

# INSPIRED

JANUARY 2009

## WELCOME

Hello and welcome to the first issue of "Inspired", a quarterly newsletter to keep you up to date with the latest issues in the Indoor Plant Hire Industry.

This quarter we feature the **Most Popular Plant for 2008** (Sansevieria or Mother in law's tongue), we look at the facts regarding indoor air quality in **Life In The Great Indoors** and how you can significantly improve it with indoor plants. Also included is our **Before and After** customer story, where you can see for yourself the impact that Green Inspiration (design · hire · service) makes to a workplace.

Here you can see how another business has improved their work place environment with stunning plants from Green Inspiration.

We have been out and about recently and in conjunction with our client Iken Commercial Interiors, Green Inspiration had a promotional booth at the November Schmooze Networking event.

In coming months we will bring you the latest plants, the most fashionable planters and modern design techniques. We hope you enjoy this issue and look forward to providing you with more *Inspired* articles in the future.



Booth at Schmooze Networking event

## MOST POPULAR PLANT FOR 2008



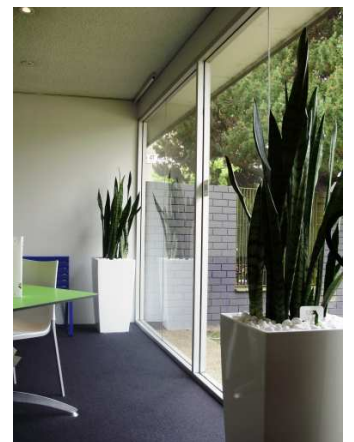
Sansevieria or Mother in law's tongue (MIT) has been voted the Office Plant of the Year 2008 by the Dutch National Health Institute NIGZ, TNO Quality of Life and Applied Plant and Environment Research PPO.

MIT was up against other air purifiers Calathea, Epiprenum, Dracaena and Schefflera and their capacity to purify the air plus their overall practical application in the workplace were judged.

In its many guises and pot sizes, MIT is perfect for work or home and particularly good by the computer where research has shown it is helpful in making employees feel well and focused.

Green Inspiration utilises MIT in many of our customer designs (see pictures), for its architectural form and health benefits.

If you would like a similar look at your place please contact us.



Source: Accolade for Sansevieria: Holland's Office Plant of the Year 2008; [www.plants-for-people.org](http://www.plants-for-people.org)

## LIFE IN THE GREAT INDOORS

**“it only takes 3 large plants to significantly improve the air quality”**

Indoor air is generally more polluted than outdoor air due to Volatile Organic Compounds (VOCs) produced by furnishings, carpets, paints, and outdoor VOCs (mainly fuel emissions) trapped indoors.

Research conducted by the Plants and Environmental Quality Group at the University of Technology, Sydney has shown that:

- Indoor pot plants usually reduce Volatile Organic Compounds by 50% to 70%
- Pot plants clean indoor air in both air-conditioned and non air-conditioned environments.

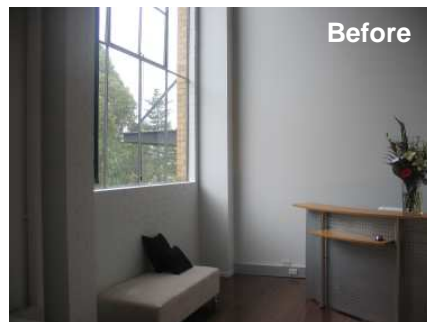
Case studies show improvement in indoor air quality, (with a reduction in the levels of VOCs), improved productivity by up to 12%, and reduced absenteeism and staff turnover cost. In an average office (12m<sup>2</sup>) it only takes 3 large plants (300mm, 1.3m height) to significantly improve the air quality and reap the benefits of reduced absenteeism and improved productivity.

To reduce the harmful effects of VOC's in your workplace, contact Green Inspiration.



Source: Nursery & Garden Industry Australia Ltd, Technical Nursery Papers Issue No.9, [www.ngia.com.au](http://www.ngia.com.au)

## BEFORE & AFTER



Our customer Lovedesign moved to a new premises in Fyshwick and needed an indoor plant design suitable for their impressive reception area.

Silver planters were chosen to link in with Lovedesign's corporate colours and the brushed stainless steel of the reception desk. The clean lines of the planters along with the modern architectural form of the Giant Bromeliad and Guzmania Bromeliad plants provided the desired look.

At the launch of the new premises, the plants were well received.

