



2019 YEAR IN REVIEW



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Advocacy, Action, Achievement

2019 opened with the longest government shutdown in U.S. history, ended with an impeachment trial and was filled with nonstop political turmoil in between. While this high drama played out on the national stage, AHFA's advocacy on key industry issues continued unabated.

A dizzying array of regulatory advisories, recalls and hastily drafted proposals on furniture stability required AHFA's vigilant attention throughout the year, even as a lawsuit filed in May sought to silence the Alliance on the issue.

Instead of being silenced, however, AHFA dedicated its 2019 Regulatory Summit to product safety, continuing its efforts to keep members and the industry at large informed on the issue. Additional educational conferences throughout the year targeted the outdoor industry, logistics challenges and the global economy.

Meanwhile, media outlets from New York City to Beijing sought our commentary and perspective on the escalating trade war and its impact on our industry. AHFA's PR team provided statistics, sources and analysis to nearly a dozen reporters.

At the end of 2019, decades of lobbying for a federal upholstered furniture flammability standard resulted in House passage of the Safer Occupancy Furniture Flammability Act. AHFA immediately began marshalling its resources for success in the Senate in 2020.

Read on for a complete recap of 2019. Review AHFA's bold **advocacy** on key industry issues. Evaluate your company's level of involvement as you consider the month-by-month calendar of **action**. And enjoy the album of 2019 **achievements** before considering our **look ahead** at AHFA goals for 2020.



We have a common purpose, share responsibility and, collectively, we create more opportunity working together than we can apart."

Gat Caperton

Gat Creek Furniture

2019 Chair of the AHFA Board of Directors



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In a survey conducted at the beginning of 2019, 82 percent of AHFA's members said timely and accurate updates on regulatory issues are the most valuable benefit AHFA offers. Members certainly received their money's worth in 2019. Throughout the year, industry was impacted by regulatory changes on both state and federal levels. Standards were updated, legislation was proposed and recalls accelerated. Through all of this activity, AHFA provided the expertise, education and resources members needed to stay one step ahead, particularly on issues of product stability, upholstered furniture flammability and chemical regulation. Those activities are summarized in this section on...

ADVOCACY

PRODUCT STABILITY DEBATE DOMINATES

AHFA remained committed to the ASTM International consensus standard process in 2019 and increased its efforts to broaden industry compliance with the ASTM furniture stability standard, F2057. In addition, AHFA continued pursuing meaningful updates to the standard to improve product safety.

In February, the U.S. Consumer Product Safety Commission (CPSC) issued an **industry advisory** putting manufacturers

on notice that clothing storage furniture failing to meet ASTM F2057-17 would be considered "a substantial product hazard" subject to CPSC investigation and corrective action. In response, AHFA stepped up its **WE COMPLY** campaign at High Point pre-market events, as well as at the Las Vegas and High Point markets, urging member companies to prominently display WE COMPLY tent cards and to educate their retail customers.



Participating in AHFA's May government affairs meeting were: (top left) Kurt Darrow, La-Z-Boy, with Tim Pataki, director of the White House Office of Public Liaison; (center) Sen. Thom Tillis (R-NC); and (bottom) EPA attorney Ryan Schmit. CPSC Commissioner Peter Feldman (right) also addressed industry executives.



Also in February, CPSC Acting Chair Ann Marie Buerkle urged the ASTM Furniture Safety Subcommittee to change the test weight in the standard from 50 to 60 pounds and to expand the scope to cover units 27 inches and taller “as quickly as possible.” Buerkle also announced a **major testing program** to evaluate the stability of clothing storage units currently on the market.

AHFA backed a **lower height** for covered units but opposed revising the test weight to 60 pounds, since the proposal was not accompanied by any data indicating 60 pounds would effectively reduce tip-over accidents. When the two changes were fast-tracked for an ASTM vote, AHFA held web-based meetings to help members understand the proposals.

In April, Rep. Jan Schakowsky (D-IL) introduced the **STURDY Act** (Stop Tip-overs of Unstable, Risky Dressers on Youth). First proposed in 2016, STURDY would require the CPSC to adopt a mandatory stability standard for clothing storage furniture to replace ASTM F2057. But the 2019 legislation mandates new stability tests that have not been defined nor even determined to be feasible – like testing for the “dynamic force” of a child’s pull while climbing or playing on furniture.

