



AMERICAN MADE FURNITURE

FOR IMMEDIATE RELEASE

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**Manchester Wood Featured on ABC's World News
Program for Creating American Products and Jobs.**

MANCHESTER, Vermont. – Spring 2011 – If Americans each spent an extra \$3.33 on American made products each year it would produce more than 10,000 jobs. These results – gathered from a study conducted by *ABC World News* anchor Diane Sawyer as part of the program's recent *Made in America* series – underscore the effect buying American made products can have on the U.S. economy. Manchester Wood, a New England furniture manufacturer, was featured in another part of the show after it was identified by *ABC World News* as committed to making its products in America. Manchester Wood's solid wood furniture was featured in the series' showcase: three rooms of a Dallas home that were completely emptied and then refurnished with only American made items.

Manchester Wood currently employs 50 workers at its plant; however, owner Ed Eriksen estimates that the company would be able to hire 10 new employees for every million-dollar increase in sales. “We currently have the capacity to employ up to 150 people,” he says, “but we don't have the demand to utilize it. Competition from lower quality imports has affected our sales.”

Overseas competition, combined with the fact that the solid wood furniture market typically tracks the housing market, has meant that wood furniture manufacturers across America have struggled to maintain their sales volumes over recent years. Overseas manufacturers can usually copy products in as little as six weeks and their low cost can be hard for customers to turn down. Some imports are so cheap that their price cannot be explained by the lower cost of foreign labor: certain manufacturers appear to benefit from significant government subsidy.

Efforts by the U.S. government to support American wood furniture makers have helped the industry, but are not always foolproof. For instance, in 2010, trade groups representing American wood products companies were successful in getting the U.S. Commerce Department to renew increased import duties on bedroom furniture illegally dumped on the U.S market. However, some overseas have been able to obtain exemptions from some of the duties.

To maintain sales, Manchester Wood and other American solid wood furniture makers have been emphasizing the benefits of buying local. They note that their sales help the local economy by keeping dollars within the community while also creating jobs. Manchester Wood also points out that their commitment to making high quality products with local roots, such as Slate-Topped Coffee and Side Tables and Adirondack Chairs, while also delivering outstanding customer service are sometimes lacking with the purchase of imported furniture. “We handle each order that we receive with great care and attention to ensure that everyone of our customers is pleased with their purchase and the great service that we believe should accompany it,” says Ed Eriksen.

Manchester Wood offers a complete line of kitchen, office, home, and outdoor furniture. Every piece of furniture that they produce is crafted with care in by American workers. For more information about Manchester Wood solid wood furniture and its efforts to support American workers, visit www.manchesterwood.com or call toll free 1-800-660-6930.

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