



# INDIGO

GREEN SOLUTIONS FOR A HEALTHY HOME

## NEWSLETTER

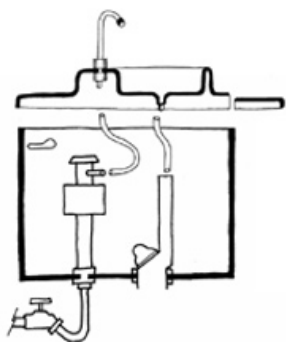
VOLUME 2/NO. 2 · FEBRUARY 2008

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### MONTH OF LOVE SALES: 15% OFF ORGANIC COTTON CLOTHING FOR INFANTS AND SELECT RECYCLED GLASS JEWELRY

We think that nothing says love like organic cotton, so our fair trade, herbal dyed organic cotton infant and toddler's clothing <http://www.indigogreenstore.com/products/?c=Organic-Clothing> is still on sale through February. Speaking of love, don't forget about your valentine who deserves the best recycled content jewelry out there. Beautiful and sustainable, jewelry made from recycled glass, recycled stained glass, silver solder, sterling silver, and altered tin cans are all handcrafted and unique <http://www.indigogreenstore.com/products/?c=jewelry> : just like your sweetheart.

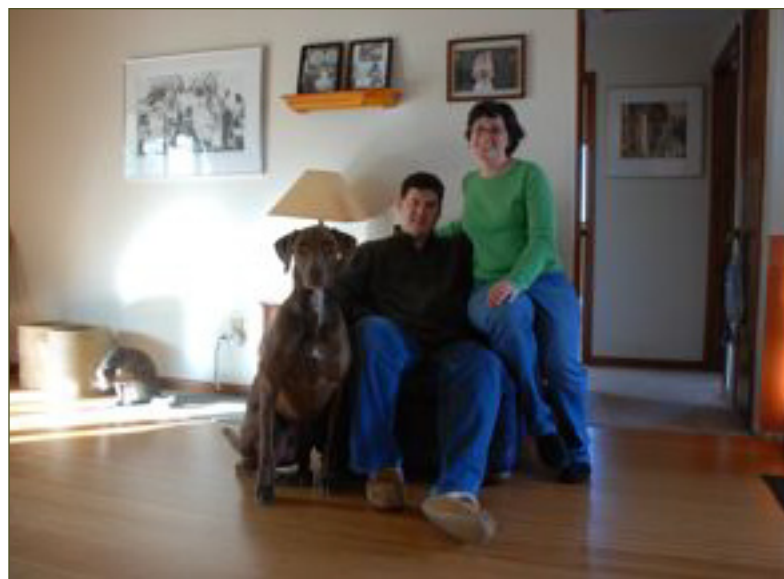


### PRODUCT SPOTLIGHT: SINKPOSITIVE

All over Japan and Australia people use what we call the "toilet-sink-lid" for saving water, and now we have installed one at Indigo too! Come check it out. An easily installed device that cycles clean water through the water intake in your bathroom into the sink/lid device for hand-washing. It is then drained into the toilet bowl and flushed out the next time you use the toilet. Every drop of water saved is beneficial, and Sinkpositive is a good way to visualize how much water gets used each time you flush. What's more, the makers of Sinkpositive, Environmental Designworks donates a portion of each sale to the Natural Resources Defense Council to help protect the nation's precious water resources. The standard model goes for \$130 and is available at Indigo now. Check out an article from [treehugger.com](http://www.treehugger.com/files/2007/03/sinkpositive_sa.php) on it here: [http://www.treehugger.com/files/2007/03/sinkpositive\\_sa.php](http://www.treehugger.com/files/2007/03/sinkpositive_sa.php)

### WE LOVE OUR CUSTOMERS AND THEY LOVE US: THE CASEYS

Luke (the dog) along with Emily and John Casey love us so much they have come back for more, flooring, that is. First they started with floating engineered bamboo from EcoTimber <http://www.ecotimber.com/flooring/Default.asp?id=5> and now they've installed natural marmoleum from Forbo <http://www.themarmoleumstore.com/default.aspx?menuid=29>. We love them so much in return, we put them in our new Gainesville Today advertisement for February: <http://www.gainesvilletoday.com/> so pick up one of these magazines next time you are at the dentist, or just perusing Indigo for a new recycle toothbrush: [www.recycle.com](http://www.recycle.com).



