



SALES

BIOSHIELD Healthy Living Paints

Save 50% On All Remaining Stock of Bioshield Paints, Stains and Finishes!

[Click here for more information on Bioshield](#)



Marmoleum Sale Continues \$4 sq ft on all Marmoleum Click Lock Floating Floors Till They're Gone!

[click here for more information on our beautiful and stylish Marmoleum floors](#)

EcoTimber

EcoTimber FSC-Certified White Oak Floating Floors, 100% FSC- Certified Exotics, FSC-Certified Unfinished Exotics, FSC-Certified Hand Scraped & Vintage Oak, and Solid Bamboo All On Sale Now!

[Click here for more information from Eco-Timber on their complete sales.](#)

Sales as low as \$3.99 a sq ft!

ShawMark Anything Goes! Green

Shawmark Cradle To Cradle Carpet Save 5%-25% Through December !

[Click here for complete information on this Shawmark recycled carpet](#)

Sales: *NEW Eco Timber Sale; Bioshield Paints, Stains and Finishes; Marmoleum; Shawmark Carpet; Caroma Toilets!*

Customer Spotlight: *Customers have great experiences with the Solatube. Check out hot new incentives to give it a try yourself!*

Product Spotlight: *VAST Uses 95% Recycled Content for Permeable Pavers*

Green Tip: *As the temperatures begin to drop, reverse the direction of your fan for big savings!*

INDIGO Blog Link: *Guest Blogger Jason Fults on "Is Florida Going Nuclear?"*

Local: *Low Impact Development (LID) at Work in Ocala on Stormwater Management*

State: *Paper or plastic (or none of the above)? Proposed Florida-wide ban on disposable bags.*

Nation: *Climate Change Legislation Creating Change at the Chamber of Commerce*

Favorite Links

Events



Free Shipping on New Caroma Profile Smart through November!

The newest technology from the inventors of the dual-flush system now includes an integrated sink basin. The highest efficiency yet, the Profile Smart uses 1.28/0.8 gallons per flush(full flush/half flush). After flushing, fresh cold water is directed through the faucet for hand washing and drains into the tank to be used for the next flush. [Click here for more information on the Profile Smart.](#)



20% off for first 20 people who purchase the new Solatube! See Customer spotlight for details....



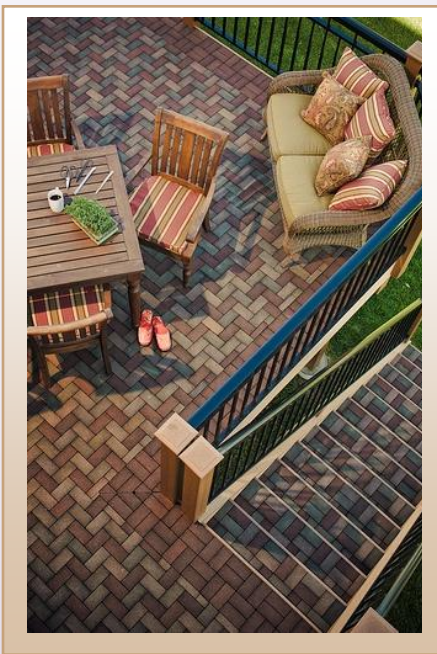
Customer Spot Light

We received an exciting email this week from Walter Barry, a customer who was trying out our Solatube (http://www.indigogreenstore.com/index.php?main_page=index&cPath=42_43_111) for the first time. Walter admits that he was skeptical at first that the Solatubes would sufficiently brighten the dark spaces in his home, but he has been ecstatic with the results. “The installers did a great job, and we’re enjoying our Solatubes immensely. In midday, the Solatube even creates a beautiful, prismatic light effect on the walls—this was a pleasantly unexpected outcome,” Mr. Barry says.

We agree with Mr. Barry that the Solatube is a great product, so we’re offering a 20% discount to the first twenty people who purchase one in November. This brings the price down to \$544 for the Solatube 290 DSE and \$395 for the 160 DSE (including tax & freight). Add to Indigo’s discount the 30% federal tax credit for the purchase of these products and the price drops to \$381 and \$277, respectively. In addition to brightening your living spaces, Solatubes reduce your artificial lighting needs, which account for nearly 15% of electricity consumption in the average home and often even more in commercial buildings. So take advantage of these purchasing incentives and make your home more comfortable, beautiful and energy efficient!

