



The IU "Green Team": L to R, Bob Adelsberger, Jamie Whitt, Katie Martens, Lauren Lang, Fred Johnson, Anne Medeck, Rich Schamel, and Gary Revling.



The scene was green as St. Louis area designers and end users explored a wide variety of sustainable product solutions in the IU showroom.



A Greenguard certified Xsite station supported the Kimball Office sustainability message as well as the hors d'oeuvres for the night.

Greening St. Louis

Select Dealer event raises awareness

Green was definitely the scene at a St. Patty's Day celebration and open house at Interiors Unlimited (IU) in St. Louis last month. Select Dealer Interiors Unlimited hosted a "Green Happy Hour" event on March 13th with Kimball Office, Carnegie, Dirtt, Interface Carpet, Flooring Systems, Sherwin Williams and Growing Green. The event was a perfect blend of St. Patrick's Day cheer and earth-conscious product displays.

Nearly 100 professionals from the local A&D community and a wide variety of end users stopped by to enjoy Irish music, appetizers, green beer, and best of all, green product solutions! From fabrics and carpets to furniture and accessories, each vendor displayed their latest environmentally conscious product lines along with relevant sustainability information. Attendees received "green" giveaway items including potted plants, home décor, debit cards, and chairs covered in sustainable fabrics.

"One of the crown jewels of the evening was an Xsite station with new flat profile trim and 120-degree connectors designed just for the event," said Gary Revling, Owner, Interiors Unlimited. "It was a focal point in the center of the showroom. We served food on the worksurfaces and put napkins, plates, and other supplies on the Perks accessories."

Green in color and in its environmental impact, the station sported Koeda panel fabric and Greenguard certification. Most importantly, according to Revling, "It looked great, stirred up a lot of conversation and brought us a 200 workstation opportunity!"

Going well into the evening, this open house proved how current, meaningful topics combined with the right guest list can make for a memorable and rewarding event! And remember, there's no need to wait for St. Patrick's day next year to do your own event. Green is appropriate 365 days a year!