

THE

Winter 2024

CONNECTION

A Lancaster County Showcase Publication

INDIAN TRAIL FURNITURE

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MEDIOCRE OR MAGICAL

The Furniture Design Success Factor page 8

SUSTAINABILITY: FURNISHINGS FOR THE FUTURE

American Furniture, Home Goods, And The War Against Waste page 76



EDITOR SPEAKS

Here we are, already nearing the end of 2024. By the time you read this, the question of who the new president is will be solved, and hopefully election year craziness will be a thing of the past.

Retail stores and manufacturers reported soft sales for the summer, especially early on, but many expressed confidence that "this too shall pass".

We are now offering virtual Showcase visits as a great way to browse our year-round manufacturers and restock with some WOW items for your last minute holiday shoppers. All from the convenience of your desk! Call 717-687-8150 to schedule your virtual visit.

-Steve Esh
managing editor

Questions/Comments?

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Lancaster County Showcase

836 Houston Run Drive

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Gap, PA 17527

Hours:

Monday - Friday

8am - 4pm

First Saturday of Every Month

8am - noon



Improving connections between retail furniture stores and their suppliers is our passion. This magazine is only one of the tools we use.

Our wholesale furniture showroom is open year round and features over a hundred different furniture and craft manufacturers. Our friendly staff can direct you to the manufacturer you are looking for or you can browse leisurely at your own pace.

We charge a 10% brokerage fee for purchases made at The Showcase (Priority Pass members are exempt). Brokerage fee doesn't apply to orders placed directly with the manufacturers.

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featured manufacturer

Indian Trail

FURNITURE



The idea of spending the rest of his life in the mobile home factory didn't appeal to thirty-year old William. He already had some calves and a small pig farrowing operation on the farm that he and his wife, Phyllis Ann, purchased a few years earlier. A refurbished silage bunker and the old bank barn kept the animals under shelter.

While brainstorming ways to get out of the factory, William found a small hydraulic unit that was perfectly sized to power a small woodworking shop. Pushing the pig pens to one end of the old silage bunker, he started building crafts. Slowly, the crafts morphed into benches and eventually bedrooms, which proved to be the company's sweet spot.

As the silo bunker/pig pen transitioned into a woodworking shop, William needed a name for his business. Earlier curiosity had driven him to research the crooked road that linked their farm to the nearby towns of Shipshewana and Howe. Many of the local Indiana roads were straight as arrows, but County Road 450N was an exception. William learned the road had once been a popular Indian trail. Over time, the trail had widened but kept its meandering ways. In 1994, Indian Trail Furniture was born.

Demand for the company's furniture increased rapidly. As the business grew, space became an issue. In 1997, the company added a 20' x 80' addition that connected the old silage bunker to the bank barn. Finally, the bank barn was also converted into furniture production space.

One day, a local carpenter named Jerry Miller stopped by. As the men chatted William mentioned that his buildings were too small, and they couldn't push out the perimeters any further. Before they parted ways, Jerry remarked, "If you ever need help, I could take it on." William remembered the offer and contacted Jerry in 1997, giving him the opportunity to build all the case-goods for Indian Trail Furniture.

Through that, J & R Woodworking and Indian Trail Furniture began a long, healthy relationship. William and his team design and produce beds, while J & R Woodworking creates dressers, nightstands, and cabinets to match. "We feel fortunate to work with their company," William stated during our interview.

Combined, the two companies produce an impressive array of bedroom furniture. More than eighty-three different beds are shown in their catalog, and thirty-six of these beds feature complete case-good sets. Bed styles include day beds, Murphy beds, wall units, bed seats, and platform style beds. There are heritage beds, traditional styles, and modern versions. Wood options are almost as expansive with more than a dozen species to choose from, including the popular Brown Maple, Rustic Hickory, and Rustic Rough-Sawn Brown Maple.

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▲ The new 22,900 square foot manufacturing facility. The building is on schedule for full production by mid November.

Check out our
Master Catalog!



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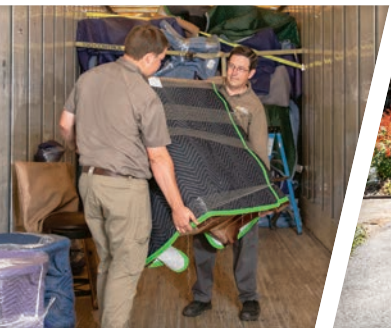


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continued from page 4

"Our goal is to keep pace with the changing styles. We try to cover a variety of styles, asking dealers what they are seeing and then follow the trends. We work on this every day," William told us. He noted that dealers advised them not to stray from the massive, big-boned furniture, which has become a trademark characteristic of Indian Trail beds. "We are known for the tall beds and big posts." William explained.

Indian Trail is aiming to launch three new styles later this year. From early feedback, it looks like a new Arch bed style will be popular. This is a traditional style with strong geometric shapes. A Queen Anne bed and an ultra-modern bed are also in development.

Today, three of William's sons, Alan, John, and Lavern, work for Indian Trail Furniture and are planning to purchase the business from their father. Nineteen employees keep the company buzzing with activity, producing some of the finest beds in America and smiles for their happy customers. The old bank barn has been torn down and in its place, new 30,400 square foot building is being constructed. The company is hoping to have the new building in full production by November of this year.

William and his wife, Phyllis Ann, are the owners of Indian Trail Furniture. They raised a family of 5 sons and 3 daughters. William serves as a deacon in his local Amish Church. In his spare time, he enjoys tending to his two beehives, which have rewarded him with twelve gallons of honey this year.



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Mediocre or Magical

The Secret Of Successful Furniture Design

By Oliver Fitz

Since the Neolithic period, furniture has been cemented into place as an essential part of the human experience. Although we often take them for granted, the chairs, tables, beds, and cabinets in our homes add comfort and ease to daily life.

But home furnishings carry another crucial responsibility. Humans crave beauty, and we all have an inborn desire to surround ourselves with objects of beauty. Although unquestionably functional in nature, furniture has not filled its mission until it soothes the senses of the people that enter its space. At first glance, function and beauty seem antagonistic to each other, but when properly merged into interlocking oneness, they create a deeper beauty and a complete functionality. Furniture design is an art that blurs the lines between creativity and functionality.

THE ONGOING DEBATE

So which is more important? Should beauty or functionality get most of the attention? The answer, of course, depends on the customer and where the furniture will be used. But even so, we rarely see successful furniture designs that only incorporate beauty or only functionality. Either of the characters may be dominant in a given design, but its opposite can always be found, thinly masked right beneath the surface.

Good designers understand the need to create visually appealing pieces while also defining their purpose and practicality. Still, a good design can display beauty and functionality simultaneously, effectively harmonizing the surrounding space. What then, is the way by which we separate the mediocre from the magical? The mundane from the magnificent?

HEIRLOOM QUALITY

American furniture has raised the bar of long-lasting, heirloom quality pieces. The country boasts years of craftsmanship and woodworking experience, with skills being passed down from generation to generation. As such, many American manufacturers offer designs that stand the test of time, earning praise from the global furniture industry.

The best designers expertly marry traditional woodworking with modern needs. Amish craftspeople support the market's growing needs by incorporating century-old techniques, like mortise and tenon and dovetail joints, into modern designs. The result? Unique, handmade pieces that are timeless. The extra detail and durability is worth investing in and passing down to later generations.

MATERIALITY

Great furniture invokes a myriad of emotions and inspires action, and it all starts with materiality. It goes beyond aesthetic appeal. Nowadays, fixtures are evaluated not only by how they look, but also by how they feel. In interior design, materiality is the art of creating a symphony of color, texture, and personality in every piece of furniture. It ultimately dictates the overall mood and atmosphere of the space.

Materiality is part of the creative process in furniture design that encompasses every element involved. Joanne Odisho, a Melbourne-based furniture designer, earned praise in 2022 for expressing her talent through a blend of timber and bio-materials. She showcases authenticity that stamps a distinctive character on her creations, all through her creative use of materials.

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▲ An artistic rendering of the award winning Moon chair by Serena Papait. The smart design promotes natural posture and relieves pressure on the spine.

