

Eco-Cem in CB2 South Beach

Miami, FL Mar 1, 2011 - CB2, the hipper sleeker sister of Crate and Barrel with clean, modern and affordable pieces showcases Eco-Cem in its South Beach store. The concept of the 2 story store located at the Lincoln Road Mall, targeted to South Beach living, is to offer inexpensive modern elements for apartments, lofts and contemporary homes.

Jimmy Turner, Director of Architecture at Crate and Barrel, felt that Eco-Cem fit in perfectly with the contemporary, raw and relaxed space of the 15,000sf South Beach store's design. "We liked the depth and rich, natural color of the product. It really makes our vibrant colored merchandise 'pop'. We also wanted a material that would stand the test of time and require little maintenance", Turner says.

Eco-Cem panels are featured on the interior walls of their ground up CB2 store and were chosen not only for their aesthetic but for their sustainability factor. The panels with recycled content contribute to the store's sustainability features which include natural light (which is unusual for most retailers), eco-elevator, bamboo flooring, recycled steel, and low VOC paint

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