AHFA responded with comments submitted to the CPSC supporting **stronger enforcement** of F2057 and calling on the agency to dedicate resources for developing a “dynamic force” testing protocol.

In May, a parent filed a **lawsuit against AHFA** and ASTM, alleging both organizations shared responsibility for her two-year-old son’s death in 2017 after an eight-drawer IKEA dresser tipped over on him. AHFA filed a motion to dismiss the suit in July, noting that courts across the United States have consistently held that trade associations do not have any legal duty to the end users of their members’ products, let alone to the end users of a non-member company’s products. (IKEA is not an AHFA member.)

In June, the ASTM Furniture Safety Subcommittee approved the **lower height threshold** for furniture covered by F2057 but rejected the heavier test weight. **New warning labels**, including one for “media chests” designed to hold TVs, also were approved.

A House Consumer Protection and Commerce Subcommittee hearing was held in June on the topic of “Keeping Kids and Consumers Safe from Dangerous Products.”



AHFA provided comments for the record **supporting a mandatory furniture stability standard** aligned with the current ASTM standard. Additionally, AHFA suggested applying STURDY's proposed dynamic force testing to children's products only.

In August the State of New York enacted "**Harper's Law**," which prohibits retailers from selling clothing storage furniture that fails to comply with ASTM F2057-19.

The House passed STURDY in September, but the Senate version remained stalled at year's end. The dynamic force testing required by STURDY was among topics addressed by CPSC officials speaking at AHFA's **October Regulatory Summit**. CPSC reported on its stability testing results, its plans for future testing, its contract with the University of Michigan to conduct a "strength study" of children climbing, and its Notice of Proposed Rulemaking on a mandatory stability standard anticipated in 2020.

At the May 2019 Board of Directors meeting in Washington, D.C.: (from far left) Solution Partners Board Chair Barrett Plasman, Scott Insurance, Sen. Joe Manchin (D-WV); and Ron Wanek and Cole Bawek, Ashley Furniture, with Rep. Ted Budd (R-NC).

AHFA keeps us informed about the fast-changing regulatory climate. More important, it is our representative, our voice. It ensures our concerns and needs are part of the regulatory process."

Doug Townsend
Home Meridian International



SOFFA ADVANCES

The House passed the **Safer Occupancy Furniture Flammability Act** (SOFFA) in December. The AHFA-backed legislation would make California's Technical Bulletin 117-2013 a federal flammability standard. Like STURDY, SOFFA awaits action by the full Senate.

AHFA first petitioned CPSC to adopt California's TB 117-2013 as a national standard in 2015. When the agency's 2016 briefing package on upholstered furniture flammability declined to move in that direction, AHFA developed SOFFA to force the issue. In its September 2019 briefing package on upholstered furniture flammability, CPSC staff once again declined to take any definitive action, stating that it would "monitor and participate in voluntary standards activities" in 2020.

CHEMICAL INITIATIVES BREWING

States continued stepping up chemical regulations in 2019, including those prohibiting flame retardant chemicals that were common in upholstered furniture prior to 2013. In January, San Francisco's FR chemical ban went into effect. It was the first municipality to prohibit the sale of upholstered furniture containing FR chemicals. In July, a similar ban went into effect in Minnesota. AHFA tracks these state-level initiatives, because they frequently fail to take into account COM (customer-owned material) as well as power motion furniture with electrical components that contain FRs. In these cases, AHFA works to negotiate exemptions or special labeling provisions. Eleven more states will consider policies to eliminate FRs from residential furniture, children's products and mattresses in 2020, according to www.SaferStates.org.



ACTION

► Did your company take advantage of the full range of programs, services and information AHFA had to offer in 2019? To find out, review the month-by-month calendar of action beginning on page 8!

