



By: Bill Behan

If you've recently renovated your kitchen or updated a bathroom, you know there is no shortage of countertop options. Material innovations have led to increased durability, wild new colors, and even the possibility of DIY concoctions. Asked what factors are most important in the search for surfaces, most would say cost and performance. Yet as consumers demand more transparency from their favorite brands, it's increasingly clear that not all surface materials are created equal. Beyond price tags and color palettes there are several other factors that can help make or break your material decisions; IceStone® is one product that deserves a closer look beneath the surface.

IceStone durable surfaces provide a stylish and sustainable countertop option for kitchens, bathrooms, and other common interior applications. For the past eight years, the story of the Brooklyn-based manufacturer has captured the attention of designers, architects, homeowners, and even White House officials. Few surface manufacturers can claim the accolades and certifications IceStone has garnered, so what separates this material from the many others?

Design Dossier

Recycled glass plays a front and center role in every slab of IceStone, and accounts for 75% of the product. The team at IceStone has created a unique palette of reliable neutrals as well as some jewel tones that work in almost any application. The true show stoppers are the Pearls. Each of these iridescent colors is unmatched among natural stones, engineered, and solid surfaces. The depth and richness created by various sizes of glass, combined with subtle pigment mixing has earned IceStone durable surfaces several awards, including the coveted Interior Design Best of the Year award and the American Society of Interior Designers (ASID) Bloom award. Striking color compositions have made IceStone

Looking Beneath the Surface: Countertops with Character

products a top choice for notable installations such as the Bill & Melinda Gates Foundation, Disney's Epcot Center, Starbucks, and Whole Foods.

Healthy From Headquarters to Home

The stone industry has long been mired in human rights violations, and despite the growing concern for worker's conditions in factories overseas, many quarries remain unregulated and unsafe. In some cases, men and women are exposed to silica dust, a harmful and carcinogenic byproduct of extracting stone from the earth. Even the more modern engineered products pose health risks to the fabricators cutting the product.

IceStone's commitment to health and safety extends from the factory floor. Not only is the facility in step with OSHA code, the company has completely eliminated any trace toxins from its mix, and doesn't infuse the material with chemical resins or binders. This

means IceStone doesn't emit harmful fumes at any stage of the manufacturing, fabrication, or installation process.

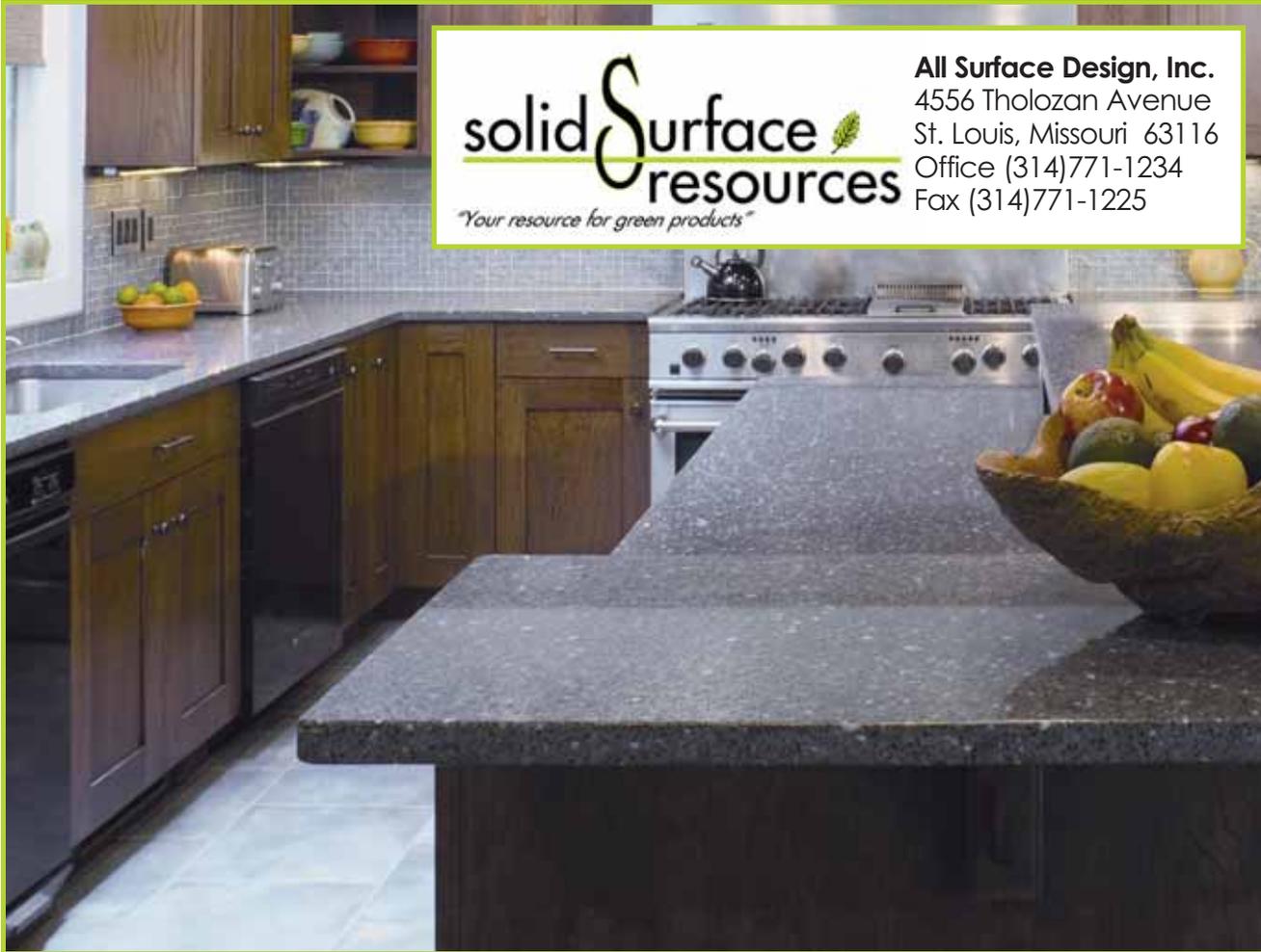
Red, White, Blue and Green!

The true differentiator between IceStone and other materials is its unrivaled approach to sustainable manufacturing. The company is based in the historic Brooklyn Navy Yard, a 200-year-old industrial park that now supports a variety of businesses and artists. Every slab is crafted in Brooklyn, minimizing CO2 emissions generated from shipping. The factory is day-lit, powered by renewable energy credits, and features a water recycling system that reuses 90% of water produced by machines on the floor.

Above all else, IceStone has taken great steps to create a safe environment that fosters employee well being. Employees receive a living wage, health care, and are each part owners of the company. IceStone's culture of inclusion is seen throughout its offices,

where all teams share a collaborative workspace, and at the monthly Town Hall Meeting, a platform for celebrations, business updates, and announcements. IceStone has not only created 40 green collar jobs in the USA, it has also built strong ties with a larger community of environmental and social justice advocates. For its efforts inside and outside of the factory, IceStone is certified as a B Corporation, a designation given to corporations that take employee, community, and environmental interests into consideration when making decisions, and was selected by President Obama's top environmental policy advisor as a model of sustainable manufacturing.

Certainly aesthetics, cost, and durability are crucial considerations in the decision to purchase a countertop. For many homes the countertop serves as a hub of activity, whether entertaining guests, cooking with the kids, or penning last minute letters. It's only natural to demand more from these materials, and to look beyond the surface.



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