



October 2015

## SOLUTIONS<sub>on</sub>DEMAND

NEWS FROM AHFA'S SOLUTION PARTNERS

### IN THIS ISSUE...

Bella-Dura Adds Performance  
Chenille

USA Today Features CertiPUR-US

AkzoNobel Unveils New Finish

NC Company Rebrands

Welcome New Members!



*New Bella-Dura fabrics for 2016.*

## Bella-Dura Adds Performance Chenille

Bella-Dura, a new Solution Partners member, will unveil its newest fabric collection at the upcoming ITMA Showtime Market, December 6-9, in High Point. New to the lineup is a performance chenille in four patterns.

"We've been working to develop soft, performance chenille from our fiber for a long time," states Sarah Keelen, director of design for Bella-Dura Residential. "We are thrilled to finally be able to deliver it, in four new patterns, at a very competitive price."



*Bella-Dura's 5Pointz*

The company's spring 2016 collection for outdoor includes 30 new patterns and 140 total new SKUs. Transitional looks anchor the collection, but the contemporary/modern category is becoming more important. The new "5Pointz" pattern was featured in the Casual Market Chicago fashion show in September. It is named for a building in New York that is considered the Mecca of graffiti art. It uses intricate weaves to mimic the transparent layers of color created by spray paint.

Color trends in outdoor fabrics include quartz as the "new neutral," according to Bella-Dura. Greys are becoming lighter in value and cooler, while taupe is warming up with wheat undertones. Black and white is back, with goldenrod as a warm accent. Mid to deeper tones of turquoise and teal will continue to be popular next year, while green transitions to bluer tones, especially soft jade for residential applications. Finally, indigo continues strong. Bella-Dura's 2016 line includes a classic navy and cream combo, but navy paired with cerise and coral offer extra punch.

---

## USA Today Supplement Features CertiPUR-US

For the first time, CertiPUR-US is marketing its certification program directly to consumers. The initiative is initially focused on mattress shoppers and began with participation in a sleep supplement in *USA Today* on September 30. The supplement was distributed in New York, Washington, D.C., Los Angeles and Nashville editions of the newspaper. In addition to a CertiPUR-US ad, the supplement includes an article titled, "Demand for Certified Foam in Mattresses on the Rise." Consumer demand for flame retardant-free foam in upholstered furniture also is on the rise, and that is expected to result in increased use of the CertiPUR-US certification program among furniture manufacturers. Earlier this year, CertiPUR-US replaced the claim "made without PBDE flame retardants" on its hangtags and educational materials with "made without PBDEs, TDCPP or TCEP (Tris) flame retardants." The change was made to address an increasing number of consumer inquiries about these FRs in particular, according to officials at CertiPUR-US. For more information, contact Hele Sullivan at [hsullivan@certipur.us](mailto:hsullivan@certipur.us), or go to [www.certipur.us](http://www.certipur.us).



---

## AkzoNobel Unveils Latest Water-Based Finish, Plus Lifestyle Trend Research

Wood coatings design and styling experts from AkzoNobel presented the latest water-borne finish technology to designers and product developers attending the fall 2015 High Point Market. Two identical furniture pieces were positioned side-by-side, with one case finished in standard, solvent-borne nitrocellulose lacquer and the other in a new and sustainable water-borne technology.



*AkzoNobel showcased its latest water-based finishes at the October High Point Market.*

"Attendees had a difficult time picking out the water-borne (finish) piece -- a testament to the progress we have made in elevating the aesthetics and design capability of water-borne technology," said Bob Averett, international color marketing manager. AkzoNobel also unveiled color and styling trends for home furnishings, cabinets and flooring at the October presentation. Robert Haley, color trends manager for AkzoNobel's wood coatings business, presented four major lifestyle trends driving consumer product design, including styles and finishes within the wood market. The four trends

include **Vintage and Modern**, which pays tribute to vintage styling with modern aesthetics; **Boho Chic**, which looks at the free spirit of the 1970s; **Handcrafted**, which pays homage to items that are one-of-a-kind; and **Casual Luxury**, a nod to iconic and glamorous designs that have time-honored craftsmanship.

