

STABY

IFIED

Creating clean air indoors with potted plants

By Linda Acton,
Irwin Greenhouses,
Canyon, TX
Reprinted from
The Bloomin' Texan

ges 26 and 27.

Help Wanted Sales

ressive Reps or Rep organiza-
needed to call on variety chain
grocery chains and garden
ers for leading dried flower
many.
Call Chris at 813-433-5883

**SALESMAN
SPECIALTY CUT FLOWER
PLANTING STOCK**
ing supplier of cut flower plant-
material is looking for a sales-
for Latin America primarily
mbia and Ecuador. Crops in-
carnations, asters, delphinium,
dragons, gerbera and most
specialty crops. Applicant
not be expert in all crops but
have knowledge of cut flower
ra. Top compensation. All in-
are held in strict confidence.
resume to: 784 Northridge
c. #125, Salinas, CA 93906.

**EXPERIENCED
AL SALES REPS NEEDED**
ing importer of roses & other
cuts seeks dynamic, self-
ing and established salesper-
willing to relocate to Houston.
Excellent pay and benefits.
resume today:
nsAmerica Floral Imports
1301 W. 20th St.
Houston, TX 77008
Attn: John

Prior to World War II, most of our homes and buildings had adequate ventilation to the outside air in the form of windows and screen doors. As the energy crunch began, homes and offices were sealed up for maximum energy efficiency with central heat and air being used as the basic environmental control.

The fact that working and living within these closed confines could be detrimental to human health was not a fact that was recognized until the late '70s. That is, when health officials began to notice a number of patients complaining of fatigue, headaches, respiratory problems, dizziness and burning eyes. In addition to building structures that were energy efficient, we had also created an environment that was full of chemical pollinations that were the offgas of synthetic building materials.

At this point you may be wondering exactly how serious these problems are for you. In a 1982 study, the Environmental Protection Agency found 500 chemical levels in the first four buildings it tested. The indoor chemical levels were from two to 100 times the levels found outside the buildings.

pollution must involve plants, as plants are very much a part of the natural process of living on earth, and if plants are taken away, then life is taken away.

During his 20 years of study, Dr. Wolverton found that many of our common houseplants significantly reduce the levels of indoor pollutants. It was found that as the plants took in carbon dioxide, they also took in pollutants from the air. Plants were able to break these pollutants down into food and actually thrive on the very chemicals that make humans sick.

Additionally, the presence of plants in an environment increases levels of oxygen, providing an increase in productivity of up to 10 percent.

His study focused mainly on the three most common indoor air pollutants: formaldehyde, benzene, and trichloroethylene. These and other common pollutants are often emitted from furnishings, office equipment and building materials.

Approximately two years ago, the Interior Plantscape Division of the Associated Landscape Contractors of America joined with NASA in a two-year program to study the effectiveness of popular office plants in cleaning indoor air. In the study of 10 common plants, it was found that the plants reduced the pollutants

media tours in California, Detroit, Michigan and Canada.

The studies conducted have shown that the entire plant, the leaves, the stems and the roots work to remove air pollutants. It would depend upon which pollutants you have in your home or office as to which plants you might want to use. (Please note chart for pollutant, sources, and best solutions.) If you aren't sure what plants to use, a good mixture is your best bet, as the more plants that can be put into an environment, the healthier it will be. When using plants to clean the air, the formula to keep in mind is that **CLEAN AIR=1 PLANT FOR EACH 100 SQUARE FEET.**

Many facts have been discovered about the effectiveness of plants in our environment, but there is much more research that still needs to be done.

FCAC is a self-supportive organization that seeks sponsors to help it continue this research. The FCAC has plans to begin study on other plants and their effectiveness in our environment, including many blooming plants such as azaleas. Sponsorship fees help FCAC carry on these studies. In addition to helping with research, you will also be making an investment into a marketing tool for your industry. This is a marketing tool that should help your business to grow in the '90s. For your

EXPERIENCED
FLORAL SALES REPS NEEDED
 Long importer of roses & other
 cuts seeks dynamic, self-
 motivated and established salesper-
 son willing to relocate to Houston.
 Excellent pay and benefits.
 Resume today:
 TransAmerica Floral Imports
 1301 W. 20th St.
 Houston, TX 77008
 Attn: John

Miscellaneous Computing

CONDOR Computing, Inc.
 Box 17276, Huntsville, AL 35810
 (205) 852-4490

Wedding course

wedding costs. Ideas for
 bouquets, church and recep-
 tion also will be discussed, as
 well as techniques for handwri-
 ting bouquets and making a
 tied bouquet. PWC I cer-
 tification is a prerequisite for
 II. Registration deadline
 April 2.
 For registration information,
 call 1-800-321-2654, ext.

