

3. Finishes and Fabrics

In any consideration of U.S. finishes and fabrics, one must be aware of a vital and significant role played by the finishing material manufacturers and fabric mills. Generally, basic trends emerge in finishings and fabrics and fluctuations and changes within these trends occur rather slowly but significantly at each market.

The major finishing material suppliers have service men who work very closely with their accounts and assist them in developing new finishes for the upcoming market. Quite often these service men are prepared to present a completely developed finish with the expectations of supplying the finishing materials. A few of the larger furniture manufacturers can afford their own laboratories and finishing specialists. These finish service men from the suppliers are especially important to the smaller furniture manufacturer who has neither the facilities nor the expertise to develop complicated competitive finishes on their own. These service men exert a considerable influence on the finishes at each furniture market.