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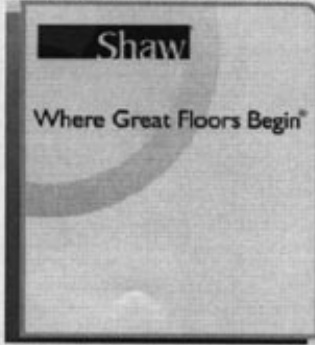
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Green Store Opens in Scottsdale

Scottsdale, AZ, March 20, 2006—Mick Dalrymple and Jeffery Frost are opening a new 'green products' store in conjunction with an upcoming PBS series on environmentally friendly building practices, according to the Business Journal of Phoenix



developed a show he likens to "This Old House" goes environmental."

He sent a half-hour pilot for the show to the Discovery Channel, The Learning Channel, HGTV and PBS in spring 2004. After receiving two rejections and no response from TLC, PBS agreed a month later to air 13 episodes.

That pilot featured stories on a Scottsdale hydrogen house, a home energy audit, a Flagstaff renewal energy fair, a foam home in Prescott and the Scottsdale Green Building Expo.

Dalrymple hopes to create consumer demand for green building through the television series.

"No better way to do that than entertainment," he said.

In late February, Dalrymple and Frost moved their company, also known as Green—a business devoted entirely to eco-friendly materials and products—into a storefront at 8100 E. Indian School Road.

"Scottsdale's had a pretty strong green building program for a while, so it was natural to base it here," said Dalrymple.

The 4,300-square-foot space, which is three times the size of the partners' last store, houses an assortment of green products from recycled glass tiles and soy-based concrete stains to bamboo flooring and nontoxic cleansers.

"Our goal of the store and the television series is to get green mainstream," said Dalrymple, who's

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