



Janet Mackenzie <janet@sustainablefurnishings.org>

**SFC GREENflash E-Newsletter Vol. 71-May 2016**

Sustainable Furnishings Council <admin@sustainablefurnishings.org>

Wed, May 4, 2016 at 2:45 PM

Reply-To: civimail+r.2691.3266405.b1e0d9684b99cfde@sustainablefurnishings.org

To: Janet MacKenzie <janet@sustainablefurnishings.org>



Volume 71, May 4, 2016



***SFC thanks our sponsors***

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BY SAATVA

***SFC EVENTS:***

**Attention Interior Designers!**  
**IT IS TIME TO...**

# #GetYourGreenOn

The Sustainable Furnishings Council is pleased to announce its first-ever design awards, #GetYourGreenOn. This annual competition honors interior designers who specify sustainable and healthful home furnishings for their clients' residences.

Part awards program, part social media campaign, #GetYourGreenOn launches in 2016 as SFC celebrates its 10th anniversary, a milestone that marks a decade-long commitment to promoting healthy environments both inside and outside the home.

Entries will be featured in SFC's social media channels and educational programming leading up to the fall season. The #GetYourGreenOn winners (six total) will be announced during a [special anniversary celebration](#) on Friday, Oct. 21, during High Point Market.

Both SFC-member and non-member interior designers and design firms are eligible to enter #GetYourGreenOn. Residential interior design projects completed between January 1, 2015, and March 31, 2016, qualify, and entries must feature at least one product from an SFC-member manufacturer or supplier.

The deadline for entries is Monday, May 16 ... #GetYourGreenOn today!

**WHY NOT ENTER?? IT IS FAST & EASY**

[Submit your entry form online today!](#)



Sustainability Essentials Webinar:  
**SFC Consumer Research Report 2016**

May 19, Noon ET

**HEARST** *design group*

ELLE DECOR | HouseBeautiful | VERANDA

Though consumers are more concerned than ever about environmental issues and want to choose eco-friendly home furnishings, using "Green" to market your products is not the best way to reach green-minded consumers. [Hearst Design](#)

Group's Emily Lam will detail the findings of the latest SFC survey, which confirms concerns on environmental issues inside and outside the home, and the actions being taken to address them.

[Click here to Register](#)



**JOIN US FOR TWO GREAT SEMINARS AT THE HOME FURNISHINGS NETWORKING CONFERENCE IN LONG BEACH, CA.**

**MONDAY, MAY 23 @11:00 AM**

**Who:** Jeff Hiller, past president of the SFC, dynamic marketer, and author of SFC's consumer study

**Title: The Mind of the Consumer – Priorities, Concerns and Trends**

**What You Will Learn:** The session will illuminate current furniture consumers' thinking - including preferred terminology, hot button issues, level of concerns, purchase interest, price sensitivity, and perceived obstacles

**Your Take Away:** Understanding of 2016 results and trends on 8 years of research, providing what you need to know to be effective with your marketing and sales efforts.

**TUESDAY, MAY 24 @7:30 AM**

**Who:** Cisco Pinedo of Cisco Bros, Matt Huber of Belfort Furniture and Jillian Pritchard Cooke of BEE

**Title: A Purpose-Driven Bottom Line – Inside & Out**

**What You Will Learn:** Leading retailers share how purpose drives their bottom line, how they have grown their businesses by engaging customers on their commitment to a healthy future, inside and out.

**Your Take Away:** Inspiration and practical tips to increase impact in your community, and grow your bottom line.



Jeff Hiller

Susan Inglis

Cisco Pinedo

Matt Huber

Jillian Pritchard Cooke



May 14-17, 2016 Javits Center, NYC

Visit these SFC members this year:



STEPHANIE SEAL BROWN  
HANDWOVENS

**EUGENE STOLTZFUS**  
FURNITURE DESIGN

*Nourison*



STICKLEY.

FRINGESTUDIO



SAFAVIEH

SCAD



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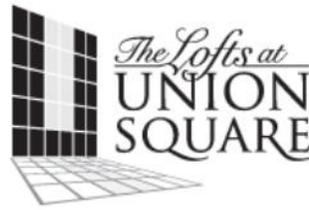
**TEN years of sustaining healthy environments inside & out. Save the Date for our 10th Anniversary Celebration on Oct 21 in High Point at Union Square where it all began.**