MEDIOCRE OR MAGICAL.....continued from page 8

ERGONOMICS AND COMFORT

Relaxation is a huge driving force for the birth of furniture, and ergonomics plays a role in achieving this feat. Great furniture designers will consider body postures and natural movement when building their products. Good furniture provides support, especially in office and living room furniture.

Take the award-winning Moon chair, for example. Designer Serena Papait smartly created a seat that promotes natural posture by relieving pressure from the spine and redistributing support to the knees. It departs from traditional designs yet leaps remarkably high in terms of comfort. Its conceptual innovation gained recognition as the Best of the Best by the prestigious Red Dot Award.

SUSTAINABILITY

The rise of cheap 'fast furniture' is causing a problem in our nation's landfills and waste management services. In 2018, Americans threw out more than 12 million tons of furnishings according to the Environmental Protection Agency. More than 80% of this garbage ended up in landfills, adding to issues like pollution and health concerns.

Now, consumers and designers alike define great furniture design as pieces that are sustainable and environmentally friendly. Sustainable Furnishings Council (SFC) Executive Director Scarlett Tapp reiterates the need for companies

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Medora Chairs, Galveston Table
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▲ This Hudson dining set from Lancaster Legacy combines solid workmanship with style, creating a piece that will be cherished by future generations.

MEDIOCRE OR MAGICAL.....continued from page 11

to demonstrate their intentions as opposed to simply declaring it. When shopping for furniture, It is best to find manufacturers that are taking active steps in securing third-party certifications and improving their supply chain.

Responsible sourcing is also an important matter in sustainability—where does the material come from? How are they transported? Exceptional furniture pieces worth investing in are ethically sourced by licensed vendors who are meticulous in their processes. It includes using toxic-free coatings and championing up-cycled or recycled materials wherever possible.

TECH-INFUSED DESIGNS

Great furniture designers are not afraid to step out of the industry’s comfort zone and explore what innovation can offer. Massage chairs are perhaps a fitting example of technologically advanced pieces that appeal to a niche clientele. From high-precision techniques to adaptive massages, these appliances-cum-furniture are revolutionizing the approach to healthier home living.

AN INTELLIGENT AND RESPONSIBLY-ORIENTED FUTURE FOR FURNITURE

Every great furniture design incorporates the best qualities into a functional and visually appealing piece. With environmental responsibility and individuality becoming more important on the consumer’s list, the need for creative furniture designers on the wholesale and retail scene is real. As designers rise to accept these new challenges, it will bring innovation and breakthroughs. A new burst of creativity will arrive, each subsequent invention making our world a little better. It is this point that distinguishes the mediocre design from the magical. **END**



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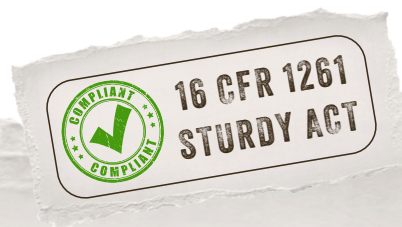
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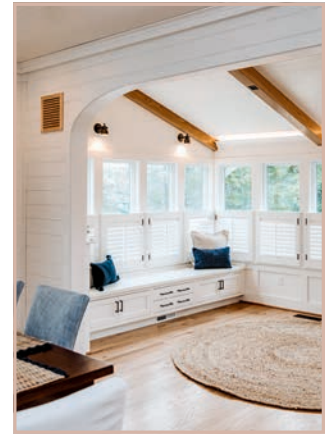
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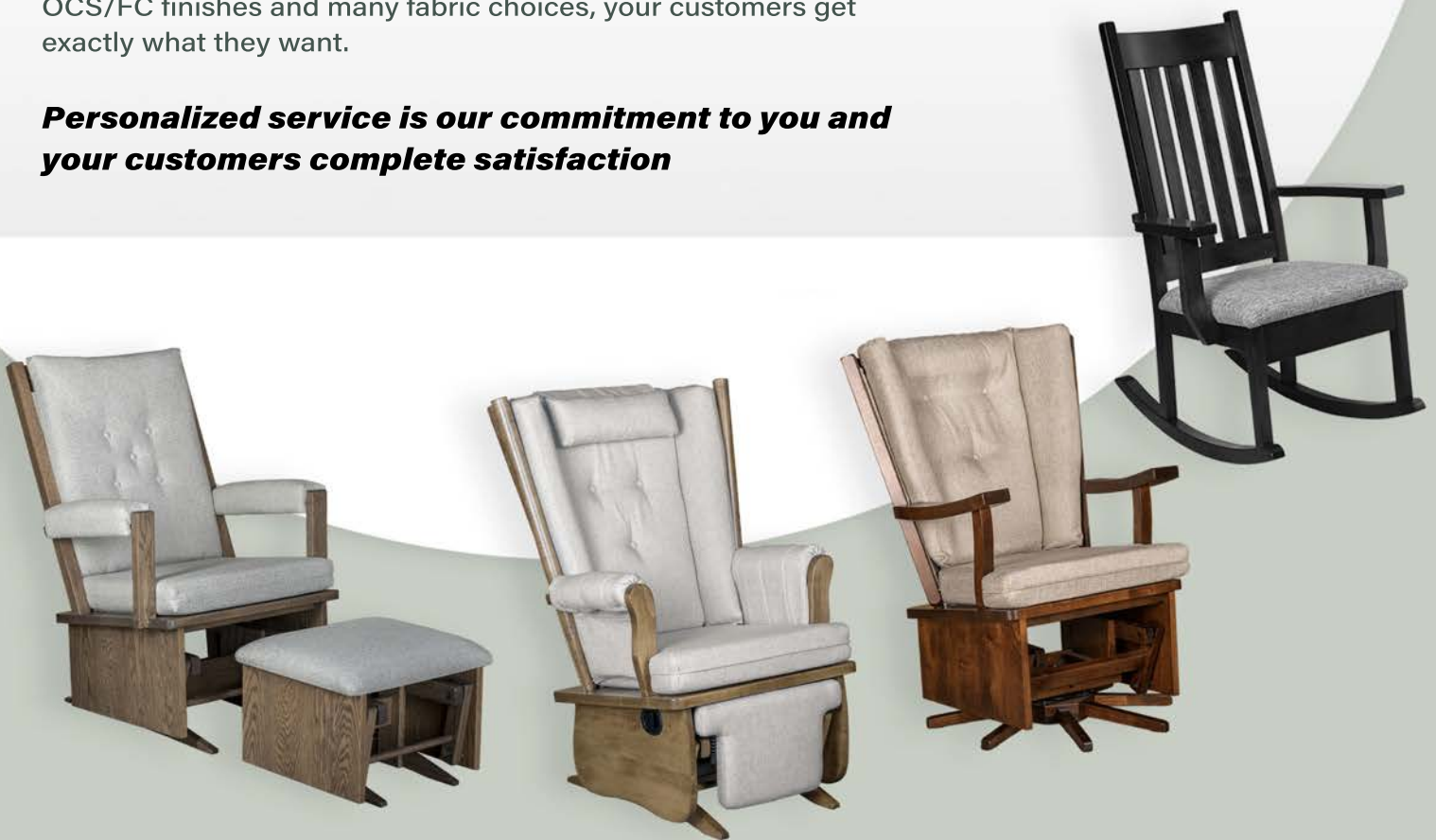
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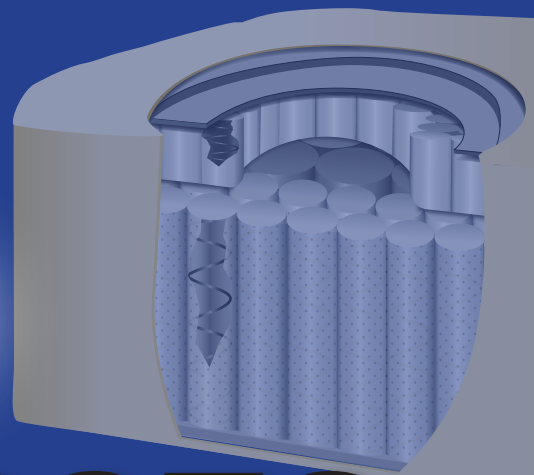
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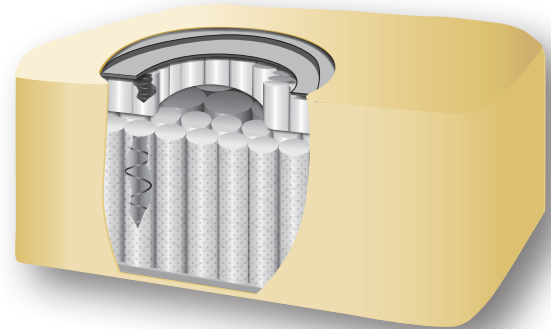
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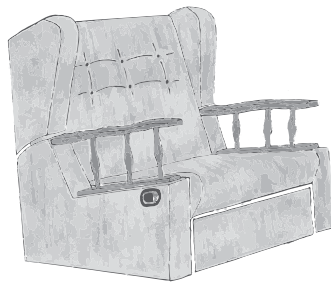
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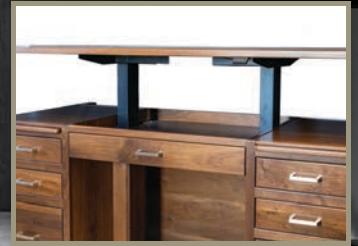
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MODERN

