

# State of the Industry

September 13, 2018

**BIFMA** BUSINESS +  
INSTITUTIONAL  
FURNITURE  
MANUFACTURERS  
ASSOCIATION

# WHO

BIFMA is the trade association representing the North American commercial furniture industry

Historically – office furniture

Today – healthcare and educational furniture included

# WHAT

BIFMA's primary scope of services

Voluntary safety & performance standards

Advocacy

Market statistics

# WHY

Cooperation and collaboration among competitors

Benefits the industry

Power of the collective

## Standards

We are getting heavier

How high/low can you go?

Stability

Some market segments do not require our historical 10-year life

Customers want assurance of conformance to BIFMA

International Standards

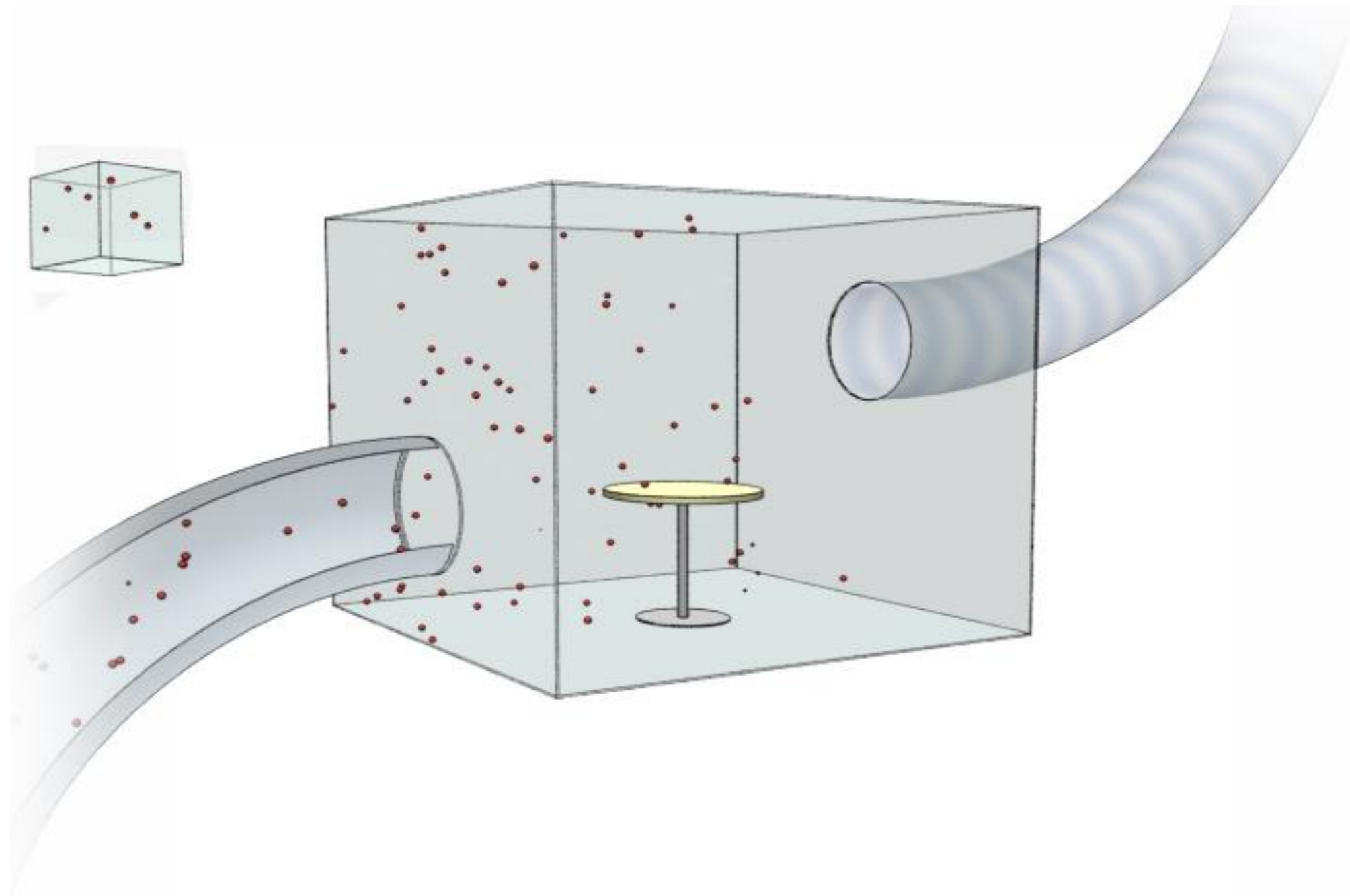
# Advocacy

## Trade Tariffs

### Environment & Health:

- What's in my furniture?
- Get the Flame Retardants Out!

# Health & Wellness



According to repeated nationwide surveys,

# More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, mild nicotine, pack after pack, and a flavor unmatched by any other cigarette. Make this available now. Smoke only Camels for 30 days and you'll know well. Camels please your taste. How well they sell from doctor to your nearby pedlar. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



DR. MARY E. SMITH, M.D., 1234 Main St., Chicago, Ill. (1954)



DR. JOHN D. SMITH, M.D., 5678 Oak St., Chicago, Ill. (1954)



DR. ROBERT L. SMITH, M.D., 9101 Pine St., Chicago, Ill. (1954)



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste)

