



# Eco-Friendly Outdoor Furniture

## Neoteric Home Creates Modern Furniture with a Green Edge

Story by Debra Kronowitz | Photos courtesy of Neoteric Home

As American consumers start living a greener lifestyle, furniture manufacturers are jumping onboard to offer high-end, functional products that are eco-friendly. Neoteric Home, which specializes in the design and manufacture of chic, affordable, handmade outdoor furniture, is one company that tapped early into the green market.

"We are tapping into the momentum," said owner Steve Reisman. "The market is very much open to eco-friendly products; it's not a mystery any more. Once people realize the most toxic environment is their home, they become much more aware of what's available."

Neoteric Home received the 2007 IH/M&RS *Editor's Choice Award for Best New Product for Luxury Green Décor* for its *Bora Bora* daybed. The company offers a broad product line that includes full sofa sets, dining sets, loungers, chaises, modular seating, tables and other attractive furniture, which is adaptable for large or small outdoor spaces. All of Neoteric's pieces are green.

Neoteric Home furniture is available in three collections – *Neoteric Home*, *Eclipse* and *Locsin International* for Neoteric Home – all of which are designed to withstand the elements of Mother Nature. Functional, comfort-

able and lightweight, the furniture can be left outside year-round. Items are made with recycled rust-free aluminum, Viro™ Fiber and/or Rehau® and outdoor fabrics, including Sunbrella® and Outdura®. "Our products don't give off any gassing, which means they don't break down; they're mold- and bacteria growth-resistant, and they do not fade, discolor or crack," said Reisman.

Neoteric Home cushions and pillows are stuffed with quick dry foam. Although questionable in terms of greenness, Reisman explained that they don't emit gas, break down or fade. "We started out slowly, doing 20 percent, then 50, then 80 and now 100 percent," he said. "The green movement was in its infancy and in many ways, it still is. There are a lot of mixed products out there that will eventually be 100 percent green."

Meticulously hand-woven, the collections are colorfast, UV resistant, non-toxic and chemically resistant. The newest collection, *Locsin International*, offers more than the "cookie cutter" designs previously available. The open weave furniture is sculptural, offering organic shapes that can be hand-woven with traditional indoor materials or with all-weather fibers that can withstand the outdoor elements. "It's great, fun and fabulous," said Reisman. "It's modern and gives a feeling of nature. I believe it's the new trend in outdoor furniture." ♦