BY OLIVER FITZ

► The 'Marshmallow' sofa was designed by George Nelson Associates in 1965. Although the sofa became somewhat iconic, only 186 of the sofas were produced in the first five years of production.

Living spaces witnessed a series of style changes throughout the years. In ancient times, emphasis was put on carvings, intricate inlays, and furniture designs that spelled beauty and elegance. These movable fixtures symbolized opulence, expressing grandeur during the Renaissance and Baroque periods.

When the industrial revolution and the eight-hour work day transformed the minds of millions, designers needed to rethink and reshape furniture to fit this new consumer. From elaborate forms, the trend shifted to simple and utilitarian designs. Mass-produced furnishings became the go-to for many consumers, the style adopting a practical philosophy sometimes at the cost of quality. In time this heavily functional form found the hearts of Americans, and the style of modern furniture was born.

DEFINING THE MODERNIST FURNITURE STYLE

The word 'modern' is often interchanged with 'contemporary', but they are unique when referring to furnishings. While contemporary fixtures are a salute to current trends, modern furniture designs are heavily influenced by a specific movement in the early 1900s. In many ways, contemporary isn't a permanent style but rather a way to express a collage of current trends.

Distinctively clean and simple, modern furnishings break free from the larger-than-life pieces of the past. Many creations from the 19th century to the present are inspired by modernism. The design follows specific ideals that have thrived and survived in the giant cultural shifts of the last fifty years.

In general, modernist style furniture has a simple and often stripped-down aesthetic. Nevertheless, it does not fall short of elegance, nor does it have subpar functionality. These pieces depart from the decorative and arrive at a more minimalistic appearance. The design emphasizes geometry, using practical materials and processes involving polished materials, clean lines, and cost-effective techniques.

MODERN FURNITURE & ITS KEY CHARACTERISTICS

Modernist style furniture has been around for decades, but many homeowners and designers still prefer it over other designs. It's the perfect fit for people who want a neat and uncluttered look for their space. There are several defining qualities for this type of furniture with most modern furniture possessing at least two or more of these traits.

GEOMETRIC AND MODULAR FORM

One of the distinguishing characteristics of the modernist furniture style is the use of clean and crisp lines. These fixtures often feature common shapes like squares, circles, and rectangles. It's a stark contrast from the earlier styles that sported elaborate carvings and embellishments.

Often, the elements of modern furniture are modular, fitting together like the pieces of a puzzle. This modular emphasis adds greatly to the visual and practical appeal. For instance, a sectional sofa can have a piece that doubles as a coffee table and storage box. It can be rearranged and recombined in several ways, letting the consumer feel in control and able to express individuality.

continued on page 47



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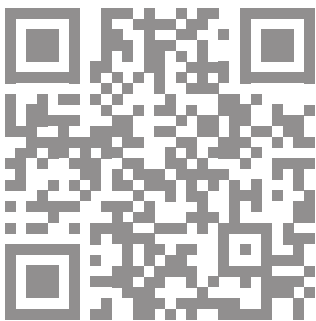
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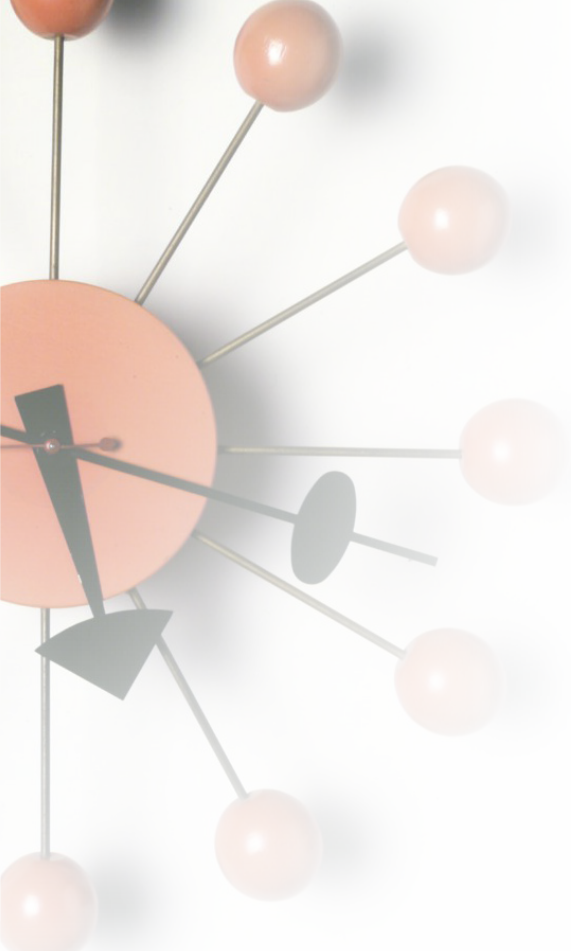


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While highly appealing on the species showcased here, the Natural Effects finish is available on any of Lancaster Legacy’s wood species.

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MODERN.....continued from page 44

MINIMALIST DESIGN

With modernist furniture styles, less is more. The minimalist design of this movement inspired designers to create furnishings that are simple in form. There are fewer details and defined edges that fit into angles seamlessly. Reducing unnecessary frills enhances the versatility of the furniture, thereby enhancing its functionality.

INNOVATIVE MATERIALS

Unlike traditional furniture that places value on the type of wood utilized, modern fixtures incorporate different materials in a single design. Innovation is at the core of this design movement, fearlessly creating unlikely combinations like molded glass, metal, fabrics, and more. It's a unique way to express creativity within the confines of minimalism.

In addition, modern furniture pairs well with soft decorative elements. When planning a modernist interior, the most suitable adornments are also simple and unfettered. To complete the look, little things like cushions, tablecloths, and simple curtains can elevate the aesthetic value of the space.

EARTHY COLORS

Aligning with its simplistic features, modern furniture often comes in neutral colors that are easy on the eyes. Shades of white, grey, brown, tan, and black are some of the most common choices for this style. These hues provide comfort and relaxation, creating a calmer ambiance for the space. Such colors help the designs match any theme and remain in style despite evolving trends.

continued on page 50

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MODERN.....continued from page 47

WHAT INFLUENCED THE MODERNIST FURNITURE STYLE?

Modernism is an assortment of ideas that cover various aspects of life including art, design, architecture, and literature. At the core of the modernist movement is the goal of making this world better, simpler, and less cluttered. In the furniture industry, it dismantled centuries of design disciplines and forced furniture makers to create simpler, more affordable, and highly functional pieces. Rather than forcing the human body to adapt to the furniture, the goal of modern furniture is to conform to the user's preference.

The modernist movement empowered America's design sector, and leaders like George Nelson created their legacy in the industry by embracing this movement while it was still in its fledgling stages.