At AHFA's 2019 Regulatory Summit (clockwise from top left): Jameson Dion, City Furniture; Bruce Parsons, Hangman, and Paul Chen, Law Label Services; Amy Kruse, Sauder Woodworking; CPSC's Joseph Galbo and Michael Taylor with Scott Buehrer, B. Walter & Co.; and Jay Johnson, Avalon Furniture, with Tom Maldonado and Jeanne Mizek, Rooms To Go.

Looking back over 2019, we benefitted from AHFA's advocacy in Washington as well as from the networking, education and training opportunities ICFA generated. It's a big plus to have AHFA's influence, along with ICFA's casual industry-specific focus."

Warren Juliano
Lloyd Flanders Industries
2019 Chair of the ICFA Board of Directors



JANUARY

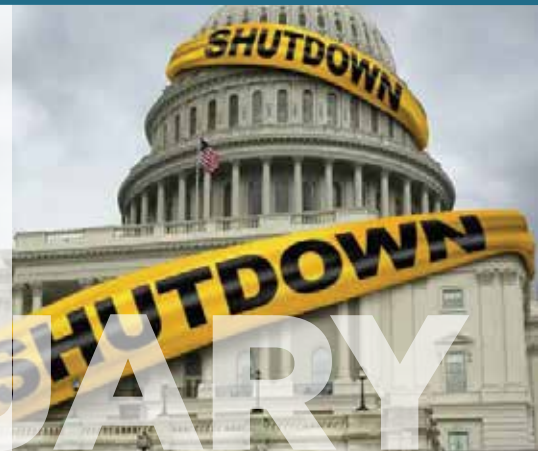
Gat Caperton, CEO of Gat Creek Furniture, Berkeley Springs, W.V., takes the helm as chair of AHFA's Board of Directors.

The year begins with the longest government shutdown in U.S. history (35 days). AHFA works to keep members up to date as the shutdown delays key information on meeting a March 22 deadline for import certification under the federal formaldehyde standard.

Warren Juliano, senior vice president at Lloyd Flanders, begins his term as chair of the ICFA Board of Directors. Mariah Maydew, president of Fruehauf's Patio and Garden in Boulder, Colo., steps up as chair of the ICFA Retail Council.

Barrett Plasman, Scott Insurance, Greensboro, N.C., begins a second term as chair of AHFA's Solution Partners, while Richard Tucker, Shelba D. Johnson Trucking, Thomasville, N.C., heads the Specialized Furniture Carriers for 2019.

The California Bureau of Electronic and Appliance Repair, Home Furnishings and Thermal Insulation officially changes its name this month to the Bureau of Household Goods and Services. AHFA reminds companies they have until January 2020 to update all TB 117 flammability compliance labels with the agency's new name.



FEBRUARY

More than 200 ICFA members converge in San Antonio for the association's third annual "Navigating the Future" Educational Conference. The event includes keynote presentations, break-out sessions, networking, a retail design tour, vendor showcase and memorable after-hours events.

Great Gatherings, with stores in Virginia and Maryland, receives ICFA's 2019 Mary Fruehauf Retail Genius Award, while Glen Raven-Sunbrella is honored with the 2019 Industry Partner Award.



An AHFA survey finds government regulation is the top concern among member companies for 2019. 46% describe their 2019 business outlook as "very good" or even "excellent."

CPSC announces products failing to comply with the voluntary furniture stability standard, ASTM F2057, will be regarded as a "substantial product hazard" and subject to recall. AHFA adds key compliance information to its website, helping to facilitate member compliance with the standard.

MARCH



A dizzying array of regulatory advisories from CPSC and proposals from within the ASTM Furniture Safety Subcommittee are presented in March. AHFA remains at the table on the industry's behalf and helps keep member companies informed as pressure mounts to increase the test weight used in the F2057 stability test from 50 to 60 pounds.

AHFA helps members navigate the new import certification required by U.S. Customs and Border Protection under Section 13 of the Toxic Substances Control Act.

ICFA reports results of its annual Outdoor Living Survey. Nearly half the respondents in the 2019 survey (47%) say they plan an outdoor furniture or accessory purchase in 2019.



APRIL

At AHFA's request, San Francisco grants the home furnishings industry a special labeling provision for upholstery made with a "customer's own material" under the city's new ordinance banning flame retardant chemicals.