John, Emily, and Luke the dog


### LOCAL NEWS: NEW RECYCLABLES ALLOWED IN THE ORANGE BIN

**NEW INFO!** Now in Alachua County you can recycle all paper, including junk mail with plastic windows, in the Orange recycling bin! Also all of your yogurt and margarine containers in the Blue Bin! Spread the word!!

### LOCAL NEWS: IN GAINESVILLE, WE MOVE MOUNTAIN(TOPS)

We thought we knew about mountaintop removal for the extraction of coal until we visited this site. Mountaintop removal is a radical form of coal mining in which entire mountains are literally blown up - and it is happening here in America on a scale that is almost unimaginable. This business is devastating hundreds of square miles of Appalachia; polluting the headwaters of rivers that provide drinking water to millions of Americans, and destroying a distinctly American culture that has endured for generations. What is more, we were disturbed to learn that everyone in Gainesville is benefiting from this destructive practice, as GRU purchases this coal for their Deerhaven Generating Station. Now, we at Indigo have come to like GRU for their participation in energy rebates and their work towards conservation, but please tell GRU and their new general manager, Robert Hunzinger that you want them to end their support for mountaintop removal. For more information on mountaintop removal click: [http://www.ilove-mountains.org/myconnection/show\\_connection.php?zip=32601](http://www.ilove-mountains.org/myconnection/show_connection.php?zip=32601)

### LOCAL NEWS: ALTA PRINTING WINS GREEN AWARD

 Alta Systems Inc, a local printing company was presented by the Gainesville Area Chamber of Commerce and Gainesville Regional Utilities for an award established in 2007 to honor businesses that implement environmentally sustainable practices. Some of the practices utilized by Alta Systems, Inc. include: Installing a complete lighting retrofit that saves the energy equivalent to three to four households per year; recycling 99% of its manufacturing waste including paper, metal, and cleaning solvents; and printing with soy-based inks, making it easier to recycle paper. Alta also has plans to install a solar electric system in the future. Check out their website: <http://www.altainc.com/>

### NATIONAL NEWS: ASK THE TOUGH ENVIRONMENTAL QUESTIONS OF CANDIDATES THIS ELECTION

The League of Conservation Voters reviewed interviews held in 2007 (<http://www.sierraclub.org/questions/facts.html>) by Tim Russert, Wolf Blitzer, George Stephanopoulos, Chris Wallace and Bob Schieffer, and found that out of 2,679 questions asked by the reporters, only three questions mentioned global warming. These elite reporters have taken the precious time they have with the candidates to ask more questions about UFOs, baseball, and Chuck Norris than about the candidates' plans to deal with climate change, one of the defining issues of our time. Sign the petition from the Sierra Club: <http://www.sierraclub.org/questions/> to encourage the mainstream press to ask the tough questions. Read the full article here: [http://www.treehugger.com/files/2008/01/of\\_ufos\\_chuck\\_n.php](http://www.treehugger.com/files/2008/01/of_ufos_chuck_n.php)

**NATIONAL NEWS: NEW ORLEANS GROWS BACK GREEN**

As of August 2007, 42,814 Louisiana families still were living in FEMA trailers; that number is down from 76,757 in July 2006. Mid-2007 reports stated that many of these people were experiencing coughing, burning eyes and sinus infections. A link was made to the trailers' particle-board, which contains formaldehyde concentrations above Washington, D.C.'s based U.S. Environmental Protection Agency's recommended levels, and the inferior ventilation that turns the trailers into large-scale Petri dishes. New prototype homes: [http://www.eco-structure.com/docs/archives%202008/eco\\_jan08\\_special.pdf](http://www.eco-structure.com/docs/archives%202008/eco_jan08_special.pdf) for residents of the lower Ninth Ward will feature flooring made from bamboo, cork, or recycled rubber and plastic; fiber cement composite siding; geothermal heating-and-cooling systems; and native landscaping. Global Green USA and Brad Pitt's Make It Right program, intends to build these 150 eco-friendly homes by summer: [www.makeitrightnola.org](http://www.makeitrightnola.org).

