



April 11, 2013
For Immediate Release

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**Kincaid Hosts High Point Market Speaker
On Healthy, Environmentally Sustainable Furniture**

When it comes to furniture today, consumers not only want style and quality; they also want safety and environmental friendliness, which will be the topic of a speaker sponsored by Kincaid Furniture during the spring market in High Point.

Patricia Bowling, vice president of communications at the American Home Furnishings Alliance (AHFA), will offer a 30-minute presentation on April 22 at 10 a.m. in the Kincaid showroom in the International Home Furnishings Center, Hamilton Wing, space 1204. She will also be on hand to answer questions from retailers and the news media.

“With recent media coverage of flame retardant chemicals in upholstered furniture, consumers are more concerned than ever about what’s in the products they buy,” Bowling said. “Retailers should be prepared to answer questions about the furniture they carry.”

The goals of the presentation are to shed light on the driving forces behind the consumer interest in transparency, provide insight and clarity about environmental certifications and provide information for use in educating consumers. A light brunch will be served and an educational hand-out for use on retail sales floors will be provided free of charge.

“Sustainability and environmental issues are hot topics for consumers, furniture manufacturers and retailers, members of the media and home industry bloggers,” said Max Dyer, vice president of marketing for Kincaid. “Consumers are becoming more educated about the

products they bring into their homes, and we want to help attendees walk away from this talk with a better understanding of these emerging issues and how they can respond.”

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About Kincaid

Founded in 1946, Kincaid Furniture Company is the nation’s leading manufacturer and marketer of solid wood furniture. Kincaid’s growth is based on a commitment to quality solid wood case goods, fashionable upholstery, and the best service the industry has to offer. Kincaid Furniture Company is part of La-Z-Boy Incorporated’s family of companies. For more information on Kincaid, please visit www.kincaidfurniture.com.

About AHFA

AHFA is a leading trade organization serving the home furnishings industry. It is recognized by elected officials, regulatory agencies and the media as the authoritative voice of the industry in Washington, D.C., and it works on behalf of its member companies to positively influence regulations that have the potential to impact their operations.