DISSECTING MODERNISM'S CURRENT POPULARITY

How does a movement that's decades old survive and thrive despite the waves of trends and cultural changes? The most likely answer is that modernism is so aligned with the post-Industrial Revolution lifestyle that it simply became the new standard. In many ways the core driving factors of the movement are found in all the nooks and crannies of human experience. Our entire lives are oriented to a Modernist outlook, and we appreciate furniture that embodies these values.

One of the most prominent figures in the history of the American modernist movement was George Nelson, an architect and design writer whose insights still guide professionals today. His perspective of what furniture should be is fundamental in understanding why Modernism became a permanent fixture in America.

▼ The American Academy in Rome where George Nelson studied architecture and broadened his design expertise.

WHO WAS GEORGE NELSON?

George Nelson was born on the 29th of May 1908, in Hartford, Connecticut. A promising student, he attended Yale University on the quest to find a career path that befits him. While design was not his first choice, it was perhaps fate that led him to it.

continued on page 52





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Seeking shelter from the pouring rain one day, Nelson came across an exhibition that inspired him to pursue architecture.

After securing his first degree in 1928, Nelson worked as a teaching assistant. The passion for his chosen profession encouraged him to study fine arts. He received his second bachelor's degree in 1931, all while working on securing opportunities that could broaden his talents. He managed to snag a fellowship from 1932 to 1934, allowing him to attend the American Academy in Rome for architectural studies.

His extensive experience in Rome opened his eyes to modernism and architectural works in Europe. In 1935, he became the first associate editor of the Architectural Forum, an American magazine that touches on home building. His distinct writing piqued the interest of the audience, amassing avid readers in his stead. In his articles, he declared his strong support for modernism, which earned the ire of some colleagues who opposed his opinions.

NELSON'S VIEWS

For George Nelson, design, with respect to the laws of nature, served to improve the human condition and the world. He bravely introduced theoretical

concepts that he believed would improve the industry overall. To dive into designing himself, Nelson started co-authoring publications that would later provide significant ideas like a 'family room' in Tomorrow's House with Henry Wright.

In the late 1940s, the renowned design writer introduced a myriad of topics that made waves in the industry. Storgewall tackled the concept of incorporating a storage system within the structure of the home, such as dividers installed directly on walls. This article put the spotlight on modular design, one of modernist furniture's distinguishing traits.

WORKING FOR HERMAN MILLER

His masterful writings, especially Storgewall, put Nelson on the radar of D.J. DePree, the head of Herman Miller, Inc. At that time, the powerhouse furniture company was searching for a new executive after the passing of its former design director, Gilbert Rohde. Nelson was handpicked for the job, allowing him to express his creativity in a more hands-on setting.

For twenty five years, Nelson enthusiastically filled the role, catapulting him to prominence as a prominent figure on the American design scene.

continued on page 54

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▲ This modern office design incorporates clean, uncluttered lines, metal components, and dramatic lighting fixtures. The hardwood floors and exposed metal ductwork give the space an industrial look while retaining the modern feel.

MODERN.....continued from page 42

He mainly focused on creating home and office furniture and securing other notable talents to join Herman Miller. During his tenure, he convinced key figures like the Eames brothers, Alexander Girard, and Isamu Noguchi to join the furniture company.

In 1947, Nelson established George Nelson Associates, Inc. to work on creating what would be iconic mid-century modernist products. During his career, he designed pieces that show his ingenuity as a creator. The 'Ball Clock' created in 1950 represents the atom. The 'Bubble Lamp' (1952), and 'Marshmallow' sofa (1965), are just some of his most remarkable works. Nelson also played a prominent role in designing the Herman Miller showrooms in New York, Chicago, and Washington.

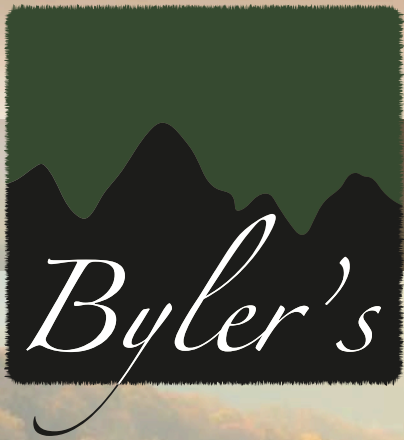
UNDYING LEGACY IN MODERNIST FURNITURE

George Nelson is always and forever a name imprinted in the hearts of modernist fans. His progressive ideas and approach became one of the pillars that enriched the modern furniture industry. His death in 1986 in New York marked not the end, but the beginning, of his legacy. Some of his most iconic pieces are proudly displayed in his estate exhibition held by the Vitra Design Museum.

Nelson's influence in American modernism bridged the gap between people and ideas, giving birth to the modern furniture era. Nelson said, "Design is a response to social change, which revolutionized concepts like practicality, sustainability, and more."

WHO'S BUYING MODERN?

The vast selection of modern style furniture today is an astounding and welcome existence for consumers. These furnishings boast various design blends without compromising on quality and user-friendliness. Today, like never before, consumers appreciate the simple, clutter-free, friendliness that is Modernism. Many of them crave the elegant beauty, efficiency, and worry-free living that modern home furnishings supply. **END**



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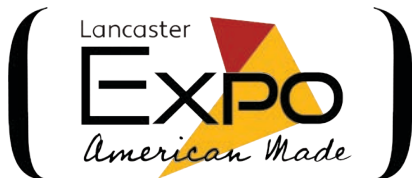
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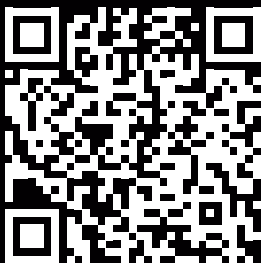
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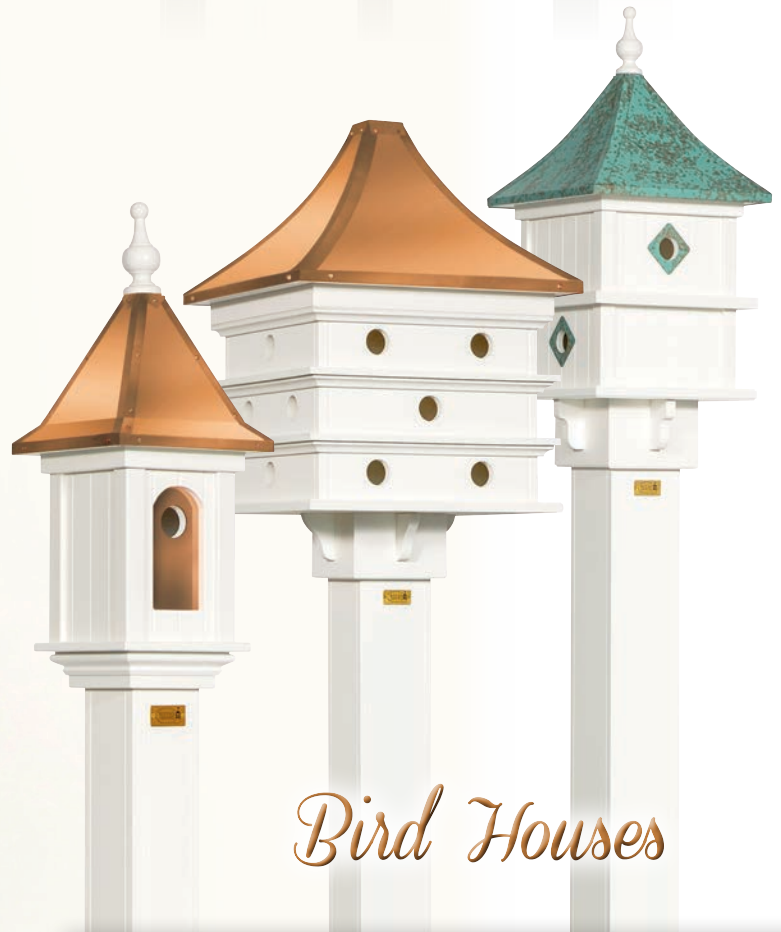
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And so, for the past 12 years, our team has been learning about the materials and improving their products and designs. Today, the craftsmen build any of their 450 different items out of their 60-page catalog, from choices of 27 different colors in under 6-8 weeks. Some items are also kept in stock. The products range from seating, dining, sectional bars, cushioned furniture with pillows, swing sets, and gazebos. We hope to continue creating **A piece of mine...**



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FURNISHINGS FOR THE FUTURE

FURNITURE, HOME GOODS, AND THE WAR AGAINST WASTE

BY OLIVER FITZ

The urgent call for sustainability adopted by the United Nations is slowly but steadily shifting consumer habits. In the furniture industry, stakeholders recognize the 2030 agenda that includes responsible consumption and production. As eco-friendly products become more readily available, buyers are becoming more conscious about their shopping choices.

