

Finding 'Green' at GREENSPACE

Hard-to-find environmental products their specialty

By Cynthia Howe

Bus 6

Aptos Times 2-1-09

"Treat the Earth well. It was not given to you by your parents. It was loaned to you by your children"

— Kenyan Proverb

New Year's Day is often met with numerous New Year resolutions. For many of us it includes a renewed commitment to lessening our impact on the earth. The Greenspace Company on Soquel Avenue in Santa Cruz has the products, the advice and the inspiration to assist you in your environmental resolutions.

The founders of Greenspace opened the store in response to the growing demand for green products locally as well as across the nation. Their products are non-toxic, save natural resources, improve energy efficiency and ease global warming. Many of their products are produced locally, and the quality is outstanding. Their overall selection is quite impressive.

They have a wide variety of products for your house and family. Construction materials include countertops, flooring, tile, window treatments, lighting, water filtering systems, paint and finishes as well as lumber, windows, doors, and insulation. For the established homes they have furniture, beds, linens and cleaning supplies to beautify your surroundings and keep them clean without using harsh additives or pollutants. They even have a wide selection of baby items and safe products for "Fido."

It's amazing what manufacturers are using to develop renewable products for

the home. Greenspace has a line of beds manufactured by Vivetique and are composed of organic cotton, hemp, pure grown wool, and natural latex. Their wide range of counter-tops include products that use recycled paper, bamboo, recycled glass, concrete and other eco-friendly materials. The flooring available includes a variety of beautiful reclaimed wood flooring, seagrass, bamboo, concrete, sisal, linen and wool.

The cleaning product line is phenomenal and includes products from Begley's Best, BioShield, Mrs. Meyer's Clean Day, Nellie's and Twist. Some key items that are hard to find elsewhere is a drain cleaner from Drainbo, A de-greaser from Ecoprocote and flooring cleaners from Evolut-ion.

The visionaries of Greenspace weren't just committed to building a business centered on product sales, they are passionate about educating others in the art of conscientiously living day to day in an environmentally responsible way. The well-established business is well respected in the community, serving a large clientele.

Lydia Corser, one of the original visionaries of the store, shares her story. "I have wanted to 'save the planet' since I was a little girl. However, I'm a lousy sci-

entist." She studied Interior Design and focused on incorporating green products into her work. "Back in the 90's, when I said I was a green designer, people used to ask whether that meant I only worked with the color green!"

Lydia works untold hours to ensure that her company lives up to the high standards she is committed to. One of her biggest blessings has become her employees who are just as committed to the vision of the store as she is. "I have six of the smartest, most dedicated and knowledgeable people who you could ever hope to encounter. It's amazing to be surrounded by that kind of talent."

The staff at Greenspace Company is knowledgeable and sometimes invaluable to building contractors who have to navigate the sometimes confusing green building requirements established by the different jurisdictions in Santa Cruz County. Also, with the growing sensitivity to the environment, people who are building their dream homes want to incorporate higher standards in their building plans. Contractors have come to rely on Greenspace to provide their clients with exceptional products that meet their environmental ideals.

You don't have to be in the middle of a building project to take advantage of their products. If you're planning any home improvement project, visit the store first.

They are the only source for no-VOC paints in every color, with no-VOC tinting, and it doesn't cost any more than other paints. They also have wallpaper, linens and concrete stains to brighten and improve any room.

For those of us who are "green" on going "green," this store is like a schoolhouse. Wander around the store, the folks there are friendly and welcoming. Ask lots of questions, they have lots of answers. For an extended education, they have a wide variety of books and reading material. "Shoppers have so much fun educating themselves and having us tell them about the ways they can reduce their carbon footprints as well as learn ways to live lighter on this sweet planet of ours." Lydia shared.

The enthusiasm for what they do is contagious at the Greenspace Company. "I am doing what I love," Lydia said, and reflected on her client's enthusiasm. "People thank me every single day for having the store." Stop by and see for yourself. You'll learn a great deal, meet some wonderful people and by and by make the earth a little nicer for the next generation. ■

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Visit Greenspace Company, 1122 Soquel Avenue, Santa Cruz Website: www.greenspacecompany.com/ Tel. #831-423-7200. Open 7 days a week Monday-Friday 9:00am to 6:00pm, Saturday & Sunday 10:00-5:00pm

