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## BIRCHWOOD FURNITURE

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Calgary, Alberta

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**Export Contact:**

Terry Anderson

Vice President

Birchwood Furniture designs, manufactures and markets upholstered furniture and case goods such as occasional tables, entertainment centres, wall systems and curios for the retail market and commercial purposes in the mid to high end category. With plants located in Calgary and Winnipeg, Birchwood has a solid base in Western Canada. Increased marketing emphasis has been successful in strengthening the firm's position in the Eastern region and is currently succeeding in launching the U.S. market.

In order to compete on a national and global level, Birchwood has integrated the ISO 9002 quality program as an internationally recognized standard. With the implementation of the company's quality program, the next emphasis is on customer service and response. Customer service representatives and order desks are provided for each product category. Although the main language of the company is English, they can effectively communicate in French and German. Birchwood has gained a reputation as "the Quality Company" in furniture, and is anxious to establish more "quality relationships" in new markets.

### Products for Export

Furniture, Living Room/Hall, wooden not upholst.

Furniture, Bedroom, wooden, not upholst.

Cabinets, Kitchen, Household, wooden

Desks, Writing/Study, Household, wooden

Chests, cedar

Wooden Household Furniture, not upholst.

Furniture, Living Room, upholst., except convertible

Chairs, Household, upholstered

Couches, except Studio couches

Couches, Studio

Furniture, Living Room, upholstered, convertible

Furniture, Household, upholstered

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