



The Emerald Earth Shop Celebrates its Grand Opening

The Emerald Earth Shop formally opened its doors in Santa Fe on October 30, 2005. Owners, James McMath and Sabine Steinhardt, said that it only seemed fitting that it be opened on the weekend of Halloween. All in all, there were about 50 friends and well-wishers attending the opening. There was a "spirited atmosphere" with good food, fun costumes, and face-painting.

The event marked a historical occasion by being the "First EM® Shop in America". EM®, which stands for Effective Microorganisms™, is a new sustainable technology that uses a beneficial blend of microbes that naturally purifies and restores the ecological balance of the environment. As a complement to this theme, Emerald Earth is selling "New-Mexico-Made" products and gift items, as well as a full variety of natural health care and environmental quality products. The founders of the shop said they wanted to keep to the theme of "living sustainably" by encouraging community-based and environmentally-safe products.

"This is only the beginning", states James, co-owner of the shop. "We've wanted to introduce EM® to our community for a long time. This is an incredible new technology that naturally cleans the environment without any negative side-effects. That's because it's the same technology that nature has been using for billions of years. The breakthrough is that we've learned to partner closer with nature. With EM®, wastes will become a thing of the past. Virtually anything and everything can now be recycled to produce biofuels, organic foods, recycled water, non-toxic fertilizers, natural building materials, and a host of other community-based enterprises. This new sustainable technology is moving very rapidly in Japan and Germany. What better place to start than here in Santa Fe for the US?"

The Emerald Earth Shop is now located at 328 S. Guadalupe #K, in the heart of the Santa Fe retail and railyard district. James and Sabine invite you to stop by and learn more about how this new sustainable technology that can be applied throughout the home or benefit your business.



The Emerald Earth Company
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