

**BUSINESS NEWS**

IFD doubles size of Las Vegas Market showroom

Company is now showing in 19,600 square feet in A-826



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LAS VEGAS – Case goods manufacturer International Furniture Direct has doubled the size of its Las Vegas showroom as part of an effort to show more new goods to a growing dealer base.

The company remains in Building A-826 but is now showing in 19,600-square-feet of space, up from 9,800 previously.

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“The Las Vegas Market, especially the winter edition, is our most important market of the year, so we have been waiting for this expansion for a while,” said Diana Zaldivar, vice president of sales and merchandising. “We’re very excited to be able to show new introductions as well as our best selling collections for our Western customer dealer base.”

She added that the company now also feels “more comfortable focusing on bringing a large new product assortment to our best show of the year.”



During the Jan. 27-31 market, the company is introducing more than 65 SKUs, which span four new bedroom collections, five new dining collections, two new bistro sets and six entertainment consoles. The mix also includes more than 25 new occasional pieces. This is more than double what the company typically introduces at the show.

I'm Tom Russell and have worked at Furniture/Today since August 2003. Since then, I have covered the international side of the business from a logistics and sourcing standpoint. Since then, I also have visited several furniture trade shows and manufacturing plants in Asia, which has helped me gain perspective about the industry in that part of the world. As I continue covering the import side of the business, I look forward to building on that knowledge base through conversations with industry officials and future overseas plant tours. From time to time, I will file news and other industry perspectives online and, as always, welcome your response to these Web postings.