AHFA announces recipients of 10 \$2,500 scholarships from the Solution Partners Education Fund. All are college-bound children of AHFA member company employees. 114 applications were received representing 39 member companies.

APRIL



AHFA continues its "WE COMPLY" campaign at the April High Point Market, urging all members who sell bedroom furniture to promote the voluntary stability standard, ASTM F2057. Eight companies are now participating in the UL Stability Verified program endorsed by AHFA, including Ashley, Sauder Woodworking, Universal, Vaughan-Bassett, La-Z-Boy Casegoods, Hooker, A.R.T. Furniture and South Shore Industries.

ICFA holds an April Market networking event hosted by Lane Venture.



MAY

Tariffs are top of mind as AHFA's Board of Directors gather in Washington, D.C. for the annual government affairs meeting. In addition to briefings with five legislators, the group hears from Acting CPSC Chair Ann Marie Buerkle and the newest commissioner, Peter Feldman.

Both houses of Congress introduce the Safer Occupancy Furniture Flammability Act (SOFFA). The AHFA-backed legislation would require the U.S. Consumer Product Safety Commission to adopt California's

Technical Bulletin 117-2013 as a federal flammability standard.

ICFA continues promoting consumer press coverage of outdoor living with a Mother's Day press release spotlighting furniture and accessories for increasingly popular "she sheds."

MAY



New York passes "Harper's Law," legislation prohibiting retailers from selling clothing storage furniture that does not comply with the voluntary furniture stability standard. Compliance details are vague, however, and AHFA seeks additional guidance from the state's Division of Consumer Protection on behalf of the industry.

JUNE

ASTM International approves a change in the minimum height of units covered by the voluntary furniture stability standard, ASTM F2057, from "over 30 inches" to "27 inches and taller." Furniture tip-over and upholstered furniture flammability both are discussed as part of a legislative subcommittee hearing on the topic of "Keeping Kids and Consumers Safe from Dangerous Products." AHFA submits comments on both issues to the subcommittee.

ICFA announces its 2019 Lifetime Achievement Award recipients, Gwen and Jack Raseman, founders of Deck-N-Den Ltd. of Kalamazoo, Mich., along with Allen E. Gant Jr., chairman of Glen Raven Inc. Both recipients exemplify the resilience, integrity and unique partnerships that often characterize the family businesses at the heart of the outdoor furniture industry.

JUNE

From team building to tariffs to tackling the complexities of e-commerce sales, all issues facing today's logistics professionals were on the table at the 2019 Logistics Conference presented by AHFA's Specialized Furniture Carriers in collaboration with the Furniture Shippers Association. More than 150 logistics professionals attend the June event in Wilmington, N.C.

Alvin Daughtridge, retired vice president of Fairfield Chair, Lenoir, N.C., receives the first Lifetime Achievement Award from the Specialized Furniture Carriers.



JULY

AHFA reminds members that California retailers have until the end of the year to deplete their inventories of any remaining upholstered products containing flame retardant chemicals. The state's ban of these chemicals, signed into law in September 2018, goes into effect January 1, 2020.

The Senate Committee on Commerce, Science and Transportation passes SOFFA.

AHFA's Furniture Foundation awards more than \$88,000 in 2019 grants to support a wide variety of educational initiatives in the home furnishings industry.



ICFA's summer press release promoting outdoor living focuses on fire pits and fire tables – the ideal place to gather family and friends for July 4 celebrations!

A retail "Design and Dine" tour in Chicago complements ICFA's successful Preview Show at theMART.

AUGUST

ASTM publishes an updated F2057 standard now covering clothing storage furniture 27 inches and taller. AHFA petitions the CPSC to allow manufacturers 180 days to redesign units to pass the standard's stability tests and to update their warning labels. The agency declines to respond to the request.

AHFA dedicates the August issue of its *Furniture Executive* newsletter to a complete overview of all changes to the F2057 stability standard and updates its online Furniture Stability Compliance

Toolbox with downloadable graphics needed for new F2057 product warning labels. Work begins on supplemental guidance to help companies provide the necessary TV warning statement on labels designed for "media chests."

