

OFAS newsletter

OFFICE FURNITURE ADVISORY SERVICE

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don't believe all you hear

highlighting the need for furniture purchasers to be wary of 'greenwashing'



comment

Did you find it at all strange having Easter divided into two parts so to speak? Firstly the religious festival, followed by school holidays two weeks later throughout most of the country. I can see the logic of dividing the school year into three equal parts for the benefit of pupils and teachers, but I wonder if anyone thought about the possible effects on commerce.

As I write we are approaching the end of the week after Easter proper. It really does feel quite like limbo, with the phones ringing little and most folk presumably still recovering from a surfeit of chocolate over the past weekend. Next week should see things back to normal, only to be immediately followed by two weeks school holiday, with a sizeable proportion of the population taking some annual leave. Quite a juggling act for working parents and a challenge for businesses. Your thoughts would be welcomed.

There's a strong chance that spring will be in the air by the time you read this: at the very least we shall be enjoying more daylight at the end of the day. A mixed blessing – it is lovely to get home in the sunshine (there's optimism for you!), but being able to actually see the garden that has degenerated over the winter months, does chip away at the relaxed pleasure of an armchair and a glass of favourite tippie before dinner. Ah well, I'll just have to fight the urge and close the curtains.

by Jorgen Josefsson

Nowadays, with the smoking ban firmly in place and the daily drive to hit 'five a day', the health conscious amongst us like to think we are quite discerning about what we will and won't put in our shopping trolleys at the supermarket. Not just any old salt laden, fat saturated nonsense will make the cut these days, with the constant warnings of the health dangers associated with obesity, diabetes and the like. Recognising this, food producers have been quick to brandish their health credentials on their packaging, regardless of whether the product within actually has any. 'Lower fat' doesn't mean low fat. 'Reduced salt' doesn't mean healthy levels of salt, and so on. When this fudging approach is applied to the environmental claims of usable products instead of food health claims, it becomes a problem.

It seems that companies in other sectors of production are following suit in a similar fashion to jump on board the bandwagon of sustainability. The office furniture market doesn't avoid a good soaking with the 'greenwashing' sponge either. The trouble with this is that introducing sustainable design and manufacturing processes is more than just a passing trend – it's a necessity that furniture companies need to take seriously and commit to, without trying to wow potential customers with fantastic but unrealistic claims. Business managers are becoming increasingly

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margaret haynes,
director, ofas



triumph

efficient storage : effective spaces

Triumph, the major supplier of filing and steel storage to the UK corporate furniture industry, has announced a 24% increase in UK annual sales, year ending 2007. This was driven by the company's highly successful entry into the corporate project market, with the launch of its new *Lm Lateral Filing System*. Lm now

offers specifiers and dealers one of the most comprehensive systems of industry-standard cupboards, drawers and combination units available today. Speaking of these gains, Tony Hendrick, Triumph's Director of Sales and Marketing, said: "This is a great result, and we are absolutely delighted with the support we have had from our dealers and specifiers. It has made Triumph a serious contender in the major project market across the UK, with sales of lateral filing quadrupling with the launch of Lm. It makes Triumph a key force in new developments and innovations across the UK storage industry."

To maximise on this success, Triumph is now opening a brand new London headquarters for its UK Sales and Marketing operation, in the heart of Clerkenwell. This will set up a comprehensive resource for dealers and their customers - backed by a series of innovative showroom display spaces. "This new presence will drive our strong business growth through 2009, and beyond", Tony added.

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