*Join us to celebrate our accomplishments and support our look to the future!*

**Get involved as a sponsor - earn recognition and help make it a great party!**

**Contact Susan for more info >**

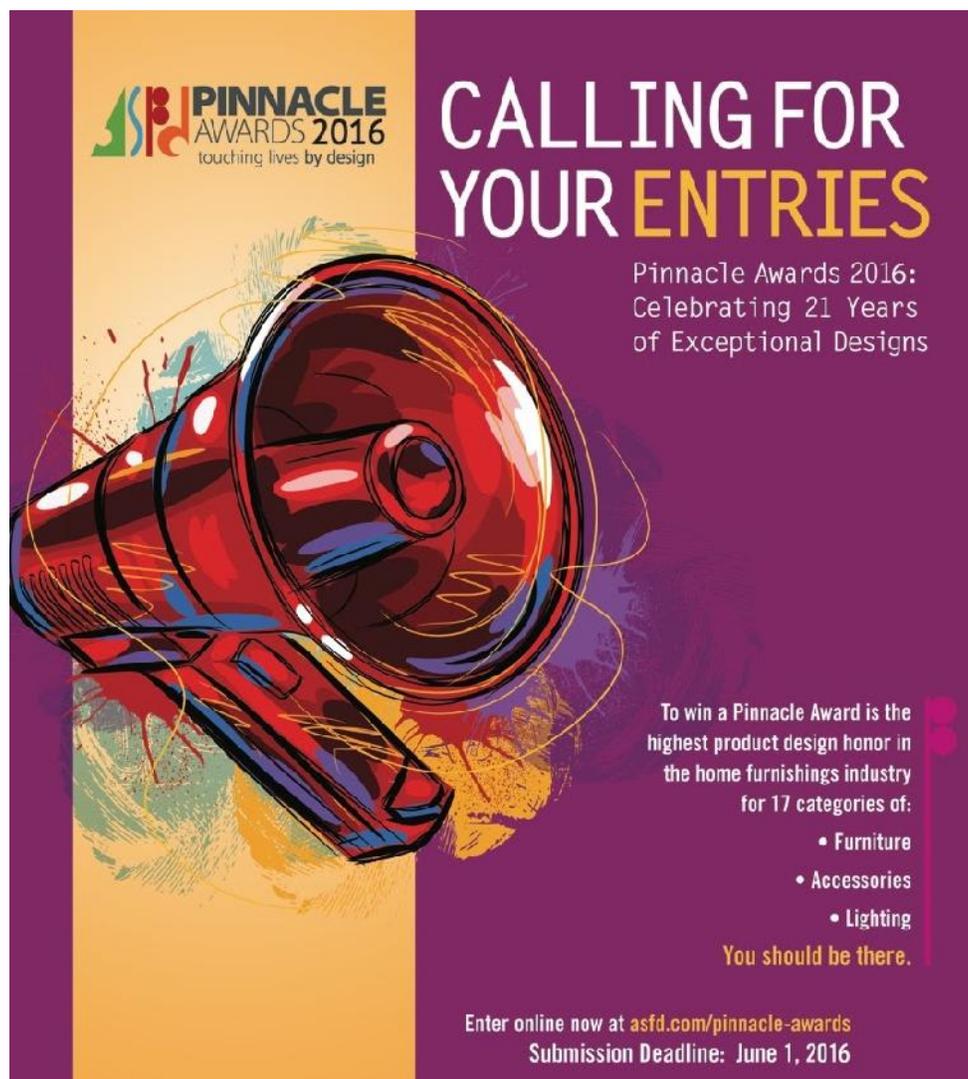
*Thank you to our current sponsors:*



Nominations are officially open for the 28th annual ARTS Awards. The ARTS Awards, presented each January during the Dallas Total Home & Gift Market, is an international awards program dedicated to home industry excellence and achievement in retailing, manufacturing, design and sales representation.

***Deadline is June 30! Enter Today!***

Did you know ASFD's Green Leaf award for the greenest product was developed with SFC and first awarded in 2010? We think SFC members should **submit their work!**



**PINNACLE AWARDS 2016**  
touching lives by design

# CALLING FOR YOUR ENTRIES

Pinnacle Awards 2016:  
Celebrating 21 Years  
of Exceptional Designs

To win a Pinnacle Award is the highest product design honor in the home furnishings industry for 17 categories of:

- Furniture
- Accessories
- Lighting

**You should be there.**

Enter online now at [asfd.com/pinnacle-awards](http://asfd.com/pinnacle-awards)  
Submission Deadline: June 1, 2016



***Preferred Fiber & Materials – Creating Material Growth***

***A Global Textile Sustainability Conference***

**October 3 – 6, 2016, Hamburg, Germany**

**Register Today for Early Bird Rates!**

# #Sustainable Saturdays

with  
Habitat for Humanity ReStores®

Give your used furniture a second life.  
RECYCLE IT AT YOUR LOCAL Habitat ReStore®!  
Help us keep 10 tons of furniture out of our landfills.

