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For Immediate Release:

## **ATRIA, INC. BECOMES FIRST “PLATINUM” GREEN EARTH—GREEN PLANTS® CERTIFIED BUSINESS**

**The Woodlands, Texas, (March 11, 2010)**—The Green Earth—Green Plants® program announced today that Atria, Inc., an interior plantscape business in Cheshire, Connecticut has become the first “Platinum” rated Green Earth—Green Plants® certified interior plantscape business. “The management team and staff at Atria have proven that they are an environmentally-responsible business and operate in an ecologically-friendly manner,” says Kathy Fediw, LEED AP, CLP, CLT, president of Johnson Fediw Associates and founder of the certification program. “We know that plants help improve indoor air quality, and caring for them in an environmentally-safe manner is crucially important,” says Fediw. Atria provides indoor plants, holiday décor and related services to office buildings, hotels and other businesses in Connecticut.

Bruce and Joanne Crowle, owners of Atria, passed a rigorous assessment of their facilities and operations with the highest score ever in the program at 501 points (200 are needed to become certified.) The assessment rates an interiorscape business on their indoor and outdoor facilities, vehicle usage, recycling program, horticultural practices, staff education and giving back to the community.

“Atria has been working diligently over the past three years to become more eco-friendly,” says Fediw. “Among the many improvements they made is their participation in the Connecticut Small Business Energy Advantage program sponsored by Connecticut Light & Power. They invested nearly \$7,000 in retrofitting all of their light fixtures in their facility with an estimated savings of 26,000 kilowatt hours per year, significantly reducing their carbon footprint. The investment is expected to pay for itself within 3 years.”

“In addition, Atria supports The Nature Conservancy and gives away hundreds of tree saplings at Earth Day booths which they set up in client building lobbies,” says Fediw. “They estimate they are responsible for the planting of over 1,000 trees.” Atria also sponsors their holiday décor director, Karen Ferris, who makes annual trips to Mississippi to help with reconstruction projects following Hurricane Katrina.

Special recognition goes to Atria’s operations manager, Mike Langwiser, who has led the company in its conservation efforts. He is responsible for much of the progress the company has made and for their achievement in becoming the first Platinum Green Earth—Green Plants® Certified Business.

“We are proud to recognize Atria’s achievements and know they will set an example to other businesses in Connecticut and New England to operate in a more earth-friendly manner,” says Fediw. “They have certainly raised the bar and shown what is possible when a business truly commits to “going green.”

Johnson Fediw Associates is a third-party consulting firm providing green certification programs to horticulture businesses. For more information on the Green Earth—Green Plants® program, go to [www.greenearthgreenplants.com](http://www.greenearthgreenplants.com). For more information on how Atria can improve the health and indoor air quality of your office or workspace, go to [www.atriainc.com](http://www.atriainc.com) or call 203-753-6200 .

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