"These lifestyle trends influence many designs. Our job now is to help our customers translate these lifestyles into concrete colors, techniques and finishing processes," said Haley. AkzoNobel's color of the year for 2016 -- **Ochre Gold** -- was derived from and inspired by the four lifestyle trends, he added. For more information, contact Ron Cooper, regional sales manager, at [ron.cooper@akzonobel.com](mailto:ron.cooper@akzonobel.com).

---



## NC Company Rebrands as Clarity Web Solutions

Hickory, N.C.-based software company, The Software Builders, announced a rebranding in September. The new name, [Clarity Web Solutions](http://www.claritywebsolutions.com), better describes the company's focus on bringing solutions to its industry clients. In 2014, the company introduced **Clarity Catalog**, website software used to power online sales and servicing for manufacturers. Furniture clients include AHFA member companies Vanguard Furniture and Paul Robert Upholstery. A single website reaches consumers, retailers and staff members in different ways and with different functionality. "With our deep experience in building web solutions for manufacturers, and specifically for the furniture industry, we can quickly and effectively implement solutions unique for each company," says Doug Cottrell, founder.

At AHFA's Annual Marketing Meeting in June, the company introduced its **Clarity Configurator** software for furniture manufacturers. The new software solves two major problems that plague the custom upholstery ordering process: order accuracy and delivery delays, both caused by inefficient order entry. By ensuring order completeness and accuracy, the new software eliminates the rework that is often required for incomplete or hard-to-read orders that are emailed or faxed to the manufacturer. Additional information is available at [www.claritywebsolutions.com](http://www.claritywebsolutions.com).

---



## Globe Express Has New Chief Commercial Officer

Globe Express Services (GES) announces the appointment of Poonam Datta as chief commercial officer. Prior to joining GES, she was the chief operating officer of a regional port and logistics service provider. Datta also was the founder and CEO of International Management Consultants, a leading, Dubai-based, full-service management consultancy. She will be responsible for developing the global commercial strategy for GES and building the company's team to further expand its presence in the international market. Globe Express Services offers a robust suite of logistics services to companies doing business in Asia, Europe, the Middle East, North America, Latin America and around the world. For more information, please visit [www.globeexpress.com](http://www.globeexpress.com).



## Hafele America Launches New Website

Hafele America Company, a leading global supplier of furniture and architectural hardware components, has introduced a new website. The website makes finding the company's solutions for LED lighting, sliding door hardware, cabinetry hardware and organizational systems easier than ever. It offers a comprehensive view of the company's products and services, with user-friendly navigation tools, dimensional drawings, technical data and installation instructions. To experience the new website, visit [www.Hafele.com/US](http://www.Hafele.com/US).

---

## Welcome New Solution Partner Members!

### ARDWYN DECORATIVE TRIM PRODUCTS

A strong alliance with Glen Raven gives Ardwyn Decorative Trim Products an advantage in the casual furnishings and accessories marketplace. With all Glen Raven colors in stock and full access to the complete line, Ardwyn Decorative Trim offers one of the largest sources of twisted cordedge, different lengths of brush fringe, decorative gimps and flat trims that coordinate with Glen Raven Sunbrella fabric applications. Products are manufactured in Belleville, N.J., and shipped to manufacturers and distributors around the world. Contact Kathy Naegele at [KNAEG@aol.com](mailto:KNAEG@aol.com).



### NATURAL FOAMS TECHNOLOGY

Natural Foams Technology is a UK development company with over 30 years' experience advancing green polyurethane foam technology. The company specializes in green chemistry to develop natural, renewable foams for the soft furnishing, bedding and automotive industries. Foam formulations developed by NF Tech contain the highest percentage of natural oil polyols of any technology on the market, successfully replacing 82 percent of the petrochemical-based polyol with certified, high-yielding renewable oils. For more information, contact Jeff Rowlands at [jeff.rowlands@naturalfoams.com](mailto:jeff.rowlands@naturalfoams.com).



