

considered KD and rejected it have focussed their attention on labour intensive imports of "style" furniture and see them as their main and continuing threat. Examples of these products are: U.S. mid-market products (which are labour intensive and include elaborate veneered contemporary and traditional furniture) manufactured in Taiwan, Korea and parts of Europe; Leather upholstered furniture (mainly from Italy and Scandinavia); and lacquered contemporary and traditional designs (mainly from Italy).

After examining these threats the industry has decided on imports itself (if you can't beat them join them). Now an increasing number of the larger U.S. manufacturers are actively engaged in import programmes to supplement their own production deficiencies. Examples include Stanley, Singer, Basset and Henredon to name just a few.

### 2.3 REASONS FOR THE INCREASING U.S. MARKET FOR KD PRODUCTS

The preceeding information is designed to give Canadian manufacturers a background insight into what has been happening and what is likely to happen in the U.S. furniture market over the next decade. It is now possible to recapitulate the reasons for the rise and present state of the U.S. market for KD furniture products: