



EcoHome Improvement carries the American Clay Earth Plaster fire, an eco-friendly wall plaster with a variety of different looks. Image courtesy of American Clay (www.americanclay.com); photo by Andy Mattern.

Home Improvement for the Soul

BY JASON JURGENS

WHEN YOU STEP INSIDE BERKELEY-based EcoHome Improvement, you might feel like you've entered a therapeutic retreat for your soul rather than your home. Warm colors and gentle music charm the senses. Product displays and innovative samples yearn to be touched. Faced with such a serene atmosphere, you'll be inclined to relax and enjoy yourself while shopping for new and eco-friendly home products. Taja di Leonard would not have it any other way.

The custom-crafted paint bar is the perfect place to start your research. "At our paint bar, you can walk right up, have a seat, have a cup of tea or water, and browse through several color fan decks and magazines," says Taja, managing partner of EcoHome Improvement. "It is very different from the experience of going to a place like The Home Depot. We encourage people to purchase with their values and with the idea of saving the environment. Customers can come in,

Eco-friendly home improvement and Green building products help you make a change in your home and the environment.



Bamboo is one of the most popular looks in Green flooring. Images courtesy of Smith & Fong (www.plyboo.com).

look, touch, and check out samples. Plus they get to work with our knowledgeable staff."

EcoHome's tranquil environment will certainly appeal to your senses, but the Earth-conscious products may also change the way you live. Conventional products often release chemicals that can harm the environment—and you. Using eco-friendly products can improve your health and save some of the Earth's precious resources.

"Here at EcoHome Improvement you can find products that have been prescreened for their ecological and healthy home attributes. We are saving our customers hours of research, sifting through databases and spec sheets. Our motto is 'Meaningful Advice and Fair Prices.' We want to make Green products easily accessible for everybody."

EcoHome Improvement's products are good for the planet, but that doesn't mean you will have to compromise quality. In fact, eco-friendly products are made from the finest materials. "Generally speaking, the quality of eco products is higher than many conventional products," explains Taja. "The manufacturing processes are guided by a commitment to ecological responsibility and integrity."

In the past, some eco-friendly products lacked style and flair, but Green-minded products have come a long way. Products such as cork flooring, recycled glass tiles, and custom cabinetry now offer homeowners a variety of contemporary, beautiful, and environmentally responsible options. EcoHome Improvement has everything you need to make the change, without compromising style or quality. The next time you plan to redesign your home, visit this unique retail store and shop for quality and your values.

EcoHome Improvement (www.ecohomeimprovement.com) is located at 2619 San Pablo Avenue, Berkeley. Contact them at (510) 644-3500. **THM**

IN THE STORE

ECOHOME IMPROVEMENT stocks a wide variety of Green building and home improvement materials. Here are some highlights from the showroom.

PAINT

Try zero-VOC, Green Seal-certified paint from Yolo Colorhouse. Made without harmful and unnecessary chemicals found in conventional paint, Yolo Colorhouse is a high-performance and durable paint available in colors inspired by nature.

FLOORING

Made from linseed oil, wood flour, rosin, jute, and limestone, Marmoleum is a natural alternative to vinyl linoleum.

Bamboo is a popular alternative to wood. An extremely durable and hard material, it matures in only six years and does not need replanting to regenerate.

COUNTERTOPS

A Richlite countertop is an eco-friendly alternative to a granite surface. This durable surface is made from paper treated with resin, then pressed and baked to create solid sheets.

CABINETS

EcoHome Improvement provides custom cabinetry made with FSC (Forest Stewardship Council) wood and an eco-friendly finish.



Customers can find Yolo Colorhouse paints, which are Green Seal certified. Image courtesy of YaM Studio (www.yolocolorhouse.com).