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Masters Touch promotes Yavarow to chief sustainability officer

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In recognition of global urgency and trends, Masters Touch, a one-stop interior design and home improvement company, has promoted Alexandra Yavarow to the newly created position of chief sustainability officer. Yavarow will develop the company's sustainability statement which outlines procurement agreements of how materials are obtained, supply chain relationships with vendors, and its green values.

Yavarow, who also serves as an interior and kitchen designer at Masters Touch, will also make unannounced job site visits to ensure that proper protocol in regards to air quality, recycling, and green practices. Additionally, she will be resourcing a wider expanse of products (flooring, paint, carpeting, fabric, building materials, even office supplies) that include recycled content and have Cradle to Cradle certifications.

Yavarow is currently being trained by a Rochelle Stalling, a well known high performance remodeling educator from National Association of the Remodeling Industry(NARI).

She received bachelor of science in Interior Design with a concentration in Sustainable Design from Endicott College in Beverly MA, graduated cum laude. Yavarow also earned the Endicott College School of Visual and Performing Arts Interior Design Award. She is a member of the International Interior Design Association.

Doug Masters, the founder Masters Touch reassures consumers, "Moving toward green materials and practices are critical to our future as a responsible company and neighbor. We are delighted to formalize our environmental focus. Alex's knowledge and enthusiasm will help champion this effort."

In January, Masters Touch relocated to 24 Water St., Holliston and said goodbye to their Medfield Center showroom which had been located on 5 Janes Ave. for over 10 years.

The move further reflects Master's Touch's commitment to the environment. The new location boasts recently installed heating system and windows, reducing the amount of energy and emissions used to heat the property by 80%.

Intimate, personal appointments and one-on-one meetings utilizing an extensive inventory of samples and an expansive library have emerged as the cornerstone of the design-build firm.

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