



Monday, January 21, 2008

Surfaces Features Green Products, Conferences

Dallas, TX, January 20, 2008—More than 100 exhibiting companies at this year's Surfaces show identify their products as "green."

In addition, a conference program will address the importance of being eco-friendly,

Some of the exhibiting companies designating their products as "green" are:

Beaulieu

Crossville

Laticrete

Mannington

Teragren Fine Bamboo

Wools of New Zealand

"The growing demand for green products is very exciting," says Ann Knight, executive vice president and marketing director, Teragren Fine Bamboo.

"The market for green homes is expected to rise from \$2 billion to \$20 billion over the next five years – that can't help but have a significant impact on our business and others offering green floor covering products."

With a steady introduction of products in the industry, consumers have more design options for their home decor than ever - style, texture, patterns, color and availability.

The Surfaces Conference Program is offering several seminars focusing on sustainable and eco-friendly topics in order to help floor covering professionals better educate themselves and their customers.

"Green: It's Not Just Surface Deep Anymore...Making What's on the Inside Count", is presented by Michael J. Weber and Anna Marie Fanelli. This is one of two sessions repeated in the program due to its global significance and the direct impact it has on floor covering retailers, designers, distributors, installers and manufacturers alike.

Other "green" or sustainable related sessions are: "What Lies Beneath-Selecting, Specifying & Installing Reclaimed Wood Flooring", offered on Wednesday, Jan. 30 and "The Case for Sustainability- Turning "Green" into Green", that will be presented on Thursday, Jan. 31.