

# GOING GOING GREEN

New green countertop lines are competitively priced and built-to-last. They're also here to stay.

By Janelle Nicole Randazza

**E**co-friendly kitchens are no longer just for die-hard environmentalists or the wealthy elite. Nowadays making responsible and sustainable choices when designing your kitchen is as good for your pocket as it is for the planet. And with an array of products available, going green in your kitchen is easier today than ever.

Designer Jessica Williamson is a strong believer that a green kitchen is not only a smart alternative but one that can bring a great deal of character to a room.

"If I were doing my own kitchen green I would opt for wood countertops. I personally love the bamboo wood; I think it's gorgeous," she says.

According to Williamson, the new greener tops are a throwback to pre-1950s modern design, where natural inconsistencies are a crucial part of the aesthetic.

"I like more natural products; I enjoy their history and uniqueness. Like me, others are beginning to view these organic variations as elements that add

character. In the next five or so years I think we are going to see this trend more and more," she emphasizes.

In recent years, Williamson says, green options have become widely available to homeowners, including paint, countertops, and cabinetry.

"My goal is to always educate customers as much as possible so they can make informed decisions. Green countertops and green kitchen products are without compromise today," she says. "The more a customer knows what is available, the more able they are to really explore their creativity, and if they can do that while contributing to a more sustainable planet, it's a wonderful combination."

Whatever countertop you choose, Williamson says the most

important thing to remember is to pick something you love.

"Liking your kitchen may be alright today, but it's not going to sit well after living with it for a few years. You have to love it." As she points out, there are many terrific choices today to help make that happen.

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**Image:** Distressed Black Walnut island by Craft-Art.

A new bar in the Kitchen Views Custom showroom sports a reclaimed redwood countertop, circa 1800.

*"Craft-Art's products are my favorite. You can get reclaimed redwood that came from the Heinz Factory, or chestnut that came from an antique home. This is for someone who really wants history in their countertops."*

-Designer Jessica Williamson



# Kitchen Views

## Green Countertops

**Craft-Art:** Available in more than 20 wood species and construction styles, select Craft-Art counters are made from reclaimed wood, and are installed for Kitchen Views by TWD Surfaces. Durable, waterproof and easy to maintain, these countertops come highly recommended by Jessica Williamson, designer with Kitchen Views Custom in Newton. "They're my favorites. You can get redwood that came from storage barrels in the old Heinz Ketchup factory, or chestnut from an antique home. This is for someone who really wants history in their countertops."



**Ecotop:** The very first recycled, renewable and fully-recyclable countertop material, Ecotop is the successor to the extremely popular PaperStone. Made from 50% pulped bamboo paper fiber and 50% recycled wood, this surface is beautiful, durable and versatile. Right at home in any kitchen—new or old—Ecotop surfaces are easy to install, competitive with most stone, and less expensive than concrete.



**IceStone:** These super-durable surfaces are strong like granite, but less porous, and made from 75% recycled glass and concrete. Ideal for kitchen countertops and backsplashes, IceStone's goal is to produce beautiful materials that rival the strength of quarried stone, while actively reducing waste.



**Vetrazzo:** Vetrazzo takes discarded glass in the way of decommissioned traffic lights, windshields, used bottles and plate glass windows and transforms it into a countertop that is an exquisite work of art. Every panel of Vetrazzo is unique, with 16 color options, including Alehouse Amber with Patina, Bistro Green, Charisma Blue and Firehouse Red. Vetrazzo's artful surfaces are incredibly strong and a joy to live with, now and for a long, long time.



**Concrete:** These countertops are a great alternative to the norm. Similar in price to granite countertops, concrete countertops are made from sand, gravel and other coarse aggregate. They are, however, far more sustainable because of the abundance of these raw materials—most of which can be broken down and reused. But perhaps the most compelling reason to consider concrete is its versatility. It can be colored, mixed with other materials like glass or metal, and is highly malleable, making for endless design possibilities.



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Kitchen Views and National Lumber are proud to promote healthy, sustainable lifestyles by providing a new line of green cabinetry at all of our locations. GreenQuest by Crystal is manufactured by Crystal Cabinetry, a company with a legacy of strong environmental ethics. In addition to displaying Crystal's custom line at our Custom showroom in Newton, we now have an exclusive arrangement with Crystal to design with and sell their more affordable semi-custom line using their green construction and finishes at each of our National Lumber showroom locations.

We recognize that there are a multitude of reasons a client may choose green products; some are interested in healthier indoor air while others are concerned with reducing environmental impact. Green building also can save money due to the efficient use of energy, water and materials. Crystal's GreenQuest offers a multitude of options allowing customers to create their cabinetry by choosing green materials and features that are especially important to them and their projects. GreenQuest earns all of the available points for most green building ratings systems including LEED and the National Green Building Standard.

**Above:** GreenQuest cabinetry with Green-core construction boxwork and Greenfield door style finished in Umber flat sheen stain on Lyptus. GreenQuest cabinetry with Green-core Plus boxwork and Manhattan door style with bamboo and carbonized bamboo veneers.