## For a better start in life start **COLA** earlier!



### How soon is too soon?

Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugars!

The Soda Pop Board of America  
1515 W. Hart Ave. - Chicago, ILL.



# How Mother and Baby "Picked Up"

A case of Blatz Beer in your home means much to the young mother, and obviously baby participates in its benefits.

The malt in the beer supplies nourishing qualities that are essential at this time and the hops act as an appetizing, stimulating tonic.

Main 2400



# PROTECT YOUR CHILDREN Against Disease-Carrying Insects!

**TRIMZ DDT**  
REG. U. S. PAT. OFF.  
**CHILDREN'S ROOM  
WALLPAPER** and Ceiling Paper



## KILLS FLIES, MOSQUITOS, ANTS

... as well as moths, bedbugs, silverfish and other household pests after contact!

**MEDICAL SCIENCE KNOWS** many common insects breed in filth, live in filth and carry disease. Science also recognizes the dangers that are present when these disease-carrying insects invade the home. Actual tests have proved that one fly can carry as many as 6,600,000 bacteria! Imagine the health hazard—especially to children—from flies seriously suspected of transmitting such diseases as scarlet fever, measles, typhoid, diarrhea... even dread polio! Some types of mosquitos carry malaria and yellow fever. And any mosquito bite is painful and easily infected when scratched.

**NON-HAZARDOUS** to children or adults, to pets or clothes. Certified to be absolutely safe for home use. Tested and commended by *Parents' Magazine*.

**GUARANTEED** effective against disease-carrying insects for 1 year. Actual tests have proven the insect-killing properties still effective after 2 years of use.

