

These are expensive, time-consuming procedures for the furniture manufacturers and the suppliers of finishing material and fabrics. It is unlikely that the same methods would be effective for the small, widely dispersed Canadian manufacturers. It is conceivable, however, that the associations which represent the Canadian manufacturers could sponsor exhibits in Canada in advance of the major furniture markets. Finishing materials suppliers and fabric mills could present their new finishes and fabrics and Canadian furniture manufacturers could have a more convenient and inexpensive way to keep abreast of the U.S. markets.

All this may sound as though this great to do about styles, finishes, and fabrics is somewhat overdone. However, any furniture manufacturer that wishes to enter the U.S. market must clearly understand that at most retail levels, furniture is considered a fashion item--and what sells the product initially is style and finish and/or fabric. What species of wood you use in your frames, or how many glue blocks you have in your drawer bottoms, while important in the long run, are secondary considerations.

One major U.S. manufacturer who is neither avant-garde, nor highly conservative, determines its style direction from the following sources: