



GREEN BUSINESS QUARTERLY

WINTER 2009

CARTER BROTHERS, LLC

ECO-WORX INC.

OTHER WORLD COMPUTING

D.M. FIGLEY COMPANY

DIMENSIONS PLASTER

BARR INTERNATIONAL

CASTALIA HOMES, LLC

THE SAMUELS GROUP

S.M. WILSON & CO.

QUACKENBUSH BUILDING
COMPANY

SRD BUILDING CORPORATION

FAMILY-OWNED CUSTOM BUILDER FINISHES ITS FIRST
LEED-CERTIFIED LUXURY HOME IN BOCA RATON

DIMENSIONS PLASTER



FLORIDA COMPANY ESCHEWS SYNTHETIC PLASTER FOR EARTH- FRIENDLY, HIGH- QUALITY ITALIAN LIME

by John Ballard

Above: Groined arches.

DECORATIVE PLASTERS HAVE INCREASED in popularity recently with the big-box hardware stores selling do-it-yourself kits for all types of remodeling projects. However, even the savviest of decorators may not know the difference between the synthetic blends of imitation Venetian plaster and real Italian lime plasters. According to Nina Zubkova, founder and owner of West Palm Beach, FL-based Dimensions Plaster, once you use the true Italian products, the imitations pale in comparison.

Dimensions is an importer and distributor of all-natural, VOC-free Italian lime plaster and other source products. The company offers one-to-three-day training classes by ability level in the art of lime plaster application. It has shipped to 40 US states and the Caribbean, has a distributor in Moscow and California, and has three US affiliate studios. The company's products are promoted by using the French word for lime plaster, "chaux," which rhymes with "faux," or imitation. Consequently, Dimensions' tagline

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Nina Zubkova, Founder & Owner

is, “Why faux it when you can chaux it?” “The product just speaks for itself,” Zubkova says. “It's really just taken off because it's such a great product.”

Dimensions Plaster is not a factory representative but a unique brand name founded by Zubkova in 2005. It receives unlabeled products from various Italian sources that Zubkova deems superior, including some of the same centuries-old, family-run limestone quarries that the United Nations Educational, Scientific, and Cultural Organization (UNESCO) utilizes for its global historic restorations. The product is shipped to Dimensions in buckets as “slaked” putty, a process that takes 24 months and involves slowly adding water to the dry plaster until it becomes a paste.

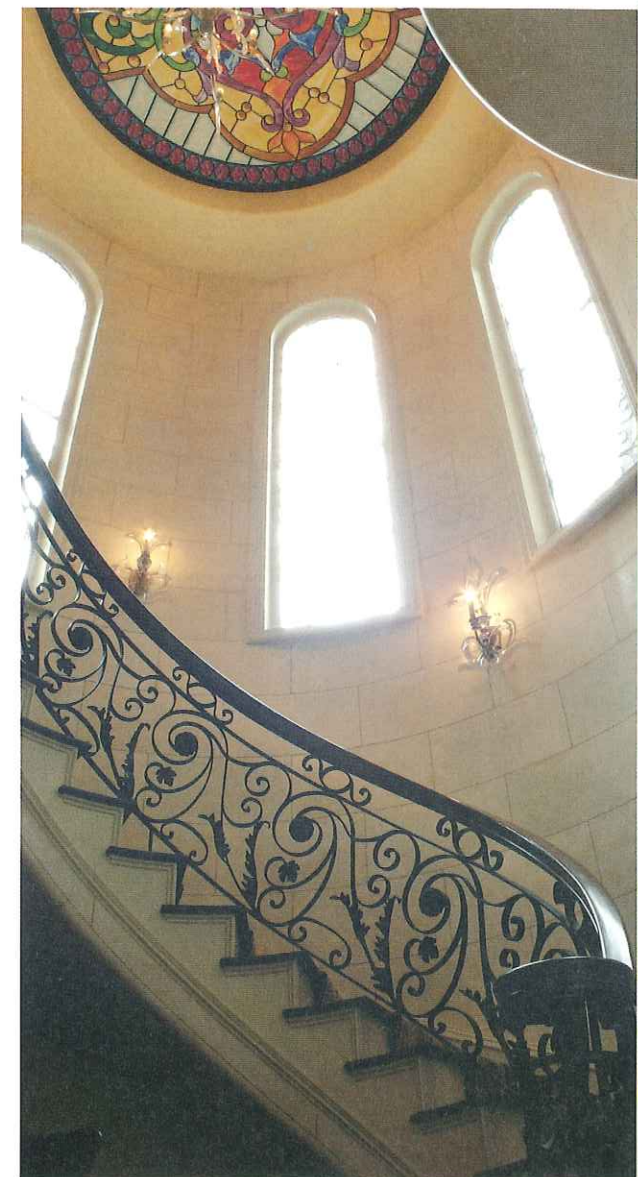
According to Zubkova, Italy has a leg up on the plaster competition due to its geological structure and rich limestone deposits, which allow Dimensions to produce a very high quality of lime and plaster. The same product manufactured today hasn't changed since the Romans perfected the technique over 2,000 years ago. “The quality of it is really superior,” Zubkova says. “It's been a shame that the retail chains that are do-it-yourself have taken words

like 'Venetian plaster' and turned them into something synthetic.” As a point of contrast, the Dimensions products contain no synthetic binders and release no harmful chemicals.

Prior to the Industrial Revolution, lime was the primary binder used in mortars and other construction materials. Portland cement was invented in 1824, and the use of lime began to decline. However, whereas cement-based materials contain many toxic chemicals linked with cancers and respiratory problems, lime is a sustainable, natural, VOC-free product. It is mold and mildew resistant, and due to its high pH, it is a natural biocide. It is hypoallergenic, water-resistant, recyclable, and biodegradable. When using lime, the necessity of painting is eliminated because the pigment is in the plaster. And because the pigments are a mineral base, lime is fade resistant. LEED credits can be obtained by using lime plaster for new construction and renovations due to its green properties.

One of the natural benefits of lime is its 360-degree lifecycle called the carbonization process. It begins when limestone is crushed and burned and water is added to make the slaked putty. The process is completed once

DIMENSIONS
PLASTER



DIMENSIONS PLASTER AT A GLANCE

LOCATION: West Palm Beach, FL

AREA OF SPECIALTY:
Importing and distributing Italian lime plaster,
training and certifying for product application

EMPLOYEES: 4