Is sustainability the right choice? Based on 2019 data, 76% of consumers are willing to spend more on eco-friendly home furnishings. Of these shoppers, 31% agreed that they would pay up to 5% more than their usual furniture expenses if the product comes with an environmentally friendly certification. IBM's 2020 report stated that 80% of North American respondents said that they would want to know the origin of the products, and over 69% of them were ready to pay a premium for recycled products.

Indeed, consumer awareness plays a huge role in achieving global sustainability targets. By 2030, experts forecast that the global market size for eco-friendly furniture will grow to as much as 43.26 million which is still only about 4% of global furniture sales. Once consumer preference and furniture production come in sync, however, eco-friendly furniture could become a very popular trend.

THE MISSING ARGUMENT: LIFECYCLE

According to the US Environmental Protection Agency (EPA), 12.8 million tons of furniture and furnishing waste is disposed in America every year. As much as 80.1% of this waste is placed directly into landfills.

'Fast furniture' is largely responsible for this alarming statistic. Fast furniture is cheaply made furniture that isn't intended to last long. A recent survey indicated that most consumers expect their new couches to last only three to five years. The mass production of these furniture items makes them relatively inexpensive, but the industry is not yet seeing the full consequence of this 'disposable' mentality.

Unfortunately, most of this waste happens pre-consumer. Furniture that is damaged during transit, especially when imported, is discarded instead of being sent back for repair. A combination of low grade components, long transit routes, and high shipping costs contribute to the decision to discard the damaged goods.

A furniture item's life cycle is a vital, and often overlooked, ingredient in today's shopping considerations. A 2023 study in sustainability emphasizes the role of whole life cycle integration in furniture. Choosing a sustainable design that considers usage time and material sustainability can help to reduce the carbon footprint of furniture.

REPAIRING AND RESTORING

Higher value furniture like antiques or family heirlooms that are made with high quality materials are usually good candidates for repairs. For instance, hardwood furniture can be refinished multiple times if necessary, extending the life cycle by years and decades with proper care. While this approach doesn't make sense with cheaply built furniture, it's often a viable option for higher end, handcrafted products. Many domestic furniture

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FURNISHING.....continued from page 76

manufacturers will willingly repair their own products at reasonable rates even if the product is no longer covered by the warranty.

Retailers should begin thinking about ways to streamline these repairs for the consumer and make them profitable for their stores. Developing relationships with finishers, upholstery shops, and furniture repair teams will put retail salespeople into a knowledgeable position.

This concept could be a major selling point for customers who are concerned about sustainability. Demonstrating that they can revamp, instead of discarding, their furniture will ease their environmental conscience and keep them from feeling trapped with their new purchase.

UPCYCLING FURNITURE

Fortunately, there are several ways to uphold sustainability when selecting furniture. While the concept of recycling is well-known, up-cycling is a slightly different approach with an even greater positive impact. It involves repurposing discarded or worn-out pieces creatively, as opposed to breaking down the fixture into raw materials.

With up-cycled furniture, you can retain the historical and sentimental qualities of the item while giving it a new look that fits your desired vibe. This can often be done quite effectively with a new stain or specialty paint.

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FURNISHING.....continued from page 81

Creatively reusing a piece of furniture and adding value to it is the essence of upcycling. The process requires a certain creative ingenuity and craftsmanship, which often makes it a good option for interior designers and other artisans.

SOURCING THE MATERIAL

Where and how materials are sourced is a major factor determining the true sustainability of a piece. Natural materials, like bamboo and hardwood, often have a smaller carbon footprint when compared to plastics and composites. Truly sustainable furniture also avoids toxic chemicals and instead utilizes risk-free paints, finishes, and stains.

In the United States, hardwood is often the material of choice because of its durability. It also happens to be one of the most sustainable resources available to the American consumer.

THE SUSTAINABILITY OF AMERICAN HARDWOODS

Experts recognize bamboo as a sustainable choice for furniture and other products. It matures in only five to seven years and thrives in places where other crops cannot grow.

However, bamboo material is commonly sourced in the Asia-Pacific region (65%). Only 28% is

produced in the Americas, and 7% in the African region, and that's where the first problem lies. Shipping bamboo from the opposite side of the globe builds a significant carbon footprint.

This issue is practically nonexistent with American hardwoods since they are grown regionally, often only a few hundred miles from the furniture manufacturer. Dramatically less fuel consumption and packaging are needed when transporting wood materials domestically.

Another factor is the tremendous supply of this natural resource. According to the United States Department of Agriculture, the total number of growing trees increased from 5.2 million cubic meters in 1953 to 12 billion cubic meters in 2017, an increase of one hundred thirty percent!

In addition, lumber is naturally durable and can last generations when maintained properly. Hardwood furniture may last anywhere from 30 to 100 years, without any repairs, depending on the species and construction quality. Comparatively, bamboo furniture typically has a life of no more than fifteen years even when top-grade bamboo is used.

While hardwood and bamboo are both considered renewable, the sustainability standards of the hardwood industry are superior. There

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are also numerous uses for wood by-products and manufacturing waste. For example, tree bark can become soil conditioner, while trimmings are transformed into paper and other items.

It is estimated that the US grows more than two times as much hardwood than what is harvested. According to the USDA Forest Service, the country's forestland grew by roughly 33 million acres in the past 30 years. That's enough timber to furnish hundreds of millions of American homes!

HOW AMERICAN MANUFACTURERS UPHOLD SUSTAINABILITY

Eco-conscious shoppers now turn to American manufacturers to provide sustainable furnishings they can trust. How do manufacturers improve the quality of their products to meet consumer demands? Here are a few ways.

NON-TOXIC STAINS AND FINISHES

Natural wood stain is an exceptional choice to enhance lumber's natural beauty while also protecting it. A water-based wood stain dries faster, has no odor, and will not discolor over time. Tung oil finishes is another natural alternative to synthetics. Manufacturers and retailers should be discussing alternative products with their suppliers.

ORGANIC FABRIC, TEXTILES, AND LEATHERS

Many companies produce eco-friendly fabrics to accommodate the ever-growing sustainable fashion industry. This selection extends to the furniture sector, giving rise to the use of organic fabrics for furnishings.

Some of the most popular options for sustainable furniture include natural fabrics like organic cotton, hemp, and vegetarian silk. Genuine leather is a very durable covering that often has a longer life than fabrics.

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▼ According to the USDA Forest Service, the country's forestland increased by 33 million acres in the past thirty years. This photo, from Virginia's Blue Ridge Parkway, captures a tiny sliver of America's timber resources.





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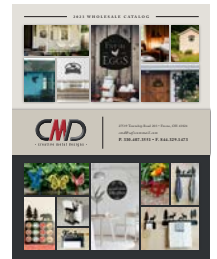
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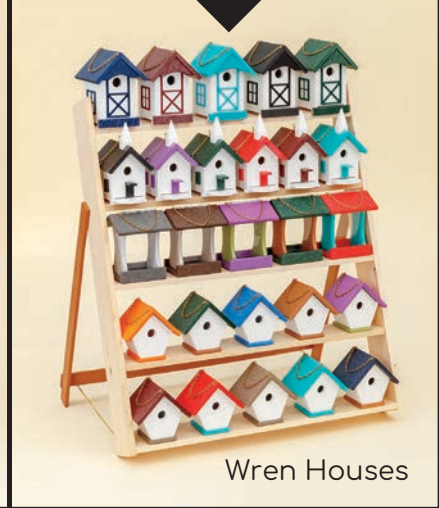


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BEST SELLER

Large Snowman



Small Snowman on Base



Mini Snowman on Base



His and Hers Birdhouse

#ONE SELLER



12" Flower on Stick



9" Flower on Stick



Antique A-Frame Birdhouse

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We are on a journey to strengthen the 6 key components of your business. All the challenges you face are a weakness in one of those components.