FLORISERY

STROEMERIA
 GERBERAS
 ANEMONES
 LILIES
 DELPHINIUM
 AND MORE!



Answer to the \$25 Question
USED
REFRIGERATION
COOLERS
FREEZERS
CHILLERS
414-589-2721

that was full of chemical pol-
 lutations that were the offgas
 of synthetic building materials.

At this point you may be
 wondering exactly how serious
 these problems are for you. In
 a 1982 study, the Environmental
 Protection Agency found 500
 chemical levels in the first four
 buildings it tested. The indoor
 chemical levels were from two
 to 100 times the levels found
 outside the buildings.

In 1989, the EPA stated to
 Congress in a report that "suf-
 ficient evidence exists to con-
 clude that indoor air pollution
 represents a major portion of
 the public's exposure to air
 pollution and may pose serious,
 acute, and chronic health
 risks."

So now that we know we are
 breathing an environment that
 is likened to a chemical soup,
 what can be done about it? Ac-
 cording to Dr. B.C. "Bill"
 Wolverton, Ph.D., nature's
 plants offer our best, quickest
 and most affordable answer.
 For 20 years, Dr. Wolverton,
 who is a retired research scien-
 tist with NASA, has been con-
 ducting studies into the use of
 plants for treating and recycl-
 ing wastewater and purifying
 and revitalizing air inside closed
 facilities. He felt that the
 ultimate solution to indoor air

pollutants, since equipment
 and building materials.

Approximately two years
 ago, the Interior Plantscape
 Division of the Associated
 Landscape Contractors of
 America joined with NASA in
 a two-year program to study
 the effectiveness of popular of-
 fice plants in cleaning indoor
 air. In the study of 10 common
 plants, it was found that the
 plants reduced the pollutants
 in the air from 48 to 90 per-
 cent.

In September of 1989, the
 Foliage for Clean Air Council
 was established to pass the in-
 formation gained in 20 years of
 study onto the media.

Since the initial press con-
 ference in September 1989,
 there have been approximate-
 ly 3,000 press releases on the
 foliage for clean air message.
 Most of these efforts have
 been concentrated upon the
 East Coast of the U.S. Addi-
 tionally, coverage has been ob-
 tained on local as well as na-
 tional television network pro-
 grams. The FCAC has conducted

to begin study on common plants
 and their effectiveness in our
 environment, including many
 blooming plants such as
 azaleas. Sponsorship fees help
 FCAC carry on these studies. In
 addition to helping with
 research, you will also be mak-
 ing an investment into a
 marketing tool for your in-
 dustry. This is a marketing tool
 that should help your business
 to grow in the '90s. For your
 sponsorship fee you will also
 receive a subscription to "Up-
 date" the council's newsletter as
 well as press releases on the
 clean air message.

We have all marketed our
 plants for their beauty. Now we
 have the information to say to
 our customers, not only are
 plants attractive and beautiful,
 but they are also the most
 available and most natural in-
 door air pollutant fighters we
 have. They will help us to
 breathe easier. So, take a long
 deep breath before you go in-
 doors, or fill your environment
 with your best friend, the pot-
 ted plant and breathe easy.



DELTA

IMPORTED FLOWERS

7158 N.W. 50th St.

Miami, FL 33166

1-800-321-3203

Fax (305) 592-9229



Pollutant	Sources	Solutions
Formaldehyde	Foam insulation Plywood Clothes Carpeting Furniture Paper goods Household cleaners	Philodendron Spider Plant Golden Pothos Bamboo Palm Corn Plant Chrysanthemum Mother-in-law's Tongue
Benzene	Tobacco smoke Gasoline Synthetic fibers Plastics Inks Detergents	English Ivy Marginata Janet Craig Chrysanthemum Warneckei Peace Lilyrubber
Trichloroethylene	Dry cleaning Inks Paints Varnishes Lacquers Adhesives	Gerbera Daisy Chrysanthemum Peace Lily Warneckei Marginata