



## **FloraTerra Completes Eco-Friendly Overhaul of Sunnyvale Landmark's Landscaping**

### ***Leading Bay Area Landscape Firm Installs Sustainable Irrigation, Materials, and Pest Management at Sunnyvale's SMaRT Station***

San Jose, CA June 10, 2010 -- FloraTerra, a leading eco-friendly Bay Area landscape management company, announced today the official completion of its landscaping project at the City of Sunnyvale's SMaRT Station. The SMaRT Station is one of the South Bay's most versatile recycling centers and a large part of the City of Sunnyvale's emphasis on eco-friendly living, and the city's collaboration with FloraTerra helped set the community standard for green landscape management.

"The City of Sunnyvale contracted FloraTerra because of our Bay-Friendly Certification," says Gene Ebertowski, FloraTerra President. "Because of our certified training in sustainable landscape management, we were able to meet their lofty goals of eco-friendly landscaping for the SMaRT Station."

The project adhered to all Bay-Friendly Certification specifications for installation and maintenance, including coverage of the following areas:

-Irrigation: FloraTerra utilized the CalSense Smart Irrigation controller for weather-based watering. The irrigation system was retrofitted to use recycled reclaimed water and sub-surface drip irrigation for maximum efficiency. Conventional plants were replaced with low-water usage plant materials.

-Sustainable/local materials: Recycled and organic material was used for plant beds (on-site generated organic mulch), weed barriers (recycled Geotextial material), and separation dividers (recycled wood and composite plastics). A soil analysis was performed, with the results guiding soil treatment of organic fertilizers and organic compost. Conventional plants were replaced with drought-tolerant and Native plant material.

-Pest management: Per City of Sunnyvale requirements, FloraTerra utilized Integrated Pest Management for a sustainable, eco-friendly approach to insects and other pests.

"When this project began, the City of Sunnyvale made it clear that they had a vision of the SMaRT Station inspiring Bay Area residents and businesses," says Ebertowski. "We're confident that the SMaRT Station's landscaping can be a shining example of this, from recycling to saving water to encouraging wild life in gardens."

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FloraTerra achieved Bay-Friendly certification in March 2010 by completing rigorous training sessions involving sustainable materials, local eco-systems, advanced irrigation techniques and more. As one of the few South Bay-located Bay-Friendly landscape management companies, FloraTerra continues to push sustainability and green practices as a driver in all its work, from design to installation to management.

“The SMaRT Station project and our Bay-Friendly Certification demonstrate FloraTerra’s commitment to sustainability,” says Ebertowski. “We want to lead the way in showing that sustainable landscaping isn’t just feasible, it can be beautiful too – and save you money on utility and management bills.”

FloraTerra is currently available for both community and commercial properties seeking to integrate sustainable materials and practices into existing landscaping or installing new eco-friendly landscape designs. For more information or a quote, visit [www.floratererra.com](http://www.floratererra.com).

## **About FloraTerra**

Since 1997, FloraTerra has been a leading Bay Area landscape management company specializing in design, installation, maintenance, and other services. FloraTerra uses cutting-edge processes and materials with an eye on sustainability and conservation for beautiful eco-friendly landscapes. Learn more at [www.floratererra.com](http://www.floratererra.com), including FloraTerra’s new three-minute Impact Movie.

## **Press Contact**

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