

# Green Blueprint

## WESTERN PRODUCTS INTRODUCES ECO-FRIENDLY GREENQUEST CABINETRY

**B**efore it was trendy, we had initiatives in place at our factory to reduce wastes and the environmental impact of our operations,” Angela Ewald said.

Ewald is the environmental health and safety manager for Crystal Cabinets located in Princeton, Minnesota. The company complies with scrupulous annual assessments of cabinet materials, and customers reap the rewards of Crystal’s green revolution.

“Our west coast customers created such a demand for ethical harvesting and building practices, it left us no choice but to give the people what they wanted,” Ewald added. “We now maintain our Forest Stewardship Council project certification and use Leadership in Energy and Environmental Design compliant products.”

Now the Red River Valley benefits from Crystal’s commitment to green stewardship. Western Products has added GreenQuest Cabinetry, and Western Products’ certified kitchen designers Bill Tweten and Cathy Michels are at the ready to answer questions about the cabinetry. They’re each armed with more than 20 years of interior design experience and possess unique ideas that fit all budgets and project proposals.

“I’m working with a couple in the process of building their home,” Tweten said. “They’re both health- and environment-conscious, and they were excited to hear they’ll be able to install cabinetry in their home that is in line with their green lifestyle.”

GreenQuest Cabinetry is a line of products from Crystal that tout no added urea-formaldehyde resins (instead, using soy-based resin) and water-based stains, low-emitting finishes, and wood species that aren’t on the endangered list.

The partnership between Western Products and Crystal is logical. Both companies opened in the mid-1940s, maintain high standards of customer service, and pledge to leave the earth as relatively untouched



as possible while improving the quality of home functionality and aesthetic.

"I once entered a kitchen to help a customer reface her cabinets," Michels remembered. "After talking with her and really learning what she wanted, she asked me to help her replace all of her cabinetry. We made the kitchen an efficient and beautiful place she could enjoy."

"I really want our customers to be happy in their kitchen, so it actually gets used," Tweten added. "I've found that people don't want to cook and use their kitchen if it isn't a nice place to be. They tend to ignore the kitchen and eat out more. You don't need a big kitchen, just a purposeful one!"

According to GreenCabinet Source.org, wood products are the most environmentally friendly choice homeowners can make. Wood is recyclable, biodegradable, and uses less energy to process than metals and plastic.

Western Products staff believes that customers choosing GreenQuest Cabinetry can breathe easier knowing they are effectively reducing their environmental footprint, and they encourage their customers to practice sustainability by installing healthful, mindfully harvested and constructed furnishings from a company with over a half-century of "keep it local."

*Michels and Tweten are available at the Western Products Showroom at 474 45th Street South in Fargo.*

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