

The Green Movement

By Rich Bergstrom of Ceramcor - 2009

--How the Green movement is growing? How big of a business is it for you? The green movement has been very good for Ceramcor. Our consumers are very interested in the environment and very much aware of how a green and healthy environment will benefit their planets health as well as their health and the health of their family. The consumers are concerned why, how and where our products are made and why they are beneficial to both the environment and mankind.

--How has your company incorporated eco-friendly practices from products to manufacturing to packaging? Our patented ceramic product is 100% green and environmentally safe and non-toxic. Our product is made of earth's natural minerals and water. Our product is handcrafted by highly skilled artisans and we use clean burning natural gas fired kilns to fire our products. Our packaging has changed this year from 90 Styrofoam and 10% cardboard to 90% cardboard and 10% Styrofoam. This means that 90% of our packaging can now be recycled.

--Is Green still a big trend for consumers? Are they willing to spend more for something that is eco-friendly? How much more? Green is still a big trend for our consumers because green also means healthy. Our consumers are highly educated and they are very much aware of the environment and how different products can affect their lifestyle. Our patented ceramic material is expensive and our manufacturing process is very detailed and it requires highly skilled artisans 22 days of work to finish each and every pieces of Xtrema cookware. Our consumers want non toxic healthy and safe ceramic cookware and that is exactly what they get when they buy our Xtrema products. Remember, metal cookware manufacturing is very toxic to the environment and it requires massive amounts of fossil fuels to produce their products. Also metal cookware can also leach heavy metals into the food when cooking and these metals can also be toxic and cause damage to ones auto immune system. Our body requires metals but only metal that comes from plant based fruits and vegetables and not from cookware. Metal that comes from cookware has no bioavailability which means that it has no value at the cellular level in the human body.

--Are there particular retailers that are more open to selling these types of products? Yes, the retailers that have strong consumer awareness about the environment and healthy living have been our most successful retailers. Our retailer sales are 100% internet driven and these retailers are successful because they are doing a much better job of communicating the features and benefits of our innovative products to their consumers than their brick and mortar counterparts.

Does having these products open your line to new retailers? Yes, I spent 30 years calling on and selling various products to almost every major retailer in the USA but since we have been focusing on the green and healthy retailer we have discovered a whole new world of online retailers who share the same values and vision that we have at Ceramcor.

--How has the Green movement evolved? There are many companies today who are jumping on the green band wagon who are taking advantage of the green movement who are not green. There really needs to be universal standards that have to be met before you can call your product green. Putting a non-stick ceramic coating on aluminum cookware does not make the product green because the manufacturing process to make the metal cookware is extremely toxic to the environment and to the factory workers. The non-stick coating may be healthier than the PTFE coatings but it does not make the cookware green. If the automobile industry painted a car with non-toxic paint does that make the entire car green? I don't think so and this kind of practice needs to be regulated and standards must be met before a company can say their product is green.

Where do you see the Green movement going? I believe we are just scratching the surface of the green movement and the best is yet to come. We were created to take care and protect our environment and sometimes things have to get worse before they get better and I believe that our country is much more aware of waste and foolish spending today than ever before. Green is here to stay and those companies that embrace the green movement will lead the way for a better and healthier USA.

--What are your newest products? We are launching a new line of stove top, oven and broiler safe ceramic bakeware with 100% non toxic and healthy silicone covers and redesigned non toxic nylon tools. We are also launching a new stove top ceramic Swirl teaware product line that is the first of its kind being sold anywhere in the world. We call our new product a tea potle which does the job of a tea kettle which boils water and a tea pot which would be used to serve the tea. Now we have one pot that will do the job of both a tea pot and tea kettle which we call a tea potle. Our ceramic stove stop Swirl tea potle does not leach any heavy metals into the water which can happen with cast iron, aluminum and lower quality stainless steel tea kettles. Water boiled in our tea potle will also taste better so your tea experience will also be enhanced. 😊