AHFA attends a technical stakeholder meeting on upholstered furniture flammability hosted by CPSC. The renewed use of flame retardant chemicals to address residential furniture fires is among topics discussed by the agency.

Quinten Juan Sanchez, a May graduate of the Savannah College of Art and Design (SCAD) is awarded ICFA's Richard Frinier Design Scholarship. In addition to a \$2,000 award, he receives a trip to Casual Market Chicago where he meets Richard Frinier and other icons of the casual industry.



SEPTEMBER



The House passes STURDY while the Senate version of the bill remains in committee.

AHFA's Solution Partners Education Golf Tournament raises over \$35,000, setting a new tournament record. All funds raised support education initiatives, including the Solution Partners Scholarship Fund.

ICFA sponsors a Special Events Seminar, Panel Discussion and Think Tank session in Chicago on the Monday before the opening of Casual Market Chicago.

At the 2019 ICFA Awards Gala during Casual Market Chicago, Brown Jordan wins the esteemed Lillian B. Winchester "Best of Show" award for its STILL Mobile Console Table + Serving Cart. Apollo Award winners include Paine's Patio of Pocasset, Mass., and Watson's, based in Cincinnati. Telescope Casual Furniture is named Manufacturer of the Year and Andy Hamilton of Dennis Sales Associates is the 2019 Sales Representative of the Year.

As part of its 17th annual editors tour of Casual Market Chicago, ICFA hosts writers from *Cottages & Gardens*, *Design NJ*, *Luxe Interiors + Design*, Meredith Publications, *Phoenix Home & Garden*, Universal Press Syndicate, *The Trend Curve* and *Furniture, Lighting & Decor*.



OCTOBER

From product development to testing, labeling and communicating with consumers, AHFA's 2019 Regulatory Summit addresses the compliance challenges manufacturers face in meeting key furniture safety standards. More than 140 executives attend the expanded day-and-a-half program.

At the Regulatory Summit, CPSC announces it has completed testing on 187 clothing storage units it purchased earlier in the year. It says 9% of the units failed the stability requirements

of F2057. Several recalls based on this testing have already been announced. CPSC says more are coming.

AHFA announces it will launch an industry-wide initiative to help educate consumers about the hazards of furniture tip-over. Called the 20+20 Project, its goal is to persuade at least 20 leading manufacturers and 20 leading retailers to elevate safety messaging on their consumer websites.

ICFA holds a membership meeting and planning workshop in Baltimore. Committees on membership, sales training, marketing, philanthropy, industry awards and the 2020 Educational Conference set goals for the coming year.



NOVEMBER

AHFA holds its 2019 Annual Meeting and CEO Conference at the oceanfront 1 Hotel South Beach in Miami Beach. Jeb Bassett, COO and senior vice president at Bassett Furniture Inds., is elected 2020 chair of AHFA's Board of Directors.

Heather Corrigan, marketing manager for Lectra USA, is named chair of the 2020 Solution Partners Board of Directors, and Richard Tucker of Shelba D. Johnson Trucking agrees to serve a second term as Chair of the Specialized Furniture Carriers.



Kevin O'Connor of Samson Marketing receives AHFA's Distinguished Service Award. Honored as an innovator and philanthropist, O'Connor is the 53rd recipient of the award.



DECEMBER

ICFA announces Joe Pucci, president of Great Gatherings in Washington, D.C., will serve as chair of the Board of Directors in 2020. He is the second retailer to lead ICFA since retailers joined manufacturers "under the ICFA umbrella" in 2008.

The House passes SOFFA, but the AHFA-backed legislation, which would make California's TB 117-2013 a federal flammability standard for upholstered furniture, remains stalled in the Senate as the calendar turns to 2020.



AHFA completes the redesign of its member website, www.ahfa.us, and schedules a January 15 launch date. Enhanced features include mobile-friendly formatting, easy access to regulatory compliance tools and convenient event registration.

