

## Focus on Made in USA

### Movement based on job concerns, economics

By Gary Evans  
and Clint Engel

**HIGH POINT** — A growing Made in America movement in the furniture industry is influencing everything from the location of new plants to how products are sold at retail.

Both vendors and retailers say they are paying more attention to where a product is built, bearing in mind that as unemployment remains stubbornly high, U.S.-made goods means more jobs in the national and local economies.

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"There is a growing interest in the Made in America story," said Roy Calcagne, president and CEO of North Carolina-based upholstery producer Craftmaster.

"Consumers will spend see America, p182

## Buyers seek fresh looks, values

By Clint Engel

**HIGH POINT** — Retailers attending the furniture market here say business conditions remain challenging back home and have gotten even tougher since Labor Day.

But their shopping lists are long as they try to entice

consumers through the door with fresh looks and even better values.

Buyers will be splitting their time between finding the type of incredible deals that draw traffic and shopping for step-up goods to satisfy consumers who are making

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fewer furniture purchases but spending more when they finally pull the trigger.

Some also say "Made in America" continues to gain traction in the marketplace and not just in the upholstery category, so they see Buyers, p180

## Folio 21 debuts with 23 bedrooms

By Thomas Russell

**HIGH POINT** — Folio 21, new case goods resource set to show at this week's High Point

Market, is looking to have much of its line available for shipping in February.

The company will offer 23 bedrooms in its 11,000-square-foot showroom in the International Home Furnishings Center, W-647.

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Five-piece sets will be offered in a variety of contemporary and transitional styles. Most are targeted to retail from \$1,699 to \$1,999, but some go as high as \$2,499. Groups are made with high quality veneers including see Folio 21, p156

## Market Side

Light, p61  
Juries, p126



**MASSOUD**  
310 N. Hamilton St., suite 104  
Blending an embossed leather back and a solid black leather seat, Massoud's dramatic new accent chair also features a hand-finished wood frame.



**MACRAE DESIGNS**  
100 S. Lindsay St.  
The Cherry side table is a cherry wood box resting on a metal stand with a top flap that opens to unveil additional space.



**DORYA**  
200 Steele 144

The Oyster bed is part of Dorya's Contemporain line. Taking its shape from an oyster shell, it has a Modern Iver finish on the frame and is shown in a light cream velvet fabric. The bed has a suggested retail of \$16,900.

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## Material ConneXion

## What's in your mattress?

By Gabriella Vivaldi

Scientists constantly stress the importance of a good night's sleep and professionals are always on the lookout to find materials that can improve sleeping comfort. From stone to haystacks, we have transformed our sleeping habits for the better, attaining mattresses that answer the most personalized needs of esthetics, orthopedics and comfort.

Today's beds can be body shaping, adjustable or temperature-controlled, shifting the quest from well being to the search for materials that can improve the quality and sustainability of the mattress. Starting off with feathers, to wool to advanced anti-allergic foams, the bedding industry has revolutionized the use of technology and cutting-edge materials for beds and related accessories.

In our first Material ConneXion column for Furniture Today we bring you the latest advanced, sustainable and innovative materials available for the bedding world.

**Piumafil**

This yarn is made from naturally grown Kapok fiber and hand-picked cotton. Kapok is harvested



from the fluffy fiber surrounding the seeds of the tropical kapok tree, also known as the ceiba tree. Kapok is the lightest natural fiber in the world, with a density nearly five times as light as cotton. The Kapok fibers are hollow, resulting in a product that is very buoyant and

acts as a thermo-regulator. The yarn contains no harmful chemicals and is recommended for people with sensitive skin and allergies.

**Smartcel Sensitive**

This fiber incorporates zinc oxide to produce antibacterial and skin-caring properties. Zinc is a natural antibacterial, similar to copper and silver, but with slightly less efficacy. However, this fiber enables the coloration of textiles in all colors and it is claimed to be the first natural fiber with antibacterial properties. The skin-caring effect is triggered when the skin gives off moisture (sweat), and an active exchange is produced between the fibers and the skin. It complies with Oeko-Tex standard 100, product class 1 (for baby product). Perfect for bedding, intimate apparel, baby clothing.

**Preserve**

A bio-based high resilience foam, this flexible polyurethane slab stock (made in thick slabs and cut or laminated to shape) foam is made with a high percentage of soy-based polyols to reduce the amount of petrochemicals — and also carbon footprint — without reducing the performance



of the product. Petrochemical-derived polyols are replaced with bio-based polyols in percentages as high as 40%. In some instances, test results show slight improvements in support factor, hand, flammability performance, and dynamic flex fatigue. The foam is made in a continuous slab stock foaming process, which make it suitable for applications such as mattresses.

**Nylair**

These thermo-regulating fibers are made of hollow polyamide (PA) that allows the production of lighter fabrics while keeping the same thickness



or, alternatively, the same weight in terms of insulation and protection. This fiber is the lightest fiber in the textile industry with a higher rate for thermal insulation by maintaining the body at its natural temperature (25% better than standard PA). It has passed tests for skin/eye irritations, contact hyper-sensitivity, dermal and inhalation toxicity.

**Everlon**

This durable, synthetic fiber is an alternative to down. A 100% PLA-polyactide filler that has been produced by shredding blown PLA film, Everlon is combined to create a cushioning fill that is machine washable, al-



lergen and dust-mite resistant, and retains its original loft with only occasional shaking and fluffing. This filler can be blended with other fillers to achieve different layers of firmness support. The material does not break down over time (pillows filled with this material have been rated as "highly durable" in compression tests) and may be washed, tumble dried and air dried with no loss in performance. Applications are for fill in pillows, comforters and other washable products.

*Material ConneXion, owned by Furniture/Today parent company Sandow Media, is a global materials consulting firm that offers the largest library of innovative materials in the world. In this regular column, we'll highlight new materials that could lead to improvements in home furnishings.*