

their claims [for example, making claims that a product does not contain some nasty chemical when, in fact, none does], or touting a green feature but neglecting to cite the not-so-green tradeoff that had to be made to achieve it. And, then there is outright deception.

Even independent flooring retailers are getting into the act. Not only are they expanding their “green” options for floors and cleaning materials, they’ve taken their stores green as well by raising consciousness with merchandising and displays that use fewer materials (and materials which are recyclable), fewer shipping containers and consolidated shipments for fewer gas-guzzling truck runs.

These all may sound like small things, but they all are part of a “fabulous” trend which your flooring manufacturers, distributors and retailers are working toward to make life better for everyone. Yet, they have not lost sight of important things like glamour, luxury, functionality, color and, frankly, good taste. 🍷

Left: EcoDomo Mixed Material Bamboo Leather. Above: TREND Wild. Below: Nothing is as chic and surprisingly hygienic as a ceramic tile headboard that completely deceives the eye into thinking it is quilted fabric. The Vintage series by Tile of Spain branded manufacturer Inalco provides an easy to clean and stunning headboard, available in large format, 13.2" x 40", in colors chocolate, white and camel.



“Safe paint” No Longer a Myth

There really is such a thing as high-performance paint delivering safety plus performance.

We recently discovered Mythic® Paint, offering lasting color without lingering toxins. It’s promoted as being safe for people, pets and Mother Earth.

Mythic is said to be the first of its kind and right now the only high-performance premium paint with no volatile organic chemicals (VOCs), no toxins and no carcinogens, thus meeting or exceeding all current green and environmental standards.

Unlike so many past “safe” products, Mythic offers not a mere handful of paints; rather, one can select from more than 1,200 vibrant colors. For designers, that’s the best part. And the folks at Mythic say they can match just about any color from any competitor.

Mythic is available starting with multipurpose and drywall primers, and in gloss levels from flat and eggshell to semi- and high gloss for the interior and [either and for the] exterior, low-luster satin or exterior semi-gloss.

**Color. Coverage.
Completely safe.
Myth? No, Mythic**

