

**Designers See Growing Interest in “green” Design  
Kitchen and Bath Design News  
April 2007**

Kitchen & Bath Design News recently posed the question to dealers and designers in the kitchen and bath industry: “What are the benefits of ‘green’ design?” Following are some of the responses KBDN received:

“Green design basically comes in two forms. The first is the aspect of healthy living. Off-gassing of products can be detrimental to our health, and that is especially harmful to those with chemical allergies [which becomes a big factor when customers are making purchasing decisions]. When dealers encounter this clientele, the idea of going green should be considered a necessity, not an option. These clients are more interested in particles [in the product] than whether a tree was harmed in production.

The second form of green living is environmental, which is about trying to save the earth. This clientele is primarily concerned with reuse and sustainability issues. Therefore, this group is more likely to ask for certified woods, recycled products and zero formaldehyde. For the common man, green design is simply the right thing to do.”

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