**NO SPRAYS! NO LIQUIDS! NO POWDERS!** So convenient, so safe because the DDT is fixed to the paper. It can't rub off!

**BEAUTIFUL!** "Jack and Jill" or "Disney Favorites"—gay new patterns that protect as they beautify a child's room.

**DDT CEILING PAPERS, TOO!** Extra protection for your children's room—for every other room in the house. Choice





# FLAME RETARDANTS

May Do More

**HARM**

Than Good



# Market Statistics

North American Market

United States Market

US Office vs. Educational  
& Healthcare

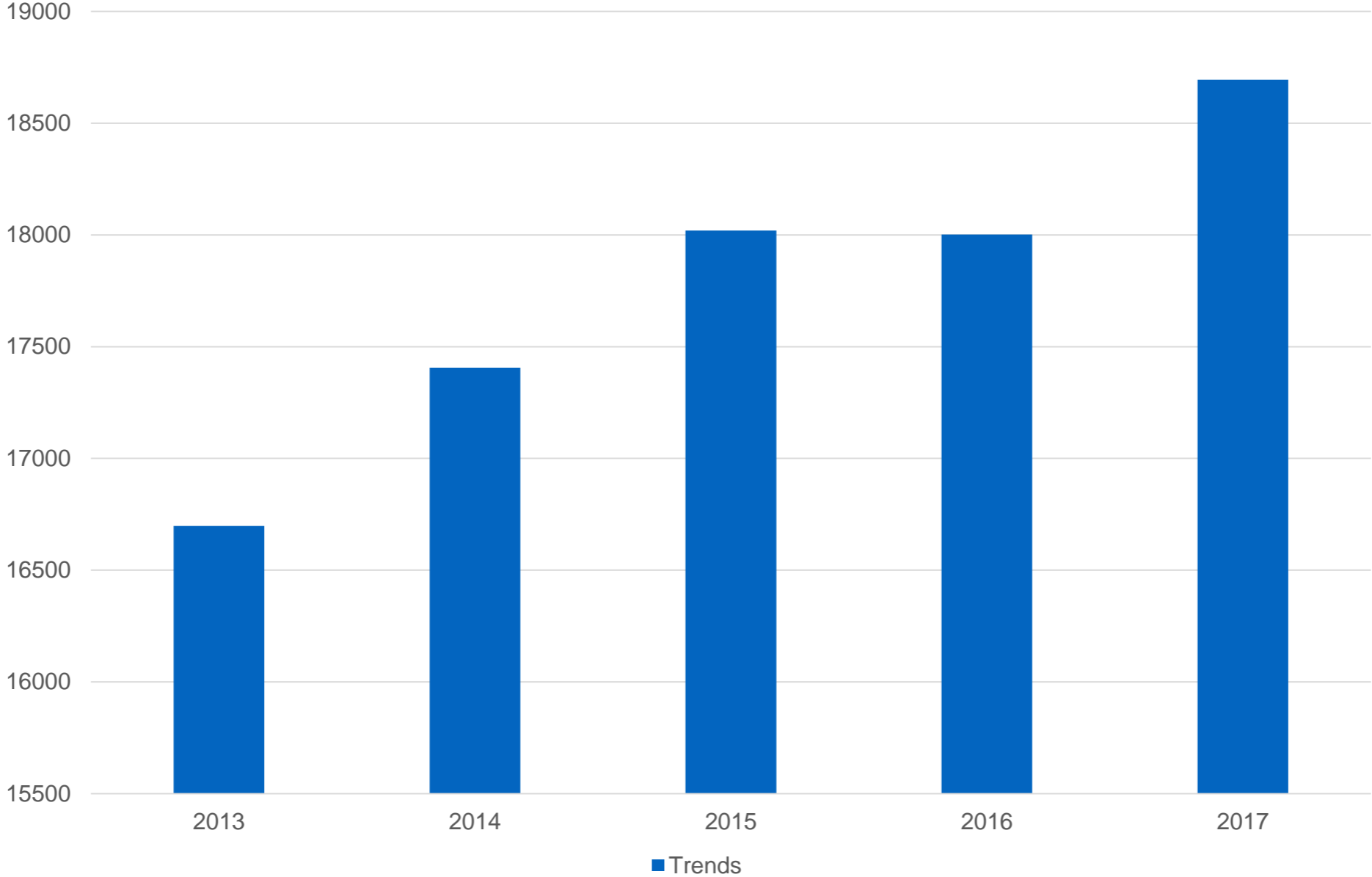
US Office Imports

US Office Exports

Product Categories

Forecast

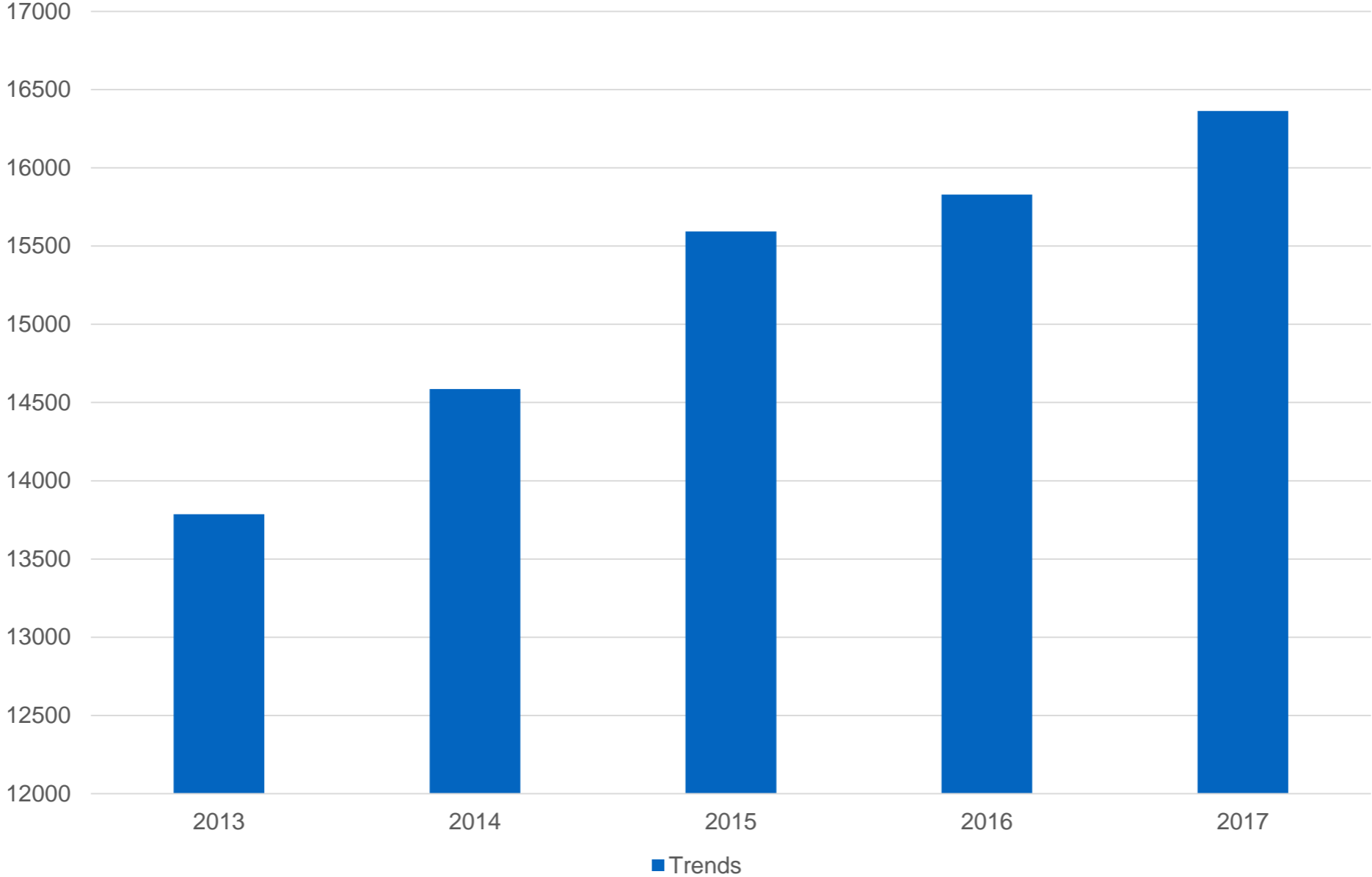
Trends



# North America

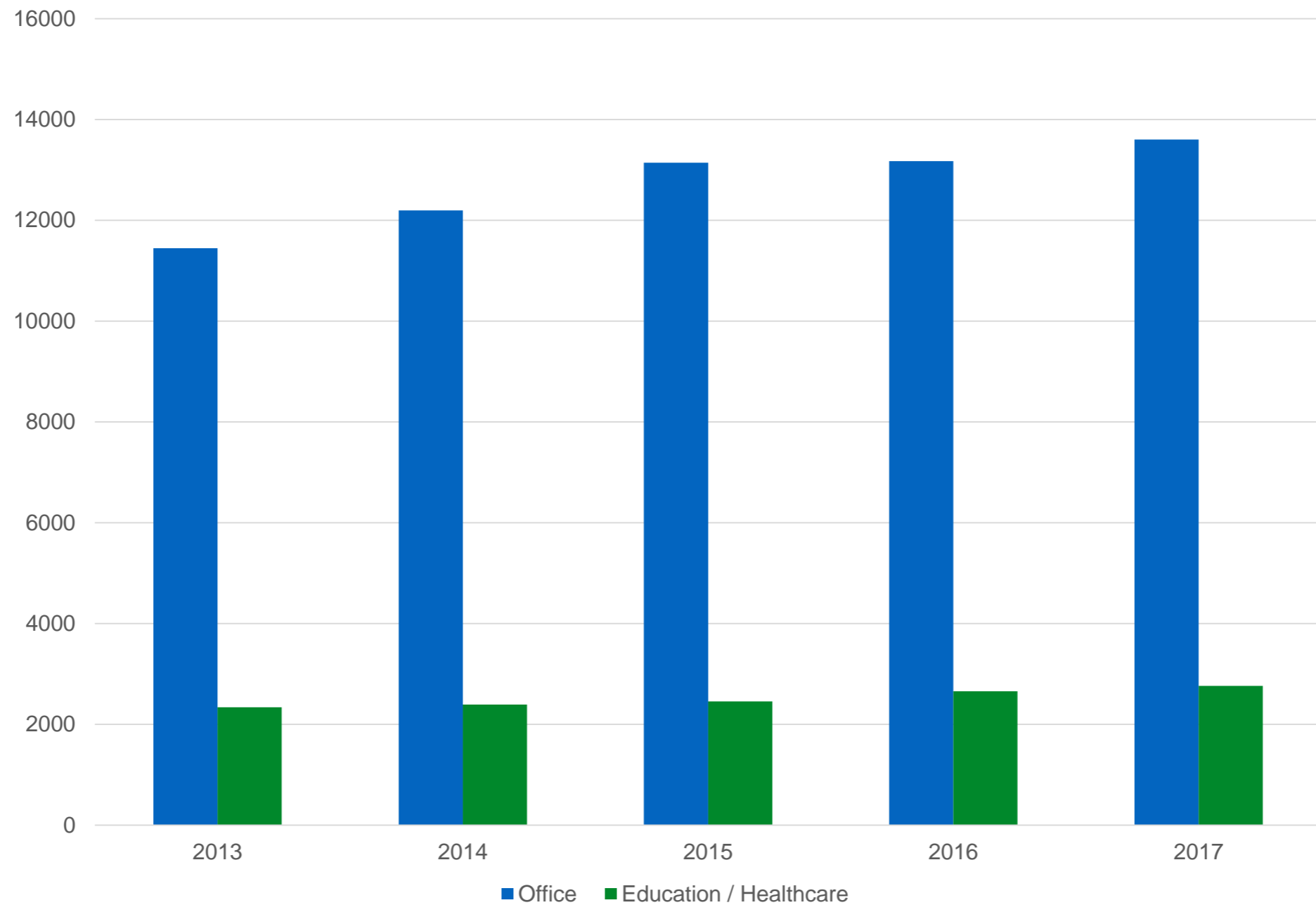
In millions of U.S. Dollars

Trends