Next #SS is May 14!

[Participate here >](#)

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**Premium Education Offered by SFC!**

**GREEN**leaders  
Certified Sustainability Training

## Become a GREEN Accredited Professional

Popular and comprehensive training program provides designers, retailers, manufacturers, reps, and others the knowledge and credentials to become experts in sustainability. This industry first, 6-hour exam course was developed in conjunction with the Sustainable Furnishings Council, the #1 organization with board members including ranking staff of World Wildlife Fund, Rainforest Alliance, and a founder of the USGBC. 700 graduated to date. Approved by GBCI for 6 CE hours and registered with IDCEC for .6 HSW CEUs.

**Only \$299!**

[See full course description here >](#)

Take the full course [online](#) at your leisure.



EDUCATION  
PROVIDER

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**Over 84% of consumers are interested in buying environmentally safe furnishings, but over 45% of them have no idea what solutions YOU have on offer. Let SFC empower YOUR sales staff to Sell YOUR Environmentally-Safer options more**



effectively. Contact us to schedule our customized training, live or by webinar.

What other Educational Offerings does SFC have scheduled?

Check out our Events Calendar for 2016!

## Welcome New Members!



**Aline Designs:** I create spaces where people find peace in a very busy world. I love being creative, I enjoy solving problems. I will admit, I am a fixer! The process of design excites me and I love making things look beautiful. I smile when others smile. That genuine sense of excitement that I see when a client begins to see his/ her ideas come to life is the greatest part of designing something new.



**BeyondBlue Interiors:** We created BeyondBlue Interiors in April 2005 after many years of experience working in technology and in management for IBM, commonly referred to as "Big Blue". With the creation of "BeyondBlue", we launched a new career to fulfill our passion for design and our love of beautiful spaces. The products in our showroom reflect a carefully edited collection. We choose vendors who create quality products and beautiful designs at an affordable price.



**Dry Dock Electric Co:** Introducing our exclusive LED Filament Bulbs that replicate warm light quality of traditional incandescent Edison bulbs.



**Environment Furniture:** At Environment Furniture, environmental stewardship is our responsibility and our privilege. In creating unique furniture collections from reclaimed, recycled, and sustainably harvested wood, we show our respect for nature's bounty and reaffirm our deep commitment to sustainability. This

attention to the provenance of our raw materials differentiates us from other furniture-makers, and positions us to meet growing demand for environmentally sound products.



**Jazvin:** Jazvin Mattress is uniquely designed by a mattress professional with more than 20 years of mattress industry experience. There were several important things considered while designing this mattress 1. Health, 2. Comfort, 3. Support 4. Environment. and 5. Affordability



MADE AGAIN

**Made Again:** We are an environmentally-conscious, full service interior design firm located within our Made Again retail space. We provide clients a source for LEED certified designers while offering an approachable avenue for sustainable interiors. We show future clients that style and budget are not sacrificed when choosing an eco-friendly design. We utilize local artisans which reduces our carbon footprint.



**Pine Street Natural Interiors:** At Pine Street Natural Interiors, we strive to create beautiful, colorful and environmentally friendly living spaces using healthy materials that are also socially responsible. In addition to accessorizing and furnishing your home with our products, we offer professional design services to assist in creating spaces that are kind to you, your family and the environment.



**The Tac Room:** The Tac Room was founded in February 2013 and shows at the Las Vegas Furniture Market. We are designers and builders of custom hand-crafted furniture for your living room and dining room. We love to cater to interior designers and only use FSC certified wood, recycled springs, and low VOC adhesives.



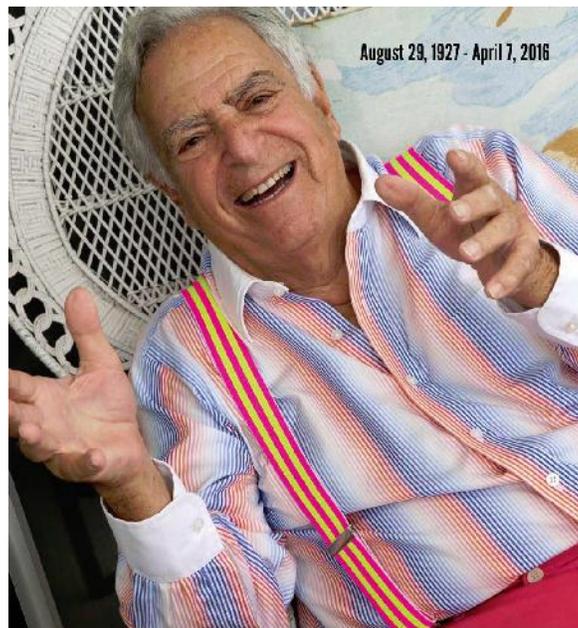
[Click here to view all SFC Members on our website!](#)