**NATIONAL NEWS: PRETTY (AWESOME) WOMAN JULIA ROBERTS USES gDIAPERS**

Actress Julia Roberts revealed in an interview with Vanity Fair that she uses gDiapers for her children. Plastic-free, flushable, and available at Indigo (<http://www.indigogreenstore.com/products/27/g-diapers>), gDiapers limit the amount of diapers that enter landfills each year (and sit for the next 500!). Check out the full article: <http://gdiapers.typepad.com/earlyyears/2007/11/the-pretty-woma.html>

**FAVORITE WEBSITES OF THE MONTH**

- Carpooling Is Not For Weirdos: Alachua/Bradford county carpool hook-up <http://portal.greenride.com/floridaworks/home.aspx>
- Did you ever wonder why China-made foreign goods are so cheap, why your computer is made to be obsolete, or just where did all that stuff go?? Before it's too late check out: <http://storyofstuff.com/>

**FAVORITE LINKS**

- Favorite household hazardous waste site: collection center #53580 <http://www.alachuacounty.us/government/depts/epd/pollution/hhwcenters.aspx>
- Rate your pollution <http://www.scorecard.org/>
- Remodeling Your Home? Have You Considered Indoor Air Quality? <http://www.epa.gov/iaq/homes/hip-front.html>
- Need cardboard boxes? Want to get rid of some? <http://www.usedcardboardboxes.com>
- 4REAL is a series of half-hour television shows hosted by Sol Guy that takes celebrity guests on adventures around the world to connect with young leaders who, under extreme circumstances, are affecting real change on some of the most pressing issues of our time. [HTTP://4REAL.COM](http://4REAL.COM). CHECK IT OUT!



Write to [advertising@indigogreenstore.com](mailto:advertising@indigogreenstore.com) to receive a media kit with information on advertising with INDIGO.

**UPCOMING EVENTS FOR 2008:**

( THANK YOU to our teachers of the month! )

**February**

**Make Your Own Rain Barrel**

Rain barrels, one of the first and easiest ways to baby-step into green, can save you money on your utility bill and save homeowners about 1,300 gallons of water during peak summer months. 55 gallon food-grade barrels and fittings will be made available as Anna Prizzia takes us step by step in constructing a custom rain barrel that you take home with you. February 16th 9am-12pm at INDIGO. Limited class size and \$50 for supplies. Please RSVP to: [educationdept@indigogreenstore.com](mailto:educationdept@indigogreenstore.com)



**March**

**Organic Square Ft. Gardening**

Get your green thumbs working in the springtime dirt as Wendy Wilber with UF/IFAS Alachua County Extension Service shows us how to build organic square foot gardens in Indigo's front yard. March 1st, 10am-12pm at INDIGO. Limited class size. Please RSVP to: [educationdept@indigogreenstore.com](mailto:educationdept@indigogreenstore.com)

**Solar Power: How To Reduce Use and Go Solar**

John November of AllSolar in Gainesville shows us how to reduce our utility demand and get started on affordable solar options. March 15th, 10am-12pm at INDIGO. Free but limited class size. Please RSVP to: [educationdept@indigogreenstore.com](mailto:educationdept@indigogreenstore.com)


**Container Herb Gardening**

Organic herb gardening is simple, as Julanne Weisberg shows us how to create a beautiful and useful herb garden in a single container. March 29th, 10am-12pm at INDIGO. Class size 6 people, \$15 for supplies, bring your own container. RSVP to: [educationdept@indigogreenstore.com](mailto:educationdept@indigogreenstore.com)

**Missed Indigo's first class? Here are the notes from Author Diane McDilda:**

\*On average the amount of waste generated per person per day here in the US has been the same since the 1990s, wavering between 4.5 and 4.6 pounds per person per day. In 2005, it decreased to 4.5 pounds per person per day. This amounted to 245.7 million tons of garbage generated in 2005. \*Of the garbage generated, the breakdown of what it contains is: Paper: 33.9% (So much for a paperless society), Yard Trimmings: 12.9%, Food Scraps: 12.4%, Plastics: 11.7%, Metals: 7.6%, Rubber, Leather, and Textiles: 7.3%, Glass: 5.3%, Wood: 5.5%, Other: 3.3% \*Recycling rates have increased since the 1990s from 0.64 to 1.08 pounds per person per day. And composting is at about 0.38 pounds per person per day. \*Taking into account recycling and composting, the amount of waste being disposed of either at a landfill or incinerator is approximately 3.08 pounds per person per day. The large majority of waste is disposed of in landfills. \*The number of landfills is decreasing, however, that's because landfills are becoming larger.

