





Commerce, CA: October 4, 2012

AWFS® Renames New Product Awards

Association of Woodworking & Furnishings Suppliers (AWFS®) is announcing the renaming and rebranding of the Sequoia New Product Awards to the AWFS® Visionary Awards. According to Angelo Gangone, Executive Vice President, AWFS®, "We decided to change the name to better reflect what the award truly represents, and that is the new products and solutions that our exhibitors will offer their customers in order to improve their top and bottom lines and make them more responsive to their customer's needs. It is really our goal to emphasize the new products at the 2013 Fair more than ever before as it continues to be the number one reason that buyers attend trade shows." AWFS will also be modifying how the awards will be judged, selecting finalists prior to the show by a volunteer panel of woodworking manufacturing professionals. Although AWFS will be issuing a formal call for volunteers later this year, anyone that may be interested in learning more may contact Angelo Gangone at Angelo@awfs.org or at (323) 838-9440.

About AWFS:

The Association of Woodworking & Furnishings Suppliers® (AWFS), founded in 1911, is a non-profit organization that wholly owns and produces the biennial AWFS®Fair. The largest trade association serving the entire home and commercial furnishings industry, AWFS has more than 400 members, including manufacturers and distributors of machinery, hardware, software, tooling, lumber, components, wood products and supplies for the woodworking industry including cabinet, furniture, millwork and custom woodworking products.