[Click here to join the growing list of member companies!](#)

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## **MEMBER NEWS**

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**We regret we have to say good-bye to a dear friend of the SFC and the furniture industry.**

Born in Worms-on-Rhine, Germany, Kagan moved to the United States at the age of 11 escaping Nazi Germany. In 1946 he joined his father, Illi Kagan, in the family furniture business, starting him on the road to an illustrious career as a furniture designer. His iconic designs are defined by their sensuous curves and sculptural beauty.

In 1955 Vladimir married Erica Wilson, a needlework teacher from The Royal School of London. Their union blossomed into a powerhouse of creativity, propelling them to global fame and success. They spent 56 years together - partnering creatively, traveling the world, raising their three children - until her death in 2011. Vladimir was an avid sailor and skier, a beloved member of The New York Yacht Club, The Nantucket Yacht Club, and The Amateur Ski Club. He is survived by his children, Jessica Kagan Cushman, Vanessa Kagan Diserio and Ilya Kagan; six granddaughters, Mallory Cushman, Olivia Diserio, Sophia Diserio, Gabriella Diserio, Anney Kagan and Ondine Kagan; and by his sister Tanya Josefowitz.

He will forever be remembered for his tremendous sense of adventure, wicked sense of humor and unsurpassed love for life. He died as he lived...doing what he loved, designing until the very end.

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## **Attention Manufacturers**



SFC's [Phil Kean Designs](#) and the National Association of Home Builders announce the 2017 New American Homes in Lake Nona, FL, designed to the standard of SFC's [Wellness Within Your Walls](#). The spectacular new home and re-model will both be furnished by their SFC members!

***Do you manufacturer environmentally safe furnishings?***

**If so, you can be part of TNAH 2017!**

***TNAH 2017 will be visited by tens of thousands - act today to be included!***

***Learn more about the 2017 home [here >](#)***

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## **Naturepedic Mattresses Are Now MADE SAFE Certified**

**Their mattresses are the first in the country to be [MADE SAFE](#) certified! [Read more >](#)**

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## Happy 25th Anniversary to Eco-Friendly Fine Furniture Maker The Bramble Company!

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Visit Crescent's [new website](#) with enhanced features for retailers!

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Wedgewood Furniture was awarded the A' Design Award in the Furniture, Decorative Items and Homeware Design Category for its Beat line of bamboo plywood indoor and outdoor furniture. [Read more here >](#)

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### UL Environment Receives Approval as CARB Third Party Certifier

UL Environment announced that it has received approval as a Third Party Certifier for the California Air Resources Board Airborne Toxic Control Measure. [Read more here >](#)

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[Join the TE Benchmark Program](#)



**and Improve Your Fiber & Materials Portfolio**

**Companies who complete the Preferred Fiber and Materials (PFM) Benchmark Survey are rewarded with the opportunity to confidentially benchmark their performance, both internally and against industry peers. You can complete the survey between April 7th – June 3rd 2016 and receive your results in September.**

[Complete the survey here >](#)



Plant DNA evidence supports landmark Lacey Act conviction of bigleaf maple theft in Washington State

Ē C O T E S S A



**Jeffan**  
17,000 islands of inspiration

**Jeffan launches decorative tiles division**

Ecotessa is earthy, elegant and environmentally sound, down to the low VOC adhesives we use to adhere our mesh substrates with. As a responsible member of the global community, Ecotessa donates a portion of each purchase to local Indonesian communities. [Read more >](#)



## Heal Estate: The Resource for Sustainable Living

Heal Estate is The *Resource* for Sustainable Living. Heal Estate is a revolutionary and transformative online community designed to inspire, educate, connect, and motivate people globally towards an eco-friendly lifestyle. [Read more >](#)

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**The World I Want Our  
Children to Have:  
Designing for the Circular  
Economy, blog by Lewis  
Perkins, President**

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### ***Member info needed for member kits***



Each month we send out 20+ member kits to new and renewing members and we would love to include info about your company. SFC can be a great way to network! Let us help you build your business! Contact Janet, [252-368-1098](tel:252-368-1098) or [janet@sustainablefurnishings.org](mailto:janet@sustainablefurnishings.org) with questions or info.

