

CATALOG HOUSE INTERVIEWS:

Of the relatively small number of major catalog houses Service Merchandise - Nashville, TN; Best Products - Richmond, VA; and Consumer's Distributing - Toronto, Canada are considered the best prospects for KD sales. Spiegel stand in a class by themselves.

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Joseph Bruni, Merchandise Manager

Spiegels describe themselves as a mail order specialty store. The company is generally regarded as a first rate customer by the US furniture industry and it is a major coup to be in the Spiegel catalog. KD items are at a premium for Spiegel because products are usually shipped to consumers via UPS. To date only 15% of total KD merchandise shipped has been imported coming from Europe, Scandinavia, and Taiwan. Spiegel have not previously purchased from Canada. Buyers are as follows: Casegoods, and occasional - Katherine Hart Ph:312/986 7503; dining, bedding and lifestyles Carl Truett ph:312/986 7680.