



FOR IMMEDIATE RELEASE

June 3, 2011

## Rubber-Cal Promotes Eco-Friendly Living With Coir Mat Web Store Launch

Online shoppers searching for **eco-friendly mats** this week may find sustainable home décor already at their fingertips. Rubber-Cal, Inc., based in Orange County, California, has launched its newest web store. [Coir Mat.com](http://CoirMat.com), a Door Mat store, opened for business on May 15, 2011.

In an effort to encourage sustainable living, Coir Mat.com will feature natural **coir doormats**, recycled and natural rubber mats, and other [eco-friendly matting products](#).

Coir mats, the natural **coconut fiber mats** from which the web store takes its name, use only natural, sustainable coir fiber material. They are made in cottage industries that promote clean, sustainable business and promote eco-conscious living. Manufactured primarily in India and Sri Lanka, these natural **coco mats** are “green” alternatives to the traditional doormat.

Although the average shopper may not know them by name, [coir doormats](#) are widely popular welcome mats for homes and small businesses. Eco-conscious doormat enthusiasts will now be able to browse a wide selection of colorful styles and unique [coco mat](#) designs via Coir Mat.com’s online catalog.

Rubber-Cal CEO President Beau Pirghibi states that through this web store, Rubber-Cal hopes to make “going green” easier for the average consumer.

Learn more about Coir Mat.com’s commitment to sustainable living by visiting the site’s “About Us” page.

[Rubber-Cal, Inc.](#) is a rapidly-growing rubber flooring and industrial sheet rubber firm based in Santa Ana, California. Coir Mat.com’s launch marks the company’s foray into the doormat segment, but not its first foray into **eco-friendly mats**.

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