

Key product evaluation and buying times are January for fall and June/ July for winter catalogs.

Airlines also offer access to the expanding catalog sales market. Most major carriers are now offering selected gift and leisure oriented catalogs. These are provided for travellers to read and hopefully to order from. Manufacturers who have unique, somewhat up-market products capable of United Parcel Service (UPS) shipment could consider contacting the airlines. Mary Rash, catalog manager for American Airlines concentrates basically on smaller furniture items which must be reasonably priced. Although the airlines will sometimes purchase and sell from stock they prefer to have the supplier drop ship for them.

Catalog showroom companies offer a further avenue to limited KD product sales. The leading catalog companies which do sell furniture are Service Merchandise and Best Products. Jim Price of best products deals mainly with the lower priced US suppliers such as Bush, Gusdorf, and Affordable but he did advise that the industry is looking progressively at more and more "eurostyled" furniture.

Discount Stores:

Are yet another avenue for potential sales growth in the US market. The Discount store chains began adding selected furniture items to their merchandise line-up three years ago.