**THINK ABOUT YOUR IMPACT. TEACH GREEN.**

Classes will have refreshments generously donated by a local organic coffee roaster, Reggae Shack, and: 

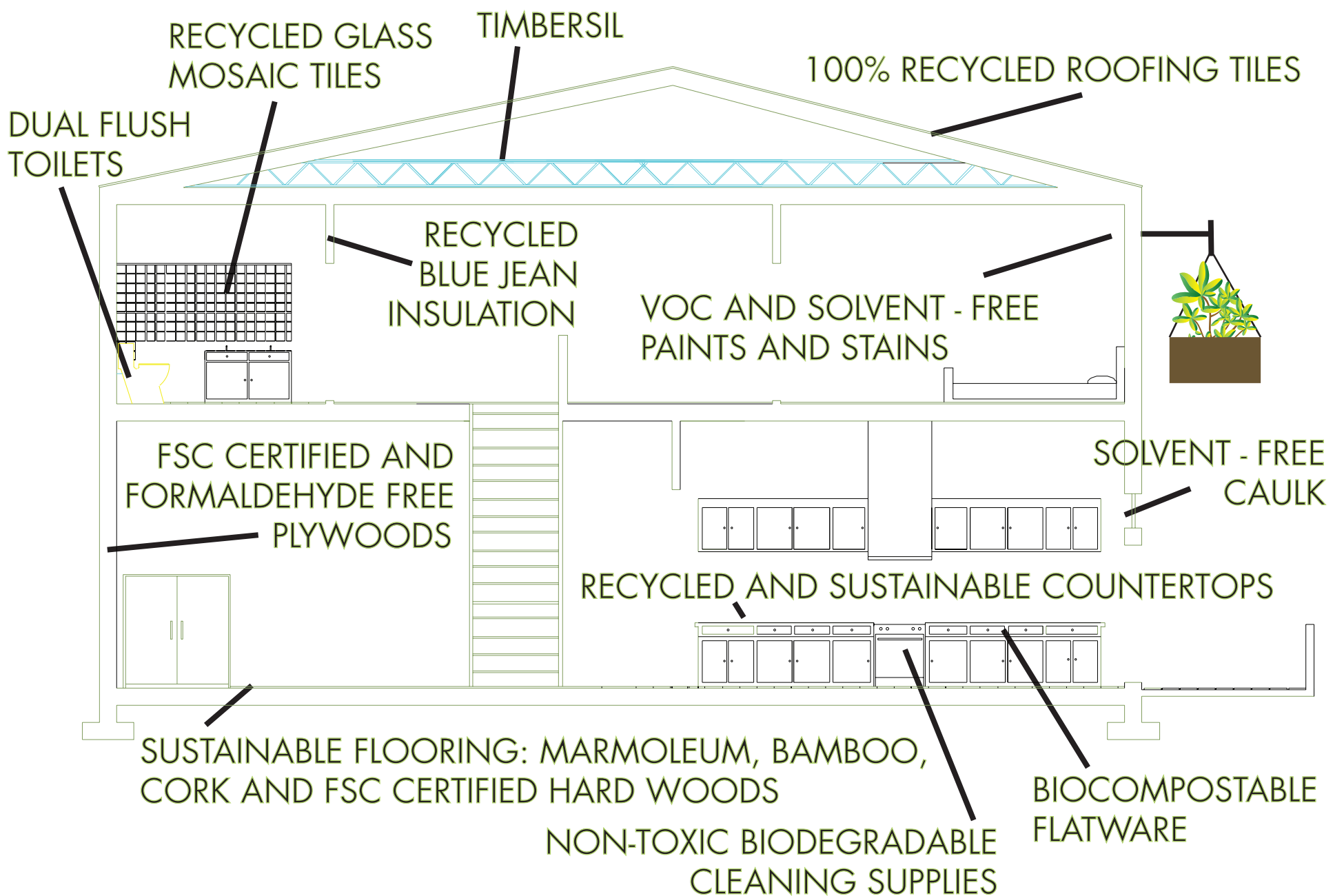
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## FEATURED AT UF HOME SHOW!

In partnership with the Builder's Association of North Central Florida, GRU, The Gainesville Sun, and Engineering students with Professor Wendell Porter at UF, INDIGO will feature a cut-away green home in the 2008 Home Show March 8th and 9th, 2008. Featuring the Home Show's first ever "Green Alley", this example of a green home will feature energy efficient structures, plumbing and electricity as well as recycled content finishing products such as Squak Mountain Stone countertops, cork and marmoleum flooring, TimberSIL glass-infused lumber, recycled blue jean insulation and other new green products.



THINK ABOUT YOUR IMPACT.  
**BUILD GREEN.**

VISIT US AT THE HOMESHOW  
**MARCH 8 + 9, 2008 : STEPHEN C. O'CONNELL CENTER**

More information on 2008 Home Show is available at: [http://www.banconf.com/home\\_show.asp](http://www.banconf.com/home_show.asp)