



Woodworking Industry Ready to Reunite in Las Vegas This Summer

COMMERCE, Calif - Jan.25, 2011- Exhibit sales for the AWFS®Fair have picked up strongly. A large number of exhibitors are returning from 2009, including SCM Group North America, Haefele America, Blum, Timesavers, Salice, Thermwood, Planit Solutions, Grass America and many others. AWFS®Fair is very excited to announce that several major machinery manufacturers who previously sat out the last edition have decided to return in 2011, including Stiles Machinery, Biesse America, C.R. Onsrud and Weinig, which recently aligned with Holz-Her U.S.

“The fact that many exhibitors have decided to return, including several that have sat out an entire show cycle, is an extremely encouraging sign for the industry,” Joan Kemp, president of AWFS® Board of Directors, said. “Ultimately, those that will benefit the most will be our attendees. In the end, that’s what truly matters and we couldn’t be happier.”

Coming off a stronger fourth quarter in many sectors, the woodworking industry is taking notice. Companies are ramping up sales efforts and are looking for ways to capitalize on this upturn.

“We are encouraged by what we have seen over the past several months,” John Gangone, president of SCM Group North America, said. “Business has steadily gotten better and shops are definitely getting busier. We are looking forward to the AWFS®Fair this summer, where we have historically met highly qualified attendees.”

Along with a healthier backdrop to the overall economy, *IBIS World Industry Report* is projecting that growth of household disposable income is expected to drive spending on home renovation activities. Even though the overall projected growth rate will be below the pace during the housing boom, spending is projected to be up sharply from the recent downturn. The cabinet, bathroom vanity and countertop manufacturing industries are projected to grow to 3% per year to \$14.7 billion during the five years to 2015, and millwork is poised for annual rise of 4.8% for the next five years.

This is good news for machinery manufacturers like Weinig/Holz-Her. “There are indications that 2011 will be better for our industry as a whole, and that we have collectively begun to turn the corner,” says Jason Howell, president of Weinig USA. “We are excited to be there for our customers, and we appreciate the opportunity that

AWFS presents for us to exhibit with Holz-Her as the newest member of the Weinig Group.”

The hardware and supply sectors of the industry are also taking note with the positive projections. “The AWFS® Fair not only provides Blum with an opportunity to increase our product exposure in face-to-face discussions with our distributor and OEM cabinet customers, but in addition, the value of the networking opportunities it provides cannot be underestimated,” said Steve Regele, vice president of sales & marketing of Blum. “The AWFS® Fair has always been an essential element of our marketing activities.”

The growth projections, the uptick in the economy and the opportunity to go to one central place where the entire industry is gathering were all encouraging reasons for industry leaders like Stiles Machinery to decide that the time was right to exhibit at this year’s show. “It makes economic sense for us to return to the AWFS® Fair. We have missed participating in the major trade shows for the past two years, and we are excited to reunite with the industry in Las Vegas this summer,” said David Rothwell, executive vice president of Stiles. “AWFS has been a proven sales platform for decades and we look forward to meeting many of our customers at the 2011 show”.

Biesse America is also encouraged by the upward trend. “We have been long-time supporters and participants of AWFS® Fair. It is certainly the most important industry event for all of North America this year,” Federico Broccoli, president, Biesse America, said. “We need to be in front of the buyers who are looking for new equipment there is no better format for doing so in 2011 than this Show.”

For complete AWFS Fair information, updates and exhibit list visit www.AWFSFair.org.

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.