The EOS Focus Day Tools. Let's start at the base; the accountability chart, (who is responsible for what) Rocks, (what is most important) meeting pulse, (holding each other accountable) and scorecard (Because what gets measured gets managed). We use these for 30 days then come back together.



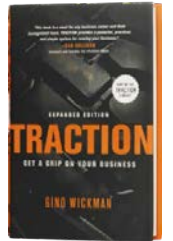
THE EOS MODEL®



Vision Building Day 1.

We are back together spending a good part of our day in review of the Focus Day Tools. Then we go into Vision Building, defining and nailing down, who we are where we are going and how we are going to get there.

By the end of **Vision Building Day 2** we know who we are at the Core with **Core Values**. What we love to do and are good at with **Core Focus** where we want to go long term with **Core Target** and how we are going to get there with our **Marketing Strategy**. We then break it down to what it looks like in our **3 Year Picture** what are our 3 to 7 **Annual Goals**, what has to get done now with **Quarterly Rocks**. Before we go into execution mode we breakdown and sort out our **Issues List**.



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Nathan Nisley P (260) 299-3472
E nate.nisley@eosworldwide.com

FURNISHING.....continued from page 85

FOAM

Traditional foam includes many potentially harmful chemicals. Many manufacturers are actively looking for alternatives that don't sacrifice quality or comfort. Natural latex foam is an exciting possibility since it is biodegradable, hypoallergenic, and renewable.

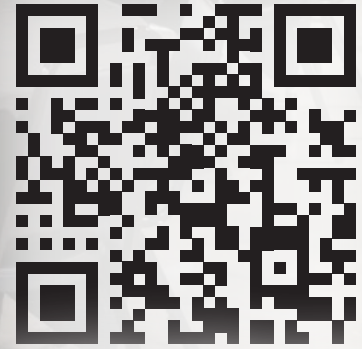
THE FUTURE

In the future, more and more environmentally responsible companies will adopt circular furniture supply chains. Domestic furniture manufacturers will likely focus on further increasing their environmental strengths, which include low logistics waste, ability to remedy minor issues quickly, and the use of sustainable hardwoods. To a large extent, this movement is dependent on the manufacturers and the sustainability of their products. As consumer interest rises, this niche will continue to grow, and as it grows it will reward those who have paid forward and invested into the future of sustainability. **END**

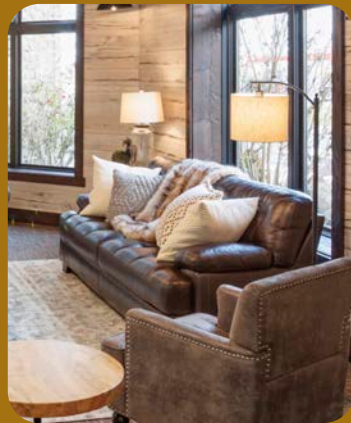


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The Connection wouldn't be possible without the support of our loyal manufacturers. If you have any questions about their products please contact them using the information below or visit the Lancaster County Showcase. You can also visit our website at LancasterCountyShowcase.com or give us a call at 717-687-8150 for more information.

Fine Furniture

AJ's Furniture - Upholstered Motion Furniture (see page 48)	574-642-1273
A&L Furniture - Beds, Bunk Beds, Loft Beds, Hanging Daybeds, Tables (see page 18)	814-349-8203 Jesse
Artisan Chair - Bedroom and Dining Room Furniture (see page 60)	260-768-4488 Marvin
Buckeye Rockers - rockers, gliders, swivel gliders, office chairs (see page 57)	330-897-2193
Byler's Bent Oak - Oak, Cherry and Hickory Rockers, Ottomans, Gliders, Footstools, End Tables (see page 52)	724-946-5192 John
Cedar Ridge Furniture - Office Furniture, Entertainment Centers, TV Consoles (see page 22)	610-286-6225 David
Charmworks LLC - Office Furniture, Bookcases, Chests, Trunks	717-769-0616 Aaron
Countryside Tables - Dining Room Furniture	330-359-5089 Noah
Countryside Wood Creations - Custom Swivel Consoles, Desks, Bookcases, and Office Furniture (see page 39)	260-350-1939
Country Comfort Woodworking - Dining Room Tables and Chairs (see page 12)	330-359-0535 Joseph
Country Value Woodworking - Bedroom, Dining Furniture, Occasionals (see page 43)	717-768-7949 Randy
Country View Furniture - Upholstery	812-636-5024
Creek Hill Cabinet Shop - Cabinets (see page 24)	717-656-7438 Daniel
Crystal Valley Hardwoods Inc. - Bedroom Furniture (see page 22)	574-374-6391 Mark
D&E Workshop - Upholstered Gliders, Rockers, and Ottomans (see page 25)	260-593-0195 Andrew
Deer Valley Woodworking - Bedroom Furniture, Occasional Tables (see page 11)	740-622-1386 Andy
Eastside Furniture - Dining Room Furniture (see page 43)	717-692-1200 Sam
EA Wood Products - Dining Chairs (see page 7)	260-301-4375
Ebony Woodworking - Bedroom Furniture, Occasional Tables	330-279-2102 Nathan
Econo Craft - Blanket Chests	330-600-8246 Edwin
Eli's Woodshop - Fine Dining and Bedroom Collections (see page 42)	717-768-0220
Elite Designs - Bedroom Furniture (see page 23)	574-533-9010
Elm Crest Furniture - Mission Style Motion Upholstery (see page 24)	717-625-3411 Amos
Farmside Wood - Bedroom Collections (see page 18)	330-695-5100
Farmcraft Rockers - Mission Style Rockers (see page 40)	717-656-0520 Levi
Farmstead Acres Wood - Dining Room Tables and Chairs (see page 9)	330-695-2494 Lester
Finishing Designs - custom finishing shop, quick ship furniture (see page 40)	6455 Township Road 351 Millersburg, OH 44654
Fisher's Furniture - dining room furniture (back cover)	717-355-9890
Fisher's Quality Products - Cribs, Conversions, Bedroom Furniture	717-786-8342 Joe
FN Chairs - Dining, Library, and Office Chairs (see page 17)	260-463-8938
Forks Valley Woodworking - Desks, Occasionals	574-825-0495
Frog Pond Furniture - Bedroom Furniture, Occasionals (see page 58)	330-987-3942 John
Gliders by Miller - Gliders and Ottomans (see page 41)	330-359-0151
H. Gerstner & Sons - Tool Chests, Coffee Tables, Sideboards	937-228-1662 Vicki
Heartland Mattress - Mattresses, Box Springs, Adjustable Bases	260-768-7875
Heritage Wood Designs LLC - Kitchen Islands, Pantrys, and Hutches (see page 35)	574-825-4700
Hillside Chair LLC - dining chairs (see page 33)	330-359-5991
Honey Run Woodcraft - bedroom furniture (see page 26)	330-674-9609
Indian Trail Furniture - Bedroom Furniture (see page 5)	260-562-3815
J&R Woodworking - Bedroom Furniture (see page 5)	260-463-4257
Keims Woodcraft - Cedar Chests	717-687-8150 John
Kid's Comfort - Baby and Children's Furniture, Cribs, Beds, Dressers, Nightstands	330-893-0713 Joe
King's Furniture Shop - Bedroom Suites, Bookcases (see page 32)	717-455-7675 Moses
Kountry Knob Tables - Dining Room Furniture	330-698-0161. Mel