DECEMBER

Each year AHFA and its affiliates honor member accomplishments that span entire careers, while also paying tribute to new partnerships and the contributions of the industry's next generation of leaders. These awards, grants and scholarships encourage all segments of our industry and inspire both companies and individuals as we celebrate our industry's best and brightest.

ACHIEVEMENTS

LIFETIME LEADERSHIP

Business acumen, visionary thinking, industry leadership and tireless philanthropy earned **Kevin O'Connor** AHFA's coveted Distinguished Service Award in 2019. In presenting the award at AHFA's 2019 Annual Meeting in Miami Beach, Bassett Furniture Chairman, CEO and President Robert Spilman described O'Connor as an inspirational leader. He received the City of Hope's Spirit of Life Award in 2007, the International Home Furnishings Representatives Association Pillar of the Industry Award in 2009 and was inducted into the American Home Furnishings Hall of Fame in 2012.

A Lifetime Achievement Award also was presented in 2019 to retired vice president **Alvin Daughtridge**, of

Fairfield Chair, where he worked for 53 years. It was the first such award from AHFA's Specialized Furniture Carriers division.

Successful family business was the theme of ICFA's 2019 Lifetime Achievement Awards. **Allen E. Gant Jr.**, chairman of Glen Raven Inc., and **Gwen and Jack Raseman**, founders of Deck-N-Den Limited, were the recipients.

CASUAL INDUSTRY HONORS

At the third annual Educational Conference in San Antonio in February, ICFA presented **Great Gatherings** of Gainesville, Va., with the 2019 Mary Fruehauf Retail Genius Award. Receiving ICFA's 2019 Industry Partner Award during the event was **Glen Raven-Sunbrella**.



2019 Distinguished Service Award recipient Kevin O'Connor at City of Hope's Golter Gate, named after the research center's founder, Samuel Golter.



Alvin Daughtridge, retired vice president of Fairfield Chair, received the first Lifetime Achievement Award from AHFA's Specialized Furniture Carriers division. It will be presented annually as the Alvin Daughtridge Lifetime Achievement Award.



Above, Eric Stalzer of Great Gatherings (far left) received ICFA's 2019 Mary Fruehauf Retail Genius Award from judges Cathy Galbreath-Buzbee, Brian Lawrence and Mariah Maydew.



Above, Allen E. Gant Jr., chairman of Glen Raven Inc., received the ICFA Lifetime Achievement Award from Terri Lee Rogers of O.W. Lee. Gwen and Jack Raseman (above center), founders of Deck-n-Den Limited, were the retail Lifetime Achievement recipients.



At left, Marcia Blake and Chris Price of Glen Raven-Sunbrella accepted the 2019 ICFA Industry Partner Award.

Warren Juliano (center) presented the ICFA Manufacturer of the Year Award to Henry Vanderminden IV and Bill Vanderminden of Telescope Casual Furniture. Andy Hamilton (far right) was named ICFA's Sales Representative of the Year.



In September, ICFA rolled out the red carpet again for its annual Awards Gala during Casual Market Chicago. **Telescope Casual Furniture** was named Manufacturer of the Year. Apollo Awards were presented to **Paine's Patio** of Pocasset, Mass., in the single-store category and to **Watson's** of Cincinnati in the multi-store category. **Andy Hamilton** of Dennis Sales Associates in Dallas took home Sales Representative of the Year.

FUTURE INVESTMENT

AHFA's Solution Partners division increased its annual scholarships again in 2019, presenting ten \$2,500 awards to the children of industry workers. Eight of the scholarship recipients were selected based on academic merit and financial need, while two new awards were given based on academic merit alone. Flexsteel, HSM Solutions, Vanguard, United Furniture Industries, Norwalk, Ethan Allen, England, Craftmaster, Hickory White and Franklin all had employees with a son or daughter who received a 2019 scholarship.

The second ICFA Richard Frinier Design Scholarship was

presented in 2019. Recipient Quinten Juan Sanchez, a graduate of the Savannah College of Art and Design, received \$2,000 plus a trip to Casual Market Chicago.

