

Time to choose Canada's next furniture idol

MISSISSAUGA, Ontario (09 November 2009) - Who are Canada's best furniture vendors? Retailers can vote online now for their choices and see the winners honoured at the 2010 Canadian Home Furnishings Awards gala in January.

Every member of the Canadian Home Furnishings Alliance, Furniture West and the Quebec Furniture Manufacturers Association is eligible for the *Retailers' Choice Award*, which is being held for the fourth consecutive year.

"This is an opportunity for retailers to say who among us is doing an outstanding job, not just in designing and building product but when it comes to marketing, service and delivery as well," CHFA chairman Laine Reynolds said.

For voting, the *Retailers' Choice Award* divides manufacturers into two categories: \$10 million and under in annual sales and over \$10 million. The associations created the lists for each category.

Retailers can vote by logging onto the CHFA web page devoted to the *Retailers' Choice Award* at www.chfawards.ca.

Voters are asked to select first, second and third place in each size range.

"The manufacturer with the highest overall score in each of the two categories will be awarded the 2009 Retailers' Choice Medallion," said Reynolds, who is also vice president of sales for Superstyle Furniture.

When voting online, retailers are asked to consider several criteria, which were developed by the association in consultation with retailers. Among them are product quality and saleability, service, distribution, in-store support and sales representation.

Retailers can vote as many times as they wish until 31 December 2009.

Last year's honourees were two of this country's leading upholstery producers. Brentwood Classics took the prize in the under \$10 million category and Superstyle in the over \$10 million category.

The winners will be announced during the 2010 CHFA gala dinner that will be held on Friday, 08 January 2010 at the International Centre. Tickets are available by calling the CHFA at 905.677.6561 or by sending an e-mail to association president Murray Vaughan at murray@chfaweb.ca This email address is being protected from spam bots, you need Javascript enabled to view it .

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