



## Bay Area Green Business Program

Environmental Values At Work



Owner Marta Reines (far right) with Butterfly Life customers

### Butterfly Life

2695 Middlefield Road, Palo Alto

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butterflylife.com

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The first thing you notice when walking into Butterfly Life, a circuit and exercise gym designed for women, is the bright and cheerful interior. “I knew the space had to be really light and appealing to my customers,” said Marta Reines, gym owner. However, the space was far from cheerful when she first rented it. With only three small light fixtures hanging from the high ceiling, Reines knew she had her work cut out for her and a potentially high electric bill as well. “I knew if I was going to install the number of light fixtures I needed, that I was going to do the right thing for the planet,” said Reines.



Energy efficient fluorescent lighting was installed to reduce costs and brighten the gym space

During the remodeling of the gym space, they were able to install two long rows of energy efficient fluorescent fixtures and bulbs. In addition, an instant water heater for the bathroom was installed to reduce the amount of time, and therefore energy it takes, to heat water. She has a low-flow toilet, keeps the thermostat turned off at night, and automates the gym fans to turn off between exercise classes. She also buys recycled paper, recycles her office papers and ink cartridges, uses reusable mugs, and provides a container for customers to recycle their plastic water bottles. She recently signed up for Palo Alto Green for her utilities, which gets 100% of its energy from solar and wind power. “Even though I pay a little more for my utilities, I thought it was worth it if it means helping reduce my impact on the environment,” said Reines.



An instant water heater was installed in the bathroom

Reines is also part of the Midtown Merchants Association and helped organize the second annual Midtown Festival this fall which highlighted green organizations, kids activities and live music. A few weeks prior to the festival she provided battery recycling as a one-time service to her customers.

For more information on the green efforts of Butterfly Life, contact Marta Reines.