FOUNDATION GRANTS

AHFA also invests in the future through its Furniture Foundation, which awarded more than \$88,000 in 2019. Foundation grants supported a wide range of educational initiatives, targeting every age group from children to adult students. These included \$25,000 to help establish a **Kids Discovery Center** at the new American Home Furnishings Hall of Fame in High Point, and \$25,000 to support a **Rising Leader Program** at WithIt, the women's leadership development network for the home furnishings industry. The 2019 awards also included \$15,000 for 60 scholarships to the **Alexander Furniture Academy**, part of Catawba Valley Community College in Hickory, N.C., \$12,000 for four furniture design student scholarships at **Appalachian State University** in Boone, N.C.; and \$11,200 for technology and equipment needs at the **Caldwell Community College and Technical Institute Furniture Factory Lab** in Hudson, N.C.





The Solution Partners scholarship program makes folks at all levels of our company feel they are a part of the industry. Norwalk has been reinvented specifically to create family employment opportunities in our community, so the fact that one of our 'children' received a scholarship means a lot to the whole team."

Caroline Hipple
Norwalk Furniture

2019 Apollo Award winners were Doug and Kristin Shearer of Paine's Patio of Pocasset, Mass. (far left), and Shelly and Erik Mueller of Watson's of Cincinnati (center). Among 2019 Furniture Foundation Grant recipients was the new Furniture Factory Lab at Caldwell Community College and Technical Institute.





Throughout 2020, AHFA and its affiliates will leverage all their resources to provide exceptional advocacy, timely education and unrivaled compliance tools. Here's a glimpse at the initiatives that top our priority list for the year to come:

LOOKING AHEAD

SOFFA SUCCESS

The Safer Occupancy Furniture Flammability Act (SOFFA) cleared a significant hurdle when it was passed by the U.S. House of Representatives in December 2019. The legislation mandates upholstery test methods and construction standards for reducing the risk of fire. Moving this legislation through final Senate approval and on to the President's desk is a key AHFA priority for 2020.

EXEMPTION DEADLINE

AHFA continues seeking an exemption for laminated products under the EPA's Formaldehyde Emission Standard for Composite Wood Products. Beginning March 2024, non-exempt laminated products will be regulated as hardwood plywood and manufacturers will have to comply with all of the testing and reporting requirements currently directed at panel producers.

STABILITY RULEMAKING

In 2020, AHFA will continue providing critical industry perspective on U.S. Consumer Product Safety Commission rulemaking for a mandatory stability standard for clothing storage furniture. AHFA also will continue pushing for 100 percent industry compliance with the voluntary stability standard while the mandatory standard is under development and will aggressively pursue improvements to the standard as warranted by trends in product design, tip-over incident data or changes in consumer behavior.

CONSUMER EDUCATION

AHFA will bring industry and consumer awareness to the issue of furniture stability with its 20+20 consumer education campaign, which seeks to persuade 20 leading manufacturers and 20 leading retailers to add tip-over safety information to their websites in 2020.

BUILDING BENEFITS

ICFA will continue its outreach to all businesses involved in the casual furnishings category, as well as its pursuit of programs designed to improve business operations and profitability. A fifth annual educational conference focused on "innovation" is set for February 23-25, 2021, in Orlando, Florida. A Retail Operations Seminar and Color and Design Trends Seminar are booked during the 2020 Casual Market Chicago, while monthly webinars will address other timely topics.

