

# INDUSTRY ANNOUNCEMENT

August 8, 2013

## **FURNITURE WEST AND CANADIAN HOME FURNISHINGS ALLIANCE ANNOUNCE MERGER**

Historically two regional manufacturing associations have served the interests of the Canadian home furnishings industry in Western and Central Canada. Furniture West (FW) commenced operation in 1970 and the Canadian Home Furnishings Alliance (CHFA) in 1890. As well, The Canadian Council of Furniture Manufacturers has represented the national interests of the industry since 1965.

Potential members of FW and the CHFA have requested that before becoming a member of either organization the number of associations representing the industry must be reduced. The landscape of the industry has changed dramatically and will continue to change. The globalization of the past decade exposed weaknesses in the competitive position of the Canadian home furnishings industry. The downsizing of the industry in all regions of the country has caused association Boards to think about changing the structure of these two regional associations and the national organization.



Terry Clark (left), Chair, Board of Directors for FW and the CCFM and Laine Reynolds (right), Chair, CHFA Board of Directors are pleased to announce that effective immediately members of FW and the CHFA will join together to create a new organization under the name of the Canadian Home Furnishings Alliance. Additionally, the CCFM will cease operations and the

responsibility for national issues will devolve to the new organization along with QFMA.

A new Board of Directors will be created by the CHFA which is representative of Western and Central Canada. Combining the resources of FW and the CHFA will provide funding to improve existing benefits to members and deliver new programs. With a broader membership base the newly created CHFA will be more attractive to potential new members. This will also allow for more equitable membership fees and generate incremental revenue and sponsorship dollars. Pooling resources will allow the organization to address common issues and at the same time raise the profile of the industry to government.

The Canadian Home Furnishings Alliance is a national membership-based, non-profit organization representing furniture and bedding manufacturers, importers/distributors and suppliers to the industry. Any questions regarding this announcement are to be directed to CHFA President Murray Vaughan at 905-677-6561 or [murray@chfaweb.ca](mailto:murray@chfaweb.ca)