PRODUCT SPOTLIGHT

VAST Uses 95% Recycled Content for Permeable Pavers



Permeable pavers are a great solution to stormwater mitigation problems. According to Building Green “By stopping stormwater from pooling and flowing away, porous paving can help recharge underlying aquifers and reduces peak flows and flooding. That means that streams flow more consistently and at cooler temperatures, contributing to healthy ecosystems. Stormwater pollutants are broken down in the soil instead of being carried to surface waters. Porous paving also contributes to healthy trees along streets and in parking lots. Those trees, along with turf planted in unit pavers, reduce the urban heat island effect. Porous paving is quieter than conventional paving and safer for drivers and pedestrians because less water pools on its surface. It can cost more than conventional paving on a unit basis, but projects can realize big cost savings and permitting benefits by reducing stormwater infrastructure such as retention ponds.” When made from over 95% recycled tires and plastic, VAST exceed LEED stormwater management permeability requirements and can contribute to more LEED credits than any other paver. Installed into a grid system, VAST pavers take the frustration and difficulty out of manually setting and aligning heavy concrete pavers. INDIGO is now a distributor of VAST and invites you to come and take a look at our showroom samples. [For more information on VAST click here.](#)



GREEN TIP

As the temperatures begin to drop, reverse the direction of your fan for big savings!

This month's tip comes to us from Treehugger.com. Hopefully we can begin to expect cooler weather sometime soon. But as the temperatures really begin to drop and we Floridians start a'shiverin', there's an important step you can take to feel warmer in your home and keep your winter heating bills low.

The sunny folks at Treehugger tell us: "...if you reverse the direction of your fan, you can lower the thermostat on your heating/cooling unit by at least 5 degrees 'without losing comfort.' This could save up to 10% on your monthly heating bill this winter, especially since 80% of homes in America have ceiling fans, but currently fewer than one in five homes know to turn back their fans.

So, how do you take advantage? Simply by turning the switch on your ceiling fan to spin the blades counter clockwise. This will direct all of the warm air that is trapped in the ceiling (warm air rises) and direct it downward to where you are. From now on, remember the rule: Fall back (clocks and fans), Spring forward (clocks and fans)." For more on this tip, visit: http://www.treehugger.com/files/2009/10/turn-back-your-clock-and-fan-this-halloween-for-better-energy-savings.php?dcitc=daily_nl

INDIGO Blog Link: [Guest Blogger Jason Fults on "Is Florida Going Nuclear?"](#)

NOW A WORD FROM OUR SPONSORS:

RAIN BARREL SALE
November 11 from 9am-3pm
at Home Depot on Tower.
\$45 per barrel
(first come first serve)

For more info call
352.374.5245 or visit
TheWasteWatcher.com

THE WASTE WATCHER
Embrace Zero Waste

GOING GREEN? LET US HELP.

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NEWS- Local, State & Nation

Local: Low Impact Development (LID) Turns Sinkhole into Stormwater Control

The average passer-by likely will not notice, but an otherwise innocuous hole in the ground at U.S. 441 and Southwest 31st Street is not your average hole in the ground. In fact, that hole, which was special enough to warrant an official ribbon-cutting ceremony Wednesday, implements the introduction of a new stormwater control system that Marion County officials laud as a significant advancement in protecting the local water supply. It is a concept, county engineers say, the government wants to promote and utilize as more flood-control and water-treatment problems are attacked in the future. [Read more](#)

State: Paper or plastic (or none of the above)? Proposed Florida-wide ban on disposable bags. Will Florida become the first state in the nation to ban the use of disposable bags? You decide. Floridians are estimated to use as many as 5 billion disposable bags annually. Most of these bags end up in landfills, or worse, in our oceans, resulting in the deaths of thousands of marine mammals every year. Earlier this month, the FL Dept. of Environmental Protection released a report calling for the complete phase-out of disposable paper and plastic bags in all retail outlets statewide. The DEP is required to propose regulations governing the use of disposable bags and present them to the State Legislature by February 1, 2010. There are concerns however that pressure from industry groups will water these regulations down significantly. Learn more, make your voice heard: <http://www.dep.state.fl.us/waste/retailbags/>

http://earth911.com/blog/2009/10/22/florida-could-ban-plastic-paperbags/?utm_medium=email&utm_source=Email%20marketing%20software&utm_content=533489447&utm_campaign=Earth911.com+Weekly+-+10%2f28+ +urhktr&utm_term=FloridaCouldBanPaperPlasticBags
<https://secure2.convio.net/sierra/site/Advocacy?cmd=display&page=UserAction&id=3124>

Nation: Climate Change Legislation Creating Change at the Chamber of Commerce

(Wall Street Journal Online) The flurry of companies quitting the U.S. Chamber of Commerce is highlighting how the climate-change issue is straining traditional alliances in Washington, as some businesses seek to profit from overhauling the energy market and others try to cut deals to head off tougher regulation. Some companies and industry groups that have in the past worked with Republicans to fight efforts to curb the use of fossil fuels -- such as Detroit's auto makers -- are now expressing support for action on climate change. Some support legislation to put a price on the carbon-dioxide emissions that contribute to global warming, while others support preserving the Environmental Protection Agency's authority to regulate such greenhouse gases.