### UNDERWRITERS LABORATORY

UL is a global independent safety science company with more than a century of expertise innovating safety solutions, from the public adoption of electricity to new breakthroughs in sustainability, renewable energy and nanotechnology. UL certifies, validates, tests, inspects, audits, advises and trains. It provides knowledge and expertise to help customers navigate growing regulatory complexities across the supply chain. In this way, UL facilitates global trade and delivers peace of mind. Additional information is available from Sarah Partridge, marketing manager, furniture, at [sarah.partridge@ul.com](mailto:sarah.partridge@ul.com).



»Accelerate Your Advantage®

#### C.H. ROBINSON WORLDWIDE

Founded in 1905, C.H. Robinson is one of the world's largest third-party logistics providers, with 2014 gross revenues of \$13.5 billion and 11,500 global employees. The company provides freight transportation and logistics, outsource solutions and information services to over 46,000 customers in North and South America, Europe and Asia. It provides access to over 66,000 transportation providers worldwide, including contract motor carriers, railroads, air freight carriers and ocean carriers. The AHFA member contact is Scott Hoffmann. He can be contacted at [scott.hoffmann@chrobinson.com](mailto:scott.hoffmann@chrobinson.com).



#### BELLA-DURA

Bella-Dura, a high performance textile for both indoor and outdoor use, was introduced by Wearbest Sil-Tex Mills in 2005 -- culminating decades of textile industry knowledge, perseverance, determination and years of working with technical and design experts. It is an American-made technical fabric, woven using a proprietary polyolefin fiber that results in durable, bleach cleanable and recyclable contract-grade textiles. It is solution-dyed for fade resistance and highly resistant to pilling. Bella-Dura fabrics are cradle-to-cradle certified and have achieved Silver certification by McDonough Braungart Design Chemistry. In 2013 the company received a Legacy Leader Award from the C2C Products Innovation Institute. For more information, contact Susan Lobel, [slobel@wearbest.com](mailto:slobel@wearbest.com).



#### HANGMAN PRODUCTS

Hangman Products is a U.S.-based hardware manufacturer specializing in hardware for hanging pictures and mirrors, as well as tip restraints for furniture and mounts for TVs and electronics. All products are packaged and shipped out of Los Angeles and produced in the United States, China or Taiwan. Products are sold in over 15,000 retail outlets in the United States, Canada and

Australia. Through an OEM program, Hangman supplies major national and international manufacturers with mirror and picture hanging products and anti-tip kits. Based in Woodland Hills, Calif., Hangman Products holds more than 20 U.S. patents. For additional information, contact Sheila Gallien at [sheila@hangmanproducts.com](mailto:sheila@hangmanproducts.com).



### **IMAGINE ADVERTISING**

Imagine Advertising was founded in 1994 by Flora Stopher, a graduate of the Savannah College of Art & Design. Initially a creative and copy-writing resource, she was soon specializing in the mattress and home furnishings categories, which eventually led to the expansion of both her staff and the services offered. Today, Imagine Advertising employs dozens of employees at offices in the newly-formed city of Peachtree Corners northeast of Atlanta. It has developed some of the most iconic brand platforms in the furniture and mattress industries, including Englander Mattress. It also developed and manages the in-store signage for over 800 Ashley Furniture Galleries. It has created and manages hundreds of websites for furniture retailers and manufacturers. For a complete description of services, go to [www.imagineadv.com](http://www.imagineadv.com), or contact Gregg Stopher at [gstopher@imagineadv.com](mailto:gstopher@imagineadv.com).

---



**AHFA's Solution Partners** division has been an integral part of the Alliance for more than 50 years. Its mission is to improve the effectiveness of companies serving the home furnishings industry by:

- addressing industry issues and trends;
- increasing understanding and communication between solution providers and home furnishings manufacturers;
- sponsoring programs that provide knowledge, solutions and tolls for building and strengthening the industry; and,
- promoting individual professional development of its members.

© 2015 American Home Furnishings Alliance. All Rights Reserved.