

It's been said the kitchen is the heart of the home, and at Lube of Sarasota, green is the heart of the kitchen. On entering the Lube (pronounced "lou-bay") showroom, design and style are evident. Beautiful details delight the senses at every turn. But one aspect of these Italian-crafted custom kitchens not immediately recognizable is the green product at their core.

Sarasota developer and CEO of Lube of Sarasota, Jim Bridges, first discovered Lube's line of cabinetry while developing the Phoenix in Atlanta, a mixed-use high rise. After 30 years in the real estate development business, Bridges was looking toward innovation. "I was convinced that the Lube product would help sell my development, with its excellent craftsmanship and superior quality, while maintaining a competitive price," Bridges recalls. He says it was later that he learned of the product's green aspect. "Lube uses only 'certified ecological panels' in their cabinets, but also has zero waste, utilizing all wood and by-products—including sawdust—to power their factory."

After several visits to the Lube factory in Italy, Bridges was convinced the products "should be offered to every household." He was offered distributorship for the U.S., and although he was considering retirement, accepted and is determined to make Lube a household name. In Sarasota, Bridges specified Lube cabinets in his developments the Phoenix and Vista Bay Point; City Place at Pineapple Square will have 158 units with Lube green kitchens. In Atlanta, where the flagship store will open soon. Lube USA is also headed to Chicago, Los Angeles and New York—offering households a "one stop approach" to green kitchen design.

HOW DOES THE GREEN TREND PERTAIN TO YOUR BUSINESS? "With Lube's 'one stop approach' to complete kitchen design, including counter tops and appliances, Lube has incorporated as many energy savings as possible to make its kitchens more ecological acceptable. We at Lube are totally committed to Global Ecology, and we will continue to do our part while expanding our company nationwide," explains Bridges.

"Lube is saving 10,000 trees per day," says Sarah Gossett, general manager. "All of the carcasses of every cabinet that you see in our showroom are made of the recycled product. We do have some doors that are solid wood, however most of our

doors are also recycled product. The wood chips are mixed with resins and glues and are pressed at high heats to make into a solid panel and are wrapped or painted."

Gossett says of the "one stop" green approach, "We use the people who know their products. They know which of their lighting is efficient; what floors are green products. Eight-five percent of our customers are going with green cabinets. People are surprised by the price. Our price to quality ratio far exceeds the competition in town, so they're getting a great product and getting a better price."

LUBE OF SARASOTA



JIM BRIDGES, CEO LUBE SARASOTA, AND SARAH GOSSETT, GENERAL MANAGER

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Lube of Sarasota offers a "one stop approach" to kitchen design. From environmentally-friendly cabinetry, flooring, lighting, countertops and appliances, the Lube team assists in complete green-kitchen design. Their green cabinetry features frames and panels made of 100 percent certified recycled wood.