The Chamber of Commerce says it supports efforts to fight climate change through federal investments and incentives for power that can be produced without emitting carbon dioxide. But the group has opposed proposals to require companies to pay for the right to emit carbon. [Read on...](#)

LINKS OF THE MONTH

FL Utilities Drag State Efficiency Ranking Down

Florida is the dim bulb in the otherwise efficiency-dark Southeast, and the [2009 Energy Efficiency Scorecard](#) from ACEEE shows how badly its electric utilities are dragging Florida's ranking down. Slipping from [19th](#) to [23rd](#) in the country in a much-improved study, the impact of Governor Charlie Crist's leadership on energy policy hasn't shown up in a comparison with other states. <http://blog.cleaneconomy.org/2009/10/21/florida-state-efficiency-ranking/>

The scariest part of Halloween.

The concerns with Halloween makeup aren't limited to just one night, one goblin glob-fest before it's all washed down the drain. Ghosts with names like carbon black and terephthalate haunt us all year long. With few exceptions, the chemicals in personal-care products are unregulated. [San Diego Reader](#), California. <http://www.sandiegoreader.com/news/2009/oct/28/city-light-2/>

International Climate Day of Action

On 24 October, people in 181 countries came together for the most widespread day of environmental action in the planet's history. At over 5200 events around the world, people gathered to call for strong action and bold leadership on the climate crisis. <http://www.350.org/>

LEED Buildings Cut Energy and Emissions, Boost Worker Comfort, Study Finds

<http://www.greenerbuildings.com/news/2009/10/28/leed-buildings-cut-energy-and-emissions-boost-worker-comfort-study-finds>

How green is that product? Seattle startup lets you know.

A Seattle couple spent more than two years designing and developing Eco-rate, a Web-based product and technology rating and comparison resource for shoppers looking to make ecologically intelligent choices. [Seattle Post-Intelligencer](#), Washington. http://www.seattlepi.com/business/411595_eco29.html



INDIGO'S CLASS SCHEDULE AND COMMUNITY EVENTS

Energy and Water-Saving Improvements to Your Home and Small Business Made Easy

Saturday, November 21, 10am – 12pm

INDIGO 322 SW 4th Ave, Gainesville 378.2285 ([map](#))

This presentation covers the basics of water and energy conservation for your home or small business. With today's unpredictable energy costs, there has never been a better time to invest in efficiency! Presenters Jason Fults and Eduardo Vargas of Drops & Watts have found that through simple behavioral changes alone (i.e., no monetary investment), the average consumer can reduce their utility bills by 5-10%. With minor investments, another 10-25% is possible. Class is unlimited and FREE but please RSVP to: educationdept@indigogreenstore.com.

Gainesville Green Drinks Wednesday, November 4, 2009 6pm Sisters Restaurant in Haile Plantation (5212 SW 91st Ter. Gainesville, 32608-8129)

Mary Alford and Jennifer Langdon, principals of the Sustainable Design Group and both USGBC LEED certified professionals, will tell us how Haile meets the standards of a New Urbanism community. Carla Van Arnam, who owns Haile Village Bodywork in the village, will lead walking tours of the mixed-use Haile Village Center. We'll meet at Sisters' Restaurant, where owners Monica Albert and Lita Giampola will offer a grilled flatbread special with locally sourced organic toppings, as well as a special price on organic wines by the glass. For more information or carpooling opportunities, visit <http://www.gogreenation.org/forums/topic/carpool-to-green-drinks-in-haile-plantation?replies=1#post-23>.

Indigo Sponsored Community Weatherization Coalition/Neutral Gator Day of Action Saturday, November 14, 2009 10am – 5pm

Village Green Apartments (3101 NE 15th St, Gainesville) ([map](#))

If you want to make a difference in some lives and a difference in someone's energy expenses come out to this one-of-a-kind workshop. This INDIGO sponsored day of action is part of an ongoing initiative by the CWC and Neutral Gator to help low-income renters in our community reduce their utility expenses. Throughout the day, we'll be working with staff and residents at Village Green to retrofit their apartments and perform educational energy audits. Feel free to bring a friend--no previous energy auditor training is necessary! **If you would like to register for the event or have any further questions, feel free to call 352-318-0060 or email angelica@neutralgator.org**

U.S. Green Building Council, Heart of Florida Chapter, Annual Membership Social Weds, November 18, 2009 5-7pm

Hilton Garden Inn 4075 SW 33rd Place, Gainesville, 32608

The USGBC Heart of Florida Chapter's mission is to promote the design, construction and operation of buildings that are environmentally responsible, profitable and healthy places to live, learn, work and play. Join us at our annual membership social and learn more about what this ambitious organization has in store for 2010. At this event we'll be introducing our new Board of Directors and giving a review of the highlights of the 2009 GreenBuild Expo and Conference (<http://www.greenbuilDEXPO.org/Home.aspx>)! Admission is \$10 for members, \$20 for non-members, and \$5 for students, and includes dinner. For more information, visit our website (<http://www.usgbcheartfl.org/>) or contact us at info@usgbcheartfl.org or 352-318-0060.

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