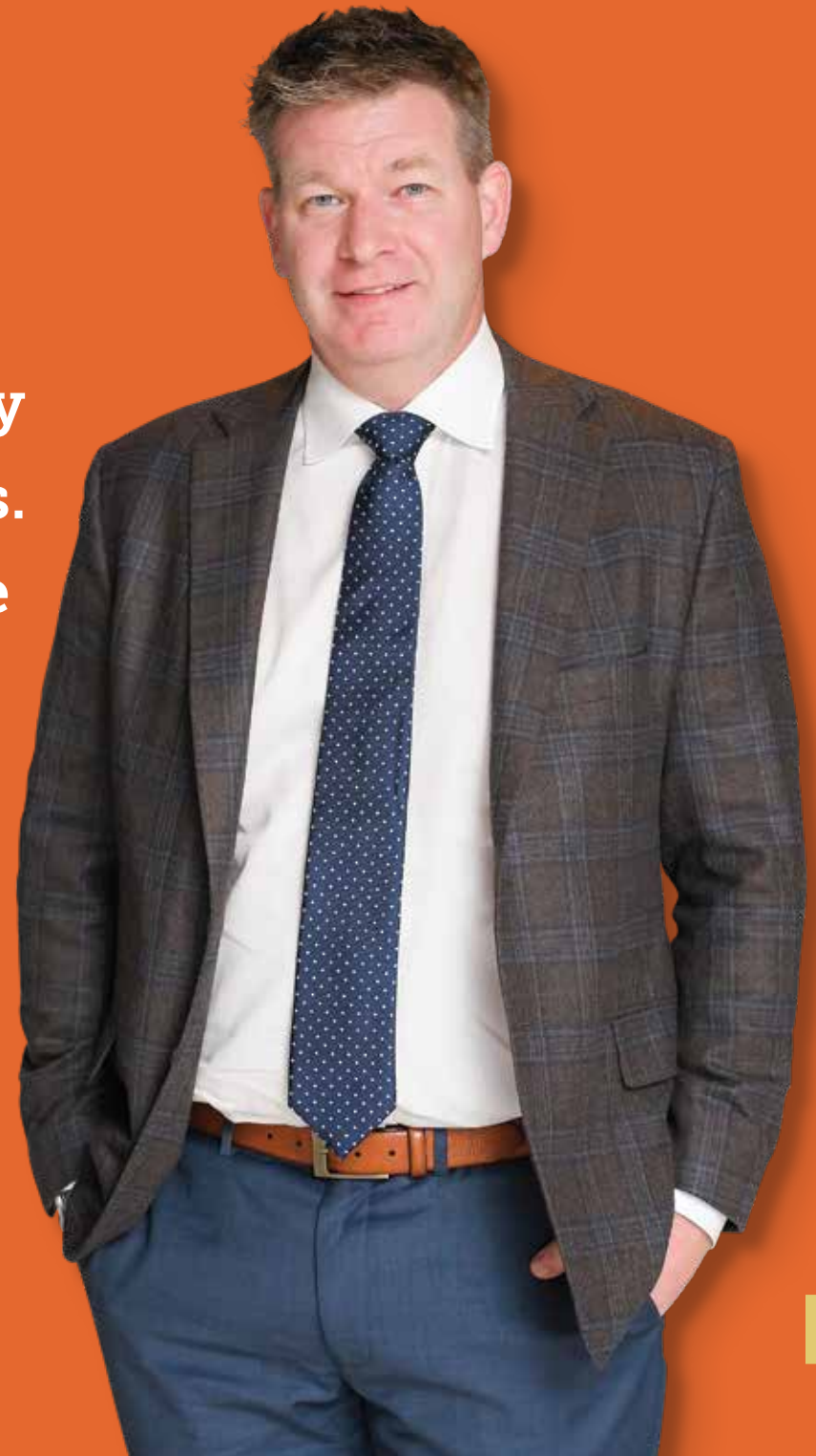
PROMOTING PARTNERSHIP

Leadership of AHFA's Solution Partners will focus on communicating the division's benefits to both existing and prospective members in 2020. New platforms for promoting supplier members include the annual Membership Directory, which now includes supplier advertising, and the online Industry Resource Guide on the newly redesigned AHFA website. In addition to supporting its members, Solution Partners will continue building participation in the Scholarship Program and expanding its MyFurnitureCareer website in 2020.



As we look ahead to 2020,
we will rely on AHFA to
keep us ahead of constantly
changing regulatory issues.
And we will take advantage
of the opportunities AHFA
gives us to work with our
peers for the common
good of the industry."

Nathan Cressman
Magnussen Home





1912 Eastchester Drive, Suite 100
High Point, North Carolina 27265
336.884.5000 www.ahfa.us

The mission of the **American Home Furnishings Alliance** is to promote the growth and global leadership of its member companies by:

- Providing exceptional advocacy;
- Promoting effective product and safety standards;
- Presenting relevant education; and
- Serving as the preeminent media resource on industry news and trends.