

FI

FURNISHING INTERNATIONAL
Autumn Issue 2010



**CREATIVITY
LEADS TO SUCCESS**

Australian furniture businesses set the trend

COMPANY ANNOUNCEMENTS

Wool for furnishings

The interior furnishing industry is the latest target market designed to boost sales of Australian wool on a global scale. Woolmark has aligned itself with bedding and carpet manufacturers with the aim of pushing the merits of wool as part of a healthy home. In January, Australian Wool Innovations (AWI) attended Heimtextil, the world's largest home textile trade fair in Germany. Under the Woolmark banner, AWI created a "wool arena" where eight Woolmark licensees exhibited their products and the natural benefits of sleeping, walking and sitting on wool. AWI also exhibited the products of 13 other licensees from Asia and Europe at the Woolmark Stand as part of selling the benefits of broader wool in the interiors sector. The

latest in wool blankets, underlays, doonas as well as new felted products such as cushions and bags were exposed to more than 70,000 retail buyers and wholesalers from all over the world. The ability to machine-wash many of these products stood out as a major point of interest to a significant number of European retail buyers.

Exhibiting at Heimtextil, Australian bedding manufacturer Jaspa Herington's managing director Barry Young says educating retailers and wholesalers about wool's naturally superior temperature and moisture control, anti-allergenic and anti-bacterial properties was very worthwhile. "Europe and the United States bedding markets are like the Australian market some 20 years ago, when wool had very little market share, but I now see that

changing with education," says Young. "Once retailers see and feel the benefits of wool they don't look back. Wool now makes up about 50 per cent of the bedding market here in Australia because people know it outlasts and outperforms the competition." Belgian bedding wool specialist, Dominique Blandiaux, director, DBCwool, agrees. "Wool was in the air at Heimtextil. We were pleased to work with Woolmark and have received an increased level of enquiry from quilt producers wanting to know more about wool as a result," he says. Mahua Das, product service manager from AWI says broader micron wool still has a strong market presence in the interior textiles sector but ongoing retail and consumer education is required to continue to regain lost market share.

From beanbag to bed

It seems Bag2Bed has been created specifically for the Australian way of life—relaxed living and socializing with friends. The concept was created from the need to have casual, contemporary furniture that suits most living rooms, and can also double as a bed that can suitably sleep the overflow of guests. It is ideal for holiday homes, media rooms, kids bedrooms and casual living areas. Bag2Bed starts off as a seat, filled with certified environmentally preferable foam pieces that wrap around the contours of a body for comfort and support. It becomes a bed by pulling off the outer cover and flipping it a few

times so that it can spread out. The Australian designers behind the product believe this can eradicate the need for expensive (and often uncomfortable) sofa beds that take up precious space.

The Bag2Bed range offers different seat sizes that can easily be converted into a double, queen, or king size mattress. A junior size has also been created for children up to the age of 12. There is a choice of fabrics; either a durable corduroy or weave fabric. The colours range from neutral mochas, tobasco red and willow green. The mattress covers are made from 100per cent cotton drill.

www.bag2bed.com.au

Joyce Foam consolidates in Western Sydney

The NSW Government says it has secured a \$10 million consolidation of Joyce Foam's national manufacturing operations for Western Sydney supporting 69 jobs. Minister for State and Regional Development, Ian Macdonald, says Joyce Foam's decision to base all its Australian manufacturing out of Moorebank has been secured with assistance from Industry & Investment NSW. The NSW Government acknowledges the important role manufacturing plays in the economy of Western Sydney and NSW "that's why we've worked to secure this project," says Macdonald.

"The company currently operates four foam manufacturing plants in Perth, Sydney, Brisbane and Adelaide and a sales and conversion facility in Melbourne. After a careful and considered review of its operations, Joyce Foam has decided to consolidate manufacturing to a single site. While they will still have a sales and conversion operation in all States, foam manufacturing will be centralised at Moorebank." Macdonald says the NSW Government stepped in to secure the Joyce Foam consolidation for Western Sydney ahead of other States to maintain local employment. "Sixty four existing Western Sydney jobs have been secured and another five new jobs will be created at Moorebank. Joyce Foam now plans to invest \$10 million to expand its Moorebank base into its national manufacturing headquarters, generating

