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**Consumer Trend Alert – Environment–Friendly Home Improvement Flooring Products Gain
Mass Appeal**

By William Thomas

One of the first things home owners think of when embarking on a home improvement project is pulling up that dusty, stained and frayed old carpet. The next step is deciding what to put in its place – new carpet or some other type of flooring.

A trendy new craze sweeping the country is to replace existing carpet with environmentally friendly flooring such as reclaimed wood, linoleum, cork or bamboo. Such types of flooring are not only helpful to the environment, but are also coveted for their exquisite beauty, texture and form.

People are fast realizing the dangers of using products for the home that can be detrimental to the environment and to the residents who live in the home.

Jumping on the bandwagon, architects, builders and decorators are suggesting flooring products that protect the environment and the people who live and work in the buildings.

Advantages of Choosing Environment–Friendly Flooring Over Carpeting

If you've ever pulled up used carpeting in a home or other heavily–trafficked area, you've probably been aghast at the debris and filth hidden in the carpet and padding. The truth is that no matter how fanatical you are about vacuuming and shampooing your carpet, residue, mold and mildew will accumulate in the fibers beneath. The carpet then becomes an allergen magnet, hording germs that can affect humans and pets who come in contact with it.

Besides the advantage of avoiding allergens, the durability and beauty of wood or other environmentally correct floorings remains undisputed. It is easily cleaned and comes in a wide variety of patterns and colors to fit any décor.

Linoleum is resilient and is made from renewable substances of the earth or recycled remnants, but linoleum itself cannot be recycled because of the glue used to install it. Still, the long life gained from using linoleum has made it a popular choice for homes and offices.

The use of "reclaimed" wood found in old buildings such as barns, hotels or railroad cars is an emerging trend across the country. While the obvious character and patina of these woods are lovely and desirable, the cost can be somewhat prohibitive at around \$30 per square foot. Furthermore, shoppers need to be careful to ensure they buy from a trusted source. There is also the danger of running out of wood before the project is completed if you aren't sure to measure correctly and buy the right amount of materials.

Newer products, such as cork and bamboo are excellent choices to use in buildings that have energy savers such as radiant heat. Besides saving on energy costs, cork and bamboo can be bought for much less than wood and still have the "green tag" of being friendly to the environment.

Transform Your Home or Office with Cork or Bamboo Flooring

The rapid disappearances of our forests and rainforests have led to the research and development of new products in flooring and the reemergence of some old favorites. Cork and bamboo are forerunners in this endeavor.

Cork flooring has been popular in the United States since the 1950s. The avocado and gold colored carpet of the 70s temporarily replaced its prominence in the flooring market, but cork has now found new acceptance in environmentally conscious homes.

Anti–microbial and cushiony soft, cork is an ideal choice for parents who want to keep their homes free of allergens and also enjoy a tranquil existence by diminishing noise.

Bamboo flooring is both resilient and beautiful. Its colors, ranging from natural to amber, create an excellent background for any style of furniture or accessories. The durability of bamboo makes it a superior choice, and because of its rapid growth, bamboo usage helps to preserve our forests.

While bamboo is lightweight, it is as hard as oak, maple or redwood and has the added advantages of expanding and contracting less. It comes in tongue and groove planks for ease of installation. What's more, bamboo's natural imperfections lend an air of exclusivity to its look.

Jump On the "Build Green" Bandwagon When You Build or Renovate

Almost every decorating or architectural magazine that you see on the stands contains at least one article about being environmentally conscious when you build or renovate.

Indeed, there are many types of flooring that you can select to conserve energy and preserve our forests and other resources while avoiding excessive costs or future problems. Choosing the appropriate flooring for your home or office is a major decision – one that you will probably live with for a long time.

Choose wisely and "build green" whenever you can. It's a great way to show that you care about our

earth and its future.

By William Thomas. For more information please visit our

and

consumer guides.

Bamboo Flooring: Saving The World One Home At A Time

By R. Garland

We all know the environment is in trouble. Global warming, melting ice–caps, and the destruction of natural resources are sure signs of the misuse of nature's gifts. Suddenly working to help stop the devastation of our planet is of global concern. Everyone is wondering what they can do to help.

Automobile emissions and energy usage have taken center stage in the fight to save the natural world, but there is one solution that might surprise you. Home repairs and improvement are areas that many don't think of as eco–friendly solutions. They can be however - take the case of bamboo flooring.

– The Environmental Flooring Choice

Home improvement stores abound with flooring selections. There are carpets of every color and texture, ceramics, laminates, and hardwoods. There is also a newcomer to the market who brings an extra bonus. Bamboo flooring is considered by many to be the most environmentally advantageous flooring choice.

Bamboo, as a grass, is actually considered a weed by farmers in Asia. In fact, they have been doing battle with bamboo for centuries. Only recently did manufactures think to use this product in a constructive way. Previously, much of the bamboo cleared from fields was burned, releasing toxins into the atmosphere. Now, that same bamboo is being used to create beautiful flooring products.

– The Advantages of Bamboo

While not indestructible, bamboo is known to be as hard as or perhaps more durable than traditional hardwood floors. As more individuals are electing to install bamboo flooring rather than hardwood, they are helping to preserve the hardwood forests. Less hardwood flooring simply means less hardwood trees to be felled.

Bamboo is also inexpensive to cultivate and process. This makes it an economical choice. Bamboo flooring has the same beauty and style as hardwood flooring, but is considerably less expensive to purchase and install. The variation of tones and styles of bamboo flooring is also quite extensive, making it an easy decision to make.

– Bamboo Flooring Options

The range of colors and wood grain variations in bamboo flooring are astounding. There is a seemingly endless array of creations from this simple natural resource. Bamboo flooring ranges from pale blondes, comparable to maple tones, to dark, almost walnut, shades. There are also various grains and textures available in any color.

If every member of society who is concerned with the future of the planet were to install bamboo flooring rather than wood, the environment would strongly benefit. In addition to having made an eco–friendly purchase, those individuals selecting bamboo will have installed a durable and stylish floor sure to give them satisfaction for years to come.

When considering ways to help preserve natural resources and the environment, look to an unlikely source, flooring. Bamboo flooring is an economical, eco–friendly choice for all homes.

For more information on environment friendly bamboo flooring products visit:



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