster by changing the color or adding sheen to it.



FURNITURE/SOFT GOODS

Diamond Fields

Lulan Artisans

Made of 100-percent hand-woven silk with natural and low-impact dyes, Lulan Artisans' Diamond Fields window panels were the judges' top pick for furniture/soft goods. While judges did note the water intensive procedure it takes to make organic cotton, which in itself is not very sustainable, they decided that Lulan was the most socially and environmentally conscious in its category and the beauty of design was unmatched. Lulan is dedicated to recycling and to its weavers, spinners, and dyers, paying them fair wages, and supporting their local communities.



HONORABLE MENTIONS

RESOURCE EFFICIENCY

Bosch Appliances

Bosch



Bosch also submitted three appliances: the AutoChef Induction Cooktop with sensor technology, the Vision Laundry stackable, front-load machine, and the 800 Plus Dishwasher. The judges recognize Bosch for leading in energy efficient machines, using the

least amount of water and electricity compared to other appliances. Bosch's Vision washer uses 13 gallons of water per cycle and includes an EcoAction button, which can reduce energy by up to 20 percent per wash load.

BIG COMPANY, SMALL STEPS

Shaw Floors ClearTouch

Shaw Floors



Shaw's ClearTouch floor coverings are an innovative, beautiful product, the judges agreed. They're made of polyester that is 25-percent recycled (of soft drink and water bottles), and Shaw has a recycling program in place to provide such material. While the judges agreed that this was a good start, Jupiter noted that "it is a very specific line within Shaw," which otherwise does not employ sustainable practices. The judges would like to see Shaw's 10-year sustainability plan, with the hope that the company expands sustainable divisions and decreases the destruction of forests used for its hardwood flooring.

"If we could talk about the use of innovative material and beautiful product, I'd like to give Shaw and the recycled polyester recognition."

—Ellen Honigstock

BUILDING MATERIALS

Pozzotive Plus Concrete Brick Line

Kingston Block & Masonry Supply, LLC



A Hudson Valley company, Kingston Block won in the building materials category for its innovation and being wholly green, from its locally found, recycled content to its manufacturing process. With no harmful contaminants or VOCs, Kingston Block's Pozzotive Plus line requires only 12 percent of the energy typically needed to make clay brick, is environmentally friendly, innovative, sustainable, and

contributes LEED points to projects. Honigstock says, "This is the unsexy infrastructure stuff that nobody will notice but that makes a huge difference. The payback is purely environmental from pollution and emissions, on the lifecycle side."

FLOORING

Traditional Cork Flooring

Expanko Cork

Expanko Cork took top honors in flooring for innovation, for its ability to be sanded and resealed and applied in various settings. The judges also chose it as a renewable alternative to hardwood. Like a sheep sheared for its wool, a tree is shed of its bark to make cork flooring; the cork grows back, and can be harvested numerous times during its lifespan. Black noted that when installing cork flooring, to keep it truly ecofriendly, be sure to use water-based zero VOC adhesives or create a tongue-and-groove 'floating floor' without using glue.



HONORABLE MENTIONS

RECYCLED CONTENT, DESIGN

The Refined Line
IceStone

IceStone, a Brooklyn-based company, makes countertops out of recycled glass and concrete which are cradle-to-cradle certified; indeed, sustainable practices are incorporated into every aspect of the company. While Honigstock applauds the company for updating its design aesthetic with more mass appeal, Jupiter notes that the product's performance is not comparable to that of its peers. "If you have to refinish a countertop every year it's not worth it," he says. While IceStone's vision is the correct one, the judges felt that for them to recommend it to consumers, the company would need to bolster product performance.



DESIGN, INNOVATION

Composite Landscape Pavers
VAST



As green as they come, VAST Composite Landscape Pavers make use of cutting-edge technology to transform recycled post-consumer rubber and plastics into construction material. Made of 95-percent recycled car tires and plastic containers, this paving material is cradle to cradle, immune to salt, and very low-maintenance—ideal for driveways, patios, pool areas, rooftop applications, and more. VAST's pavers come with an innovative grid system that seems to dramatically reduce labor expense, improve installation quality, and reduce or eliminate pollution from stormwater runoff.

FLOOR COVERINGS

Verte Collection
Odegard, Inc.

Odegard was recognized for its long history of socially conscious practices and its innovative use of hemp in its Verte Collection. Mazeffa felt it important to highlight this innately sustainable material because, "it is an underutilized fabric" that has "a much smaller production burden" than others. The Verte Collection utilizes undyed hemp and gently dyed wool to create carpets that are as ecofriendly as they are beautiful, echo Terrace and Honigstock. Owner Stephanie Odegard is also the CEO of RugMark, which has curtailed child labor in weaving industries across the globe—something Terrace notes is a part of the company's "do the right thing" mentality.



"At Greenopia, we push hemp a lot because it is an underutilized fabric that typically has a much smaller production [footprint]. With recycled content, there's typically only a 10 to 20 percent energy recovery, so it's not as big a saving as a lot of people think."

—Doug Mazeffa



OTHER

Solon Composter System
Blanco

Blanco's Solon Composter System is built right into a kitchen cabinet, making composting integral to the kitchen. The judges were split on this—half voiced praise for it—the others expressed concern for potential leakage and loss of countertop and drawer space. Honigstock felt that stainless steel composting bins that can be placed anywhere in the kitchen are just as efficient, while Black and Jupiter both felt that the counter inset was functional, convenient, and would encourage composting. They all agreed that composting is an important practice that needs to be brought to consumers' attention, and that this product is one way of doing that.

PLUMBING FIXTURES

Hydroright Dual Flush Converter
MJSI

MJSI's innovation can convert any traditional toilet into a dual flush with settings for high and low and uses up to 70 percent less water. It also gets rid of the flapper, which deteriorates over time and needs replacement, notes Honigstock. It requires no tools to install, works with standard flush valves, and includes a 5-year warranty. At \$25, this product is affordable and is "the one thing that everyone can do cheaply," says Mazeffa.

