

# Green House Effect

In San Francisco's East Bay Area, shoppers who are keen for green can visit Ecohome Improvement, a store offering ecologically sound home goods in a gentle atmosphere.

The tranquil layout showcases building materials that beg to be touched: countertops fashioned from recycled paper, cabinet hardware made from recycled glass and floors crafted from cork or bamboo.

Ecohome's non-toxic paints are free of volatile organic compounds (VOCs) and have the Green Seal of approval ([www.greenseal.org](http://www.greenseal.org)). The paint bar itself is reclaimed hardwood.

By avoiding the big-box approach to DIY, Ecohome Improvement creates its own branded experience, and encourages customers to purchase with their values.

— Mary Alice Elmer

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