

Natural Materials Taking Off

For Eco-Conscious Homeowners



Sellers are looking for ways to get the most for their homes, while buyers are looking for the best value. A flowing floor plan, a spacious layout, a not-so-crowded street, great curb appeal and so on, are certainly big influencers for buyers. But so, too, are some of the items in your home to which you might not give much consideration.

More people are going green these days by using recycled goods or products that are renewable and break down easily.

Did you know that nylon fabric takes 30 to 40 years to degrade in a landfill? Cotton fabric takes only one to five months.



That's why businesses like the Kaaya Collection are taking off. Its founder, Vinitha Watson, not only sells an environmentally friendly home décor but also hopes to educate consumers. The company aims to help homeowners reduce their environmental footprint as much as possible.

Watson says it's important to educate people about the types of materials they are surrounded by in their homes. She equates it to the push for organic foods that is gaining in popularity.

"I really wanted to concentrate on natural fibers, which do have the ability to break down faster," Watson explains.



She uses artisans from India, some of whom "do phenomenal work for European royalty," Watson says. "We use their craft and their art to embellish fabrics and then bring them here with a kind of Indo-Western flare and we sell it in the U.S.," she adds.

Most of her home décor products are items that people would typically pack up and take with them if they moved; however, Watson says there is value in having natural products in your home when it comes time to sell it.

"In staging a home, if you decorate it in a very natural way, people will feel very cozy in that home," Watson says.

Home décor experts say the "in" items to be left behind when the home is sold are wood shutters and woven wood-shaded designs for window coverings. These tend to hold their clean, simple, and up-to-date look regardless of how much styles change over the years.

Using natural products isn't just about cashing in on what might appeal to buyers; Watson says it's about creating a better environment and reducing potential health issues that synthetic materials can promote. "They cause a lot of allergies. They can cause rashes ... They can be carcinogenic," Watson says.

Getting started in the natural décor theme doesn't have to break the bank. "Buy something that is really good that is also 100 percent natural fiber," Watson says. She recommends starting with pillows and curtains. "They're great to make you feel good about your environment."

By Phoebe Chongchua

When you shop for products, ask questions about dyes. "I educate people about the dyes that we use. We use azo-free dyes, which are non-metallic dyes, and we also use vegetable dyes whenever possible," Watson says.

Developing an inquisitive approach to shopping for home décor will likely help you understand how certain products are manufactured, where the materials come from, and even who makes them. This helps you decide if it's the kind of product you want to be surrounded by in your home.

"Do you think it's chemically treated to get that softness?" is another important question.

"That's also something that people are not very educated about," Watson says. She adds that often, chemical products have been used on fabrics to break down the fibers and give it that worn feeling or make it soft to the touch. But she cautions that you could be getting not only a nice texture but an overly treated product.

Copyright © Realty Times®. All Rights Reserved.



761 Quarter Circle ... \$399,000

Two-story home with curving drive leading to the peaceful park-like country setting. Situated on a very private flag lot with fruit trees and big lawns. Converted 2-car garage is used for an office/bonus room and is included in the square footage. Separate 1344 square foot RV garage provides lots of extra storage space and workshop area. Zoned for horses and no CCR's. Windows galore provide lots of natural light. Oak hardwood flooring and step down living room with cozy pellet stove and rock hearth. Kitchen has built in desk and the large upstairs landing has space for a homework desk. There are 3 bedrooms, 2.5 baths in this 2937 sq. ft. home. MLS #90006771



1965 Mule Lane ... \$325,000

Country Rancher in Ruhensroth on one acre with no CCR's and zoned for horses with miles of BLM trails just up the street for riding, hiking or biking. This 2214 square foot home has 3 bedrooms, 2 baths and brand new interior paint and carpet. Huge step down bonus room - great for a family room. Southwest country kitchen with copper detail on backsplash. Check out the "doggie bedroom"! 2-car attached garage. MLS #90006774

This information is provided as a courtesy only, is not a warranty, and should be independently investigated by buyers

©RE/MAX International, Inc. All rights reserved. Each RE/MAX® real estate office is independently owned and operated. 091150



Compliments of



Diane Bartsch

CRS, CDPE, SALESPERSON
775. 783. 6846 (Direct)
775. 781. 5050 (Cellular)
dianehome@aol.com
www.dianebartsch.com



Diane Bartsch

RE/MAX REALTY AFFILIATES
1320 Highway 395
Gardnerville, NV 89410