

# CaraGreen

**Healthy Building Materials**

# Our Mission

- Create **availability** of sustainable alternatives to conventional building materials
- **Identify the best** existing and emerging materials
- Simplify the product selection process by serving as a resource for **education** and information
- Increase building **sustainability**, create **healthier spaces**, and **reduce carbon** through more effective use of materials.

# Working From Home

- Likely a transition here to stay
- Workers have learned to adapt but still require the needs of an office space
- Attention was focused on creating the best workplace environment for individuals



# Workspaces were already shifting

- LEED, WELL, and Fitwel standards adopted
- Health was top of mind
- Biophilic design becomes prevalent



# Same Requirements for our Homes

- Aesthetics still matter
- Stories of our building materials matter
- A healthy home is one that keeps you safe WHILE you come and go



So how do we design homes to fit the changing needs of eco-savvy clients?

**...Choose This, Not That**

# Choose Sintered Stone

- Made from 100% minerals
- Low to no silica
- Etch-proof, weather-proof, stain-proof
- Available in pre-finished textures and through-body veined finishes
- Easy to clean



# ...Not Granite

- Mined from the earth
- High silica content
- Must be sealed
- Susceptible to cracking in extreme heat or cold





# Choose Blue and White Insulation

- Made from wool or recycled denim
- Flame-resistant
- Able to resist moisture against 65% relative humidity
- No harmful chemicals
- Safer to work with
- Can be reused



# ...Not Pink Insulation

- Made with fiberglass
- Formaldehyde-laden, a known human toxicant
- Can cause irritation to eyes, skin and lungs



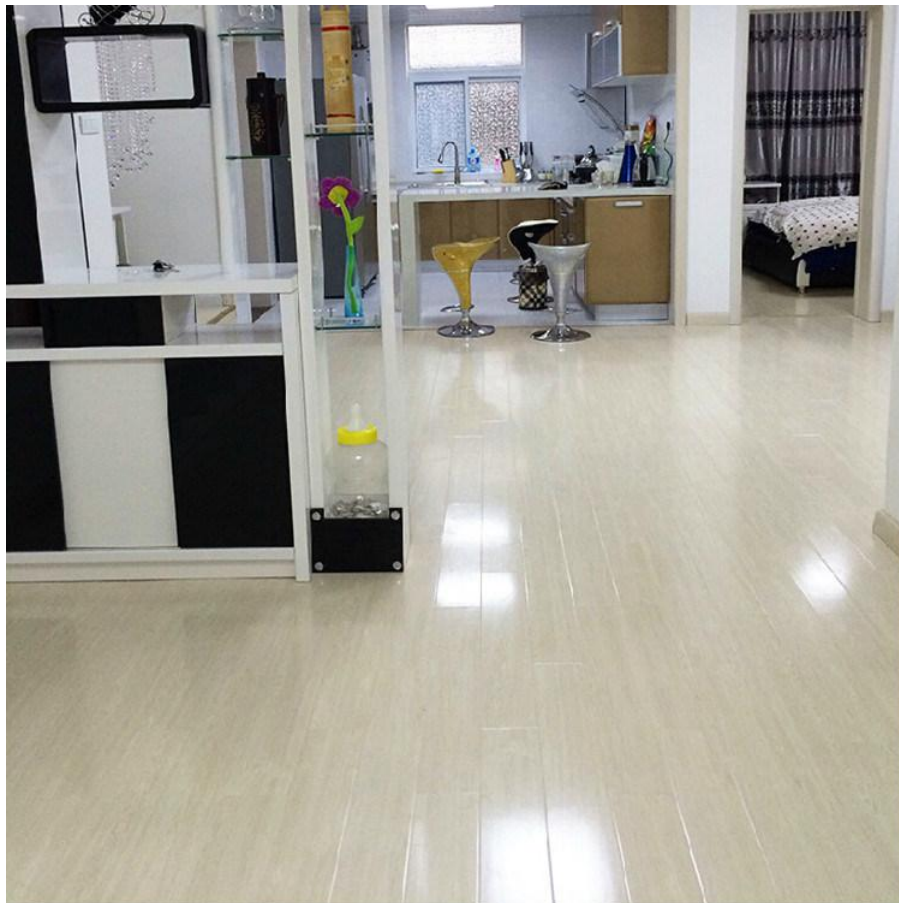
# Choose Cork Flooring

- Sustainably harvested material
- Thermal and acoustic qualities
- Promotes underfoot comfort
- Hypoallergenic



# ...Not Laminate

- Worn surfaces cannot be refinished
- Susceptible to moisture damage
- Hard and noisy surface
- Chemicals may be present





# Choose Modern Solid Surfaces

- High recycled content
- 100% recycled
- USA-made
- Colorful and customizable



## ...Not Traditional Solid Surfaces

- Acrylic base - milky, less saturated pigment
- Low-to-no recycled content
- Ends up in landfills at end of life



# Choose Organic Surfacing

- 100% organic material
- Subtle natural scent offers olfactory comfort
- Biophilic - brings the outdoors in
- Can be backlit/translucent
- Variety of backings for different applications
- Ability to customize



# ...Not Traditional Wallpaper

- Messy to install
- Unable to reuse
- Difficult to maintain
- May be affected by light and shadow





# What value does this bring to your customers?

- Materials matter
  - for aesthetics, durability and health
  - There is **no need to compromise** any of the three
- Health matters in ALL spaces - especially in our home environments
- Working from home is here to stay - we must translate our office trends into our WFH environments

# Contact Us

Come visit our showroom!

1406 Transport Drive  
Raleigh, NC 27603



**PHONE**

919.929.3009



**EMAIL**

info@caragreen.com



**WEBSITE**

www.caragreen.com