

Home Furnishings Business

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One Good World in Vegas

HOME FURNISHINGS
Business

World Market Center will host the One Good World series of discussions and speakers focused on eco-friendly issues during [Las Vegas Furniture Market](#), August 2-6.

"The One Good World series, which is unique to World Market Center Las Vegas, explores sustainability in the furnishings industry, a topic that should be top of mind for retailers and manufacturers alike," says Robert Maricich, president and CEO of World Market Center Las Vegas. "We are proud to offer our attendees insightful and exclusive programming at every Market."

One of the week's highlights is the third annual One Good Chair International Design Competition, August 4, 4-6 p.m., Building B, WorldView on 16th floor, which is in its third year. The challenge invited designers to create a smart design fitting of the theme "minimum/maximum." The goal: to preserve natural resources and amplify human delight. More than 100 entries poured in from around the world.

One Good World market programming, kicks off with "Eco Friendly from the Foundation to the Furniture," August 2, 2-3 p.m., C-176. Designer Robin Wilson will highlight several residential products with eco-friendly design, including the private residence of Robert F. Kennedy Jr. and the Good Housekeeping Show House. Wilson will also share tips and information to create an eco-healthy lifestyle.

The [Specialty Sleep Association](#) will address mattress safety during four briefings, "SSA Helps Retailers Sell Mattresses by Addressing Consumer Safety & Environmental Concerns," August 2, 3 and 4, multiple times, C-1350. SSA consultant Vicki Warden will share tips on how to sell more mattress products by addressing consumer concerns.

"DESIGNINGGreen," August 3, 3-4 p.m., Building B, World Forum, 16th floor, will feature a panel of designers, including HGTV's Monica Pedersen, designers Robin Wilson and Barry Dixon and Luxe magazine's Jennifer Matthews will address consumer awareness of sustainability, and other similar issues that face the industry.

[Sustainable Furnishings Council](#) President Jeff Hiller will lead a GREENleaders training session August 5, 10 a.m.-5 p.m., Building C, room 424. GREENleaders, in partnership with American Society of Interior Designers Central California/Nevada, is the industry's first certified sustainability training and the most comprehensive training program available in eco-friendly home furnishings.

Once considered a fad, buzzword or marketing tag, sustainability is now a force that's here to stay, said Margaret Casey, director of programming for World Market Center.

"Sustainability is a requirement that both retailers and consumers demand. Our goal is to make sure that buyers who shop the Las Vegas Market get fast-tracked to verified products that can stand up to consumer and media scrutiny," she said. "Knowledge is power--there's a lot to learn, and the One Good World tag is a powerful way to demonstrate respect for the time, energy and commitment that retailers make to the environment and the community when they shop for sustainable home furnishings at the Las Vegas Market."

Interested participants in the One Good World program must submit an application to the Sustainable Furnishings Council with specific declarations about their materials usage, transportation, wood sourcing, VOC emissions, and if submitting for upholstery, foams used in cushioning. They also must be verified to be showing and offering sustainable products at market, not merely available options.

One Good Guide was developed in conjunction with SFC, the leading organization in sustainable furnishings. SFC will perform verifications for all applicants. Participants are listed in a special section of the WorldDirectory distributed to thousands of buyers at Las Vegas Market and receive window decals and showroom signage to call attention to their status, along with additional online marketing and public relations support.

"World Market Center's approach to advancing meaningful green initiatives is an example for our industry, relying on facts rather than opinions," said SFC's Hiller. "This commitment was evident in their sponsorship of national consumer research earlier this year, and in their new One Good Guide sustainable exhibitor directory program. Unlike other markets, which rely on self-reporting, World Market Center is employing an industry-first vetting process on critical issues such as indoor air quality and wood sourcing to ensure the legitimacy of claims. This is the only defense against the green-washing that exists."

Hiller refers to One Good Guide as an "at-a-glance-but-with-teeth" tool for buyers.

"With so much confusion around eco labels, there is growing concern about all issues of sustainability. Producing the guide will help all who shop the market, but also as they go home and market and sell the merchandise. This is the information retailers need to differentiate their stores and products and to close the sale," Hiller said.