

urbangreen

Healthy. Beautiful. Home.

PRESS KIT

www.urbangreenfurniture.com

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urbangreen is an eco-friendly, sustainable real wood furniture brand, based out of Brooklyn, USA. Our mission is to locally manufacture affordably stylish wood products in an array of color finishes, without the toxins or allergens of mass-produced furniture, in order to provide our customers with a healthier living environment. urbangreen's competitive edge is based on prompt order fulfillment, excellent customer relationships and extensive custom design capabilities for the home and business. urbangreen intends to turn real wood, eco-friendly furniture mainstream through their e-commerce site and New York store locations.

urbangreen: Beautiful Design for all Living Things.

DESIGN: Our manufacturing company provides quality, classic contemporary designs with a focus on sustainability and affordability. Our wood comes from local lumberyards that are FSC (Forest Stewardship Council®) certified. All our products are made from real hardwood maple, cherry and walnut solids and select veneers over formaldehyde-free plywood. Each piece is handcrafted and designed especially for the urban home and business, with an eye to utilize space and provide unique storage solutions. Our furniture comes fully assembled, using reusable blankets for local deliveries and minimal packaging to create less waste. We are proud to maintain a low carbon footprint.

CUSTOM: Our factory's capabilities are endless. Any urbangreen piece can be custom cut, designed, finished and made to order to suit any taste or home décor. Our expansive experience in contract furniture makes urbangreen the perfect solution for your business needs.

Locally Produced. Available Everywhere.

All urbangreen products are created in our Brooklyn, USA factory and showroom. This allows for full in-house production, which makes us truly local, sustainable and green. Our products will be sold through the urbangreen online shop, www.urbangreenfurniture.com, by appointment in our factory showroom and in stores across Manhattan and Brooklyn.

urbangreen Grows in Brooklyn.

urbangreen operates out of a 20,000 square-foot manufacturing and warehousing space at the Brooklyn Army Terminal. Everything from our furniture design to physical cut and finish is produced and executed in-house at our spacious factory.

Why urbangreen?

We're local, green and innovative. urbangreen products do not harm the environment but help ensure the health of the forests and of the homes they're intended for. We pride ourselves on our unparalleled products, which are made to last for decades to come. Our exceptional customer service, attention to customer needs, no-assembly furniture, white glove delivery and installation make us stand out. Our community awareness starts with our internal team, reaches out to the local neighborhood and extends beyond. The idea of ready made, ready to shop and ready to live is present across all channels of urbangreen.

Meet the Team

The urbangreen team originates from New York to around the world, but we all reside locally to embody the green spirit and low carbon footprint lifestyle. Our team has a combined experience of over 60 years in the furniture design industry and comprises a network of ambitious, young professionals seeking to expand the green market through innovative design work.

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Visit us at www.urbangreenfurniture.com



The online store at urbangreenfurniture.com will officially be live in October 2012. At our site, urbangreen customers will be able to pick, style and customize from the array of urbangreen furniture and choose from a vast selection of low VOC and toxin-free color and stain finishes. The pieces available range from bedroom to dining, office and youth collections. Designs range from our inspiration of the American classics to midcentury and contemporary collections.

An array of urbangreen color and stain finishes.

Maple Stains and Colors



Cherry Stains



Walnut Stains





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FOR IMMEDIATE RELEASE

URBANGREEN FURNITURE IS BUILT FOR LIFE.
urbangreen delivers eco-furniture that's organically beautiful.

Brooklyn, USA - October 2012 - urbangreen's focus on contemporary classics and sustainable principles has created a new force in furniture design and urban living. With the intent to turn real wood, eco-friendly furniture mainstream, urbangreen creates quality pieces that that are as good as they look.

urbangreen sustains a low carbon footprint by completely functioning on the local level. All wood used is from lumberyards in the Northeast region of the United States that are FSC (Forest Stewardship Council®) certified. Each piece is made from real woods, solids and select veneers over formelyhede-free plywood and finished in a selection of low-VOC and toxin-free stains and paints. The array of urbangreen Collections as well as custom made and contract capabilities can be viewed at their e-commerce presence on urbangreenfurniture.com and their New York stores. With full production in the iconic Brooklyn Army Terminal, the urbangreen factory space functions as a design and photo shoot studio, manufacturing space and by-appointment-only showroom.

urbangreen is the real wood furniture company at the forefront of sustainable green design, truly bringing an organic, healthy home to everyone.

For more information about urbangreen, contact:

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