Lapp's Woodwork - Tables, Chairs, TV Stands, Barn Door Furniture.....	717-786-1170 Michael
LAMB Woodworking - computer desks, bookcases, credenzas, file cabinets, occasionals (see page 26)	260-768-7992
Maple Grove Woodworking - Bedroom Furniture (see page 28)	717-529-2581 Levi
Meadow Rock Furniture - Bedroom Furniture.....	330-621-2131 Noah
Meadow Wood Furniture - Bedroom Furniture, Jewelry Cabinet Mirrors (see page 38)	330-698-0370 Abe
Morris Hill Metal Crafts - Stylish Coffee/End Accent Tables, Magazine/Quilt Racks, Gun Racks (see page 32).....	717-786-6278 Levi
Nisley Cabinet - Bedroom Furniture, Kitchen Islands (see page 33).....	330-674-5275 David Jr.
Oakland Wood - Tables and Chairs (see page 50)	330-231-3888 Mervin, Levi
Oakwood Designs - Sewing Cabinets, Tables, Bedroom Furniture (see page 16).....	717-342-1238 Cleason
Old Town Oak LLC - Baby Furniture (see page 38).....	260-383-3032
Peaceful Sleeper - Mattresses, Organic Mattresses/Box-springs, Upholstery, Couches (see page 31).....	59 Woodthrush Lane Mt. Pleasant Mills, PA
Plastic Creations - Waterproof Indoor/Outdoor Cabinets (see page 34)	260-383-2112
Quality Fabrications - upholstery	330-695-2478
Quality Wood Products - Heirloom Quality Hutches, Buffets, Sideboards.....	419-368-3165 David
Red Barn Woodworking - Bedroom Furniture	330-388-3233 Mike
RH Yoder - Dining Room Furniture (see page 30).....	574-825-6183
Schrock's Furniture - Fine Bedroom and Occasional Furniture (see page 30).....	574-642-5079 Clayton
Sunrise Cabinets - bedroom furniture (see page 10)	260-463-2023
Sweet Water Woodworks - Custom Kitchens and Baths, Build and Design (see page 59).....	610-273-1270 Jonas
Townline Furniture - Hutches, Curios, Sideboards, Islands (see page 29).....	260-499-4875 Verlin
Troy Lane Woodcraft - Bedroom Furniture (see page 20).....	330-601-6603 Abe
True Wood Furniture - Dining, Living Room and Bedroom Furniture - Large Selection (see page 46)	717-687-0803 Sol, Henry
Trusty Wood Brands - Bathroom Vanities (see page 19).....	330-763-4354 Mose
Wengerd Wood Products - Dining Room Furniture (see page 28).....	330-439-3565 Jerry, Lester
West Point Woodworking - Dining Room Furniture (see page 21).....	260-768-4750 Steve
Woodland Woodwork - Curio Cabinets (see page 47)	717-687-7592

Rustic & Primitive

Amish Trader - Homespun Material, Barn Stars, Candles, Signs.....	717-442-4141 Gil
Byler's Rustic Furniture - Large Selection of Hickory and Oak Handmade Furniture (see page 55).....	814-427-4130 Ervin
Circle M Rustics - Bedroom Furniture, Tables, Chairs (see page 56).....	814-427-2586 Andy
Country Lane Woodworking - Bedroom Furniture, Hutches, Bookcases (see page 56).....	574-642-0662 Delmar
Countryside Rustic Log Furniture - White Cedar Indoor/Outdoor Furniture, Handcrafted (see page 36-37)	717-669-0209 Omar
Cornerstone Wood - Futons, Tables, Hoop Chairs (see page 45).....	717-510-5986 Rudy
Custom Wood Creations - Live Edge Slabs, Tables, Coffee Tables, End Tables	540-235-2525 David
Dutchview Crafts - Pine Crafts and Furniture.....	717-290-1191 Leroy
Eastside Furniture - Living Room and Dining Room Furniture (see page 43).....	717-692-1200 Sam
Eberly's Hometown Designs - Tables, Floating Shelves, Frame Art	717-572-2573 Rod
Emerson Woodcraft - Rustic Dining Room Furniture (see page 42).....	Fax:330-682-0740 Wyman
Fighting Creek Furniture - Pine Bedroom, Office, Entertainment, Bookcases, Pantries (see page 49)	804-338-4929 Erik
Fireside Log Furniture - Rustic Bedroom, Dining Room Furniture (see page 20).....	260-562-3064 Ray
Hickory Mountain Furniture - Rustic Barnwood Furniture (see page 13).....	724-544-6544 Bob
Honey Brook Woodcraft - Primitive Pine Furniture, Chests, Tables, Benches.....	610-273-2928 Sam
Hoover's Old Wood Furniture - Old Wood, Tables, Chairs, Benches	717-354-2553 Frank
Martin Amish Wholesale - Rustic Aspen Furniture.....	615-849-6425. Joel
M.K. Crafts - Plasma TV Stand, Pie Safe, Jelly Cabinet, Occasionals	717-768-6080 Michael
Mast Rustic Furniture - reclaimed barnwood bedroom furniture, dining room sets and living rooms (see page 14-15).....	724-674-0224
Nature's Woodcraft - Live Edge Tables and Counter Tops (see page 19).....	330-301-4266
NuLife Furniture - Beds, Dressers, Chests, Nightstands, Hutches (see page 34)	717-226-2281 Sam
Oak Barrel Co. - Whiskey Barrel Furniture	330-466-0636 Chris
Old Goat Rustics - Rustic Furniture.....	528-681-9809 Mo
Quad M Rustics - Bedroom Furniture, Tables, Chairs, in Aspen, Cedar, and Pine (see page 16).....	330-893-3792 Marvin
Sleepy Hollow Woodworks - Live Edge Tables, Benches, Cutting Boards.....	717-529-3824 Stephen
Southern Hills Rustic Furniture - Rustic Case-goods.....	717-925-9526
The Furniture Shack - Wheel Furniture	269-432-2747 Noah
The Barnyard Boys - Barn Wood Furniture.....	717-548-5000 Steve
Triplewood Rustics - Rustic Beds. Tables. Chairs.....	570-492-5946 Daniel
Wildwood Rustic Creations - Custom Rustic Furniture, Old Whiskey Barrels.....	260-593-0028 Gary

Home Decor & Crafts

A&M Rustics - Log Furniture and Hand-woven Baskets	6078 200th Ave. Stanwood MI 49346
Aspen Log Rustics - Mini Furniture in Aspen	717-785-3052 Jacob
Beechdale Frames - Thousands of Framed Art, Pallet Art, Home Decor (see page 95)	717-295-0662 Allen
Birdcraft - Bird Houses, Planters, Bird Feeders (see page 100)	717-768-0475 Steve
Birdhouses and More - Birdhouses, Bird Feeders, Rustic Tin Stars, Seasonal Crafts (see page 100)	231 Hahnestown Rd. Ephrata, PA 17522
Clearview Creations - Birdhouses, Bird Feeders, Mailboxes	484-667-3782 Amos
Catoctin Mountain Braided Rugs - hand-made braided rugs	310-788-2977 Kathy
Creative Metal Designs - metal art and home decor (see page 97)	330-407-3351 Dennis
David's Hobby Shop - HiQ Games, Wooden Puzzles	610-273-0232 Andy
Delighted Home Co. - Wax Candles, LED Candles, Crafts (see page 94)	717-292-8181 James, Elam
Dutchman's Wood Products - Trinket Logs	660-748-3339 David
Eberly's Hometowne Designs - Home Decor, Floating Shelves, Frame Art	717-572-2573 Rod
Ebony Woodworking - Oak, Screen Marble Towel Holders	330-279-2102 Nathan
Esh's Toys and More - Clothes Trees, Rocking Horses, Rocking Motorcycles and More	717-806-2934 Elam
Forest Hill Leather Craft - Leather Crafts (see page 99)	717-656-8758. Isaac
Heartland Wholesale - Greeting Cards, Poly Baskets, Puzzles, Signs (see page 98)	574-642-4360 ext.201
JL Wooden Toys - Train Letters	610-273-2682 Jacob
Kendall's Custom Lamps - Lamps, Lights and Decor	814-938-8181 Dennis
Keystone Woodworking - Lighthouses, Bird Houses, Outdoor Decor (see page 94)	717-808-2635
Lambright Country Chimes - Handcrafted Aluminum Wind Chimes (see page 73)	260-768-9138 Orley
Lapp's Toys - Marble Rollers, Car Rollers, Trucks, Trains, Children's Play-sets (see page 90)	717-945-5366 John
Leon Lapp Crates - Crafts, Lawn Ornaments, Crates, Totes,	717-354-5430 Leon
M&L Wood Design - Marble Towel Holders	330-473-5280 Mervin
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Ridge View Wood - Frame Shelves, Canvas Pictures, Mirrors	330-600-4507 Eli
Rustic Garden Collections - Primitive Crafts, Planters, Baskets, Trellis, Crates	717-529-6488 Joe
Sonshine Baskets - Handwoven Baskets	574-642-0599 Vernon
Stoltzfus Brooms & Carpets - brooms, hand woven rugs	717-442-8421 Daniel
Stony Ridge Crafts - Primitive Crafts, Benches, Ladders (see page 95)	717-947-0421 Ben
Strasburg Country Crafts - Poly Bird Feeders and Birdhouses, Windmills, Wishing Wells (see page 93)	617-687-7001 Ben
Sunnyridge Woodcraft - Handmade Woven Baskets	717-945-3224 Dave
Sunset View Polycraft - Poly Lawn Crafts	717-371-9792 Sylvan
The Woodpecker Family - Bird Feeders, Bird Houses (see page 93)	717-355-5218 David
The Pet Escape - Pet Furniture	717-442-4402 Ivan
Wildwood Creations - Rustic Crafts, Star Plaques, Table Setters, Cookie Platters	717-471-1552 Ervin
Woodland Country Creations - Home and Garden Crafts (see page 96)	717-529-4010 Joe