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## ***Industry & Environmental News***

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The volume of growing stock on U.S. timberland (which takes into account the number of trees and their size) has increased by 58 percent over the last six decades. [Download the full report here >](#)

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**The *FAO Yearbook of Forest Products*** is a compilation of statistical data on basic forest products for all countries and territories of the world. It contains series of annual data on the volume of production and the volume and value of trade in forest products. [Download the full report here >](#)

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### **How Can Product Designers Help Solve The World's Massive E-Waste Problem?**

Every gadget you casually toss helps destroy the planet—and lives. It's time we think about the lasting effects of what we're building and buying. [Read Here >](#)

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**The Federal Register Notice** – sharing the pilot assessment criteria and announcing our formal call for volunteer standards and ecolabels to be assessed – was published last month. This represents the culmination of months of hard work and the beginning of a new phase in testing EPA's Guidelines as a way to leverage standards and ecolabels to create positive, measurable, and meaningful change in the environmental performance of products and services procured by the US Government. Comments and intentions to volunteer must be received on or before May 25, 2016. For more information, please [visit the Federal Register Notice and docket.](#)

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### **The scientist who first warned of climate change says it's much worse than we thought.**

The rewards of being right about climate change are bittersweet. James Hansen should know this better than most — he warned of this whole thing before Congress in 1988, when he was director of NASA's Institute for Space Studies. [Read full story here >](#)

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### **This Is What Climate Change Has Done To The Great Barrier Reef**

Researchers say the widespread coral bleaching across the vast ecosystem is the worst on record. [Read full story here >](#)

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### **Native American Tribe Gets Federal Funds to Flee Rising Seas**

In a disappearing section of Louisiana coastline, the people who call Isle De Jean Charles home are moving to save their community and culture. [Read story here >](#)

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AMERICAN  
SUSTAINABLE  
BUSINESS  
COUNCIL

### **RECENT NEWS:**

[American Sustainable Business Council Named a 2016 Safer Choice Partner by EPA](#)

April 28, 2016

WASHINGTON, DC (April 28, 2016)—Today, the American Sustainable Business Council (ASBC), a national business advocacy group, was named a 2016 Safer Choice Partner by the Environmental Protection Agency (EPA). Administrator McCarthy announced the winners today, and the awards will be presented at an event on May 9, 2016 at the... [read more](#)

[ASBC Receives Partner of the Year Recognition for EPA Safer Choice Program](#)

April 28, 2016

ASBC is honored to receive a Supporter of the Year award from the U.S. Environmental Protection Agency's (EPA) Safer Choice program. The awards recognize businesses and organizations which advanced the goal of chemical safety through exemplary participation in or promotion of Safer Choice, which helps consumers, businesses, and... [read more](#)

[Green Business Supports BLM Methane Regulations](#)

April 25, 2016

An article in Energy Global discussed how ASBC and Green America are encouraging BLM to further limit venting, flaring and leaks from natural gas production on federal and tribal lands.

[Business Leaders Hail Signing of Paris Agreement on Climate](#)

April 22, 2016

WASHINGTON, DC (April 22, 2016)—The American Sustainable Business Council (ASBC) commended the Obama Administration for formally signing the historic Paris Agreement on Climate today, and urges policymakers and business leaders across the United States to join hands in fulfilling the commitments embodied in the agreement. The... [read more](#)

[Clean Water Rule Will Help Sustain Fishermen's Livelihoods](#)

April 22, 2016

Fisherman Tim Rider, member of the North Atlantic Marine Alliance (an ASBC organizational member) wrote an op-ed in the Portland Press Herald making the business case for clean water.



### What Makes a Workplace Healthy?

Evidence keeps piling up that healthy workplaces produce big benefits for employers. Studies show offices and other work areas designed to enhance worker health and wellness not only reduce employee absences and reported illnesses, but also improve productivity and help to attract and retain employees.

Healthy factors shown to be effective are:

- increased daylight
- elimination of toxins, allergens, and other substances that affect indoor air quality
- reducing environmental noise
- use of natural materials

- switching to more ergonomic furniture

(Source: [ASID](#))

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## Ready to take the next step in SFC Membership and be recognized as Exemplary?

[Contact Susan](#) to see how to qualify.

[Click here](#) to view the Exemplary Manufacture Requirements and [here](#) for the Exemplary Retailer Requirements.

We want you to get the recognition you deserve!

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**sustainable**  
FURNISHINGS COUNCIL  
sustainablefurnishings.org

## Join the SFC in our 10th Anniversary Year!

**Show the world that your business has made a verifiable commitment to sustainability, AND help us further our mission of sustaining a healthy future inside & out.**

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100 East King Street, Suite 1  
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