



Today's Urban Lifestyle Inspired Products™

Why *bamboo*?

Some furniture companies are touting their products as being "green" due to their use of trees from FSC certified or responsibly harvested forests. While this is indeed a good effort on their part and a facet of being "eco-friendly", it does not detract from the fact that it can take from 30-50 years, dependent on the species, for a replacement tree to generate to full mass for lumber harvesting. Also, often gas powered machines are used for cutting these trees down. While waiting for regrowth, there is less oxygen produced, less carbon dioxide consumed and more soil run-off in the area from which the tree was harvested - all of these factors contributing to a negative environmental effect.

In *our* efforts to produce a product that is "green" or "eco-friendly", we have decided to get to the "root" of the problem, so to speak. Instead of looking at typical lumber used in furniture manufacturing, we are replacing traditional wood with bamboo in some of our collections.

Bamboo is a *regenerative grass* that it able to be harvested continually over its lifespan. A bamboo forest can yield up to 25 times the biomass of an equivalently sized forest of trees. In the regions of Asia in which the grass grows, the harvests are typically taken from bamboo plantations and are cut down by hand using traditional implements, thus reducing pollution. Due to its intricate root system, once harvested, the plant will sprout a new shoot, which can then be re-harvested in 3-5 years!

Bamboo Facts:

- Incredible tensile strength
- Fastest growing plant (grass) on Earth
- Regenerative properties (3-5 years) due to intricate root system
- Grows in large amounts (25x the biomass of a tree forest)
- Superior water resistance
- Unlike wood, it does not need to be impregnated with oils
- Lightweight
- Natural, aesthetic beauty
- Believed to help reverse the effects of global warming