Outdoor Furniture

A&L Furniture - Poly, Cedar, Treated Pine, Dining Sets, Porch Swings, Gliders, Adirondack Chairs, Arbors, Pergolas	814-349-8203 Jesse
Amish Road Lawn Furniture - Gliders. Chairs. Rockers. Swings	717-442-8102 Isaac
Alvin's Canvas - outdoor upholstery, patio umbrellas, Adirondack cushions	717-786-5483 Michael
Backwoods Poly - Poly Lawn Furniture	717-768-4828 Sam
Beaver Dam Woodworks - Poly Outdoor Furniture & Decor	610-273-7656 Amos
Byler's Poly Furniture - Gliders, Adirondack Chairs, and Fire Tables (see page 80)	724-498-6011
Caryswood Outdoor Furniture - Poly Outdoor Furniture (see page 67)	434-983-1722 Amos
Chapman Woodshop - Poly Furniture	570-539-4158 Dale
Colonial Road Woodworks - Poly/Treated Wood Lawn Chairs, Benches, Balcony/Pub Swings/Gliders (see page 87)	717354-8998 Chris
Country View Lawn Furniture - Poly, Fan Back/Fish Chair, Pub Set, Roll Back, Arbors, Heart Planters (see page 62)	717-442-8440 David
County Line Woodworking - Wishing Wells, Wooden Outdoor Furniture, Playsets, Blinds (see page 74)	717-423-6322 Ervin
Eastern Poly Craft - Poly Lawn Furniture	610-593-7052 Eli
E&S Supply - Wooden Swing Sets	814-807-2902 Emanuel
Fieldside Outdoor Furniture - Poly Folding Adirondack Chairs, Child's Chairs, Settees, Footstools (see page 82)	717-529-5504 Isaac
H&N Poly - Poly Tables and Chairs (see page 88)	724-946-3247 extension 14
Harmony Acres - Cedar Planters. Cedar Outdoor Furniture	260-593-2135 Dean

Hillside Outdoor Furniture - Poly Outdoor Furniture (see page 63)	434-414-6103 Steve
Hostetler's Table and Chairs - Poly Outdoor Tables and Chairs (see page 78-79).....	814-427-2800 Jonas
Ironstone Hammocks - Hammock Swings.....	717-606-8897 Daniel
King Casual Furniture - Poly Outdoor Furniture (see page 77)	610-273-2840 Sam
Lawn Swings - Garden Arbors, Swings (see page 63).....	610-857-1898 Chis
Lawn & Garden Mfg - Wooden Outdoor Furniture, Gliders, Dining Tables, Picnic Benches (see page 67).....	717-445-0515 Orpha
Linden Grove Woodworking - Pressure Treated Picnic Tables, Chairs, Swings	717-354-5630 Melvin
M&M Enterprises - Cedar Outdoor Furniture, Wishing Wells.....	260-593-0641 Mervin
Mount Vernon Outdoor Furniture - Poly Adirondack & Dining Chairs, End Tables.....	717-442-8169 Samuel
Meadowview Lawn Creations - Poly Lawn Furniture (see page 72)	717-687-5161 Alvin
Paradise Acres Poly - Poly Lawn Furniture.....	814-427-2387 (ext 2) Andy
Paradise Outdoor Designs - Poly Adirondack Chairs, Surfboard Tables, Dining Tables, Fire Tables.....	717-869-6695 Daniel
Pequea Lane Animal Houses - Indoor/Outdoor Poly Cabinets & Animal Houses	610-273-7878 Aaron
PonVue Creations LLC - Outdoor Poly Furniture (see page 70-71).....	765-939-4051 Jonas
R&T Lawn Furniture - Benches, Gliders, Swings, Tables, and Chairs (see page 72).....	574-354-2563
Quality Products and Supply - Dog Kennels, Wood Lawn Edging.....	717-335-7112 John
Renew Plastics - Supplier for your HDPE Furniture, Gazebo, and Decking Profile Needs (see page 81).....	727-844-1344 Tyson
Riverside Rustic - Poly Log Furniture (see page 74).....	724-946-5169 Urie
Sonrise Poly Rockers - Poly Furniture, Rockers, Tables, Chairs in 14 Different Colors.....	717-405-6079 Luke, Etta
Star Tech Poly LLC - Poly Lawn and Patio Furniture (see page 82).....	440-437-2036 Dan
Stony Hollow Woodworks - Poly Picnic Tables, Adirondack Chairs, Swings, Gliders, Rockers (see page 66).....	717-947-8252 Benjamin
Stumptown Manufacturing - Miniature Horse/Pony and Express Wagons, Tricycles	717-656-4262 John
Sunrise View Patio Furniture - Aluminum Frame Poly Furniture (see page 77).....	260-499-3346 x 3 Dewayne
Tangent Technologies - HDPE Sustainable Plastic Lumber Products.....	507-360-4571 Ervin
Triple Pines Polywood - Poly Adirondack Chairs, Gliders, Tables, Swings	724-487-7562 Allen
Western View Landscaping - Landscaping.....	717-663-8617 Joe
Woodside Poly - Poly Log Furniture	330-682-0740

Outdoor Sheds & Gazebos

County Line Woodworking - Wishing Wells, Wooden Outdoor Furniture, Playsets, Blinds (see page 74)	717-423-6322 Ervin
DG Stoltzfus - Roofing, Construction, Garages, Decks (see page 103)	610-883-6632 David
Fox Country Sheds - garden sheds, Garages, and Kits (see page 75)	717-626-9560
HBW - Gazebos, Pergolas, Pavilions (see page 84)	610-593-6884 Melvin
Kinzer Woodworking - Swingsets, Playhouses (see page 83).....	717-442-3317 Reuben
Prestige Buildings - Quality Outdoor Structures (see page 64)	717-351-5520 Mark
Royal Crowne - Cupolas, Weather-vanes, Mail Box Posts, Mail Boxes (see page 68-69).....	717-388-2630 Steve
Select Stonecraft - Custom Masonry Fire Pits (see page 62).....	717-696-5562 Reuben
Solanco Structures - Hobby Greenhouses, Board and Pattern Horse Barns	610-593-6400 John
Spott's Road Woodworks - Hunting Blinds, Hunting Consoles, Dog and Cat Feeders (see page 91)	717-768-7047 Sam
Unique Construction - Outdoor Kitchens.....	717-205-9252 Christian
Victorian Backyard Sheds - Sheds, Chicken Coops, Dog Houses (see page 66).....	717-556-0462

Service

B L T Sales & Service - Snack & Drink Bar.....	484-880-2018 Buzz
Keystone Transport - Transportation: Devoted to Furniture (see page 6)	717-933-5115 James
Merchant Service Consultants - Electronic Payment Solutions	484-577-7510 Robert
PA Furniture Builders - Pennsylvania Furniture Association (see page 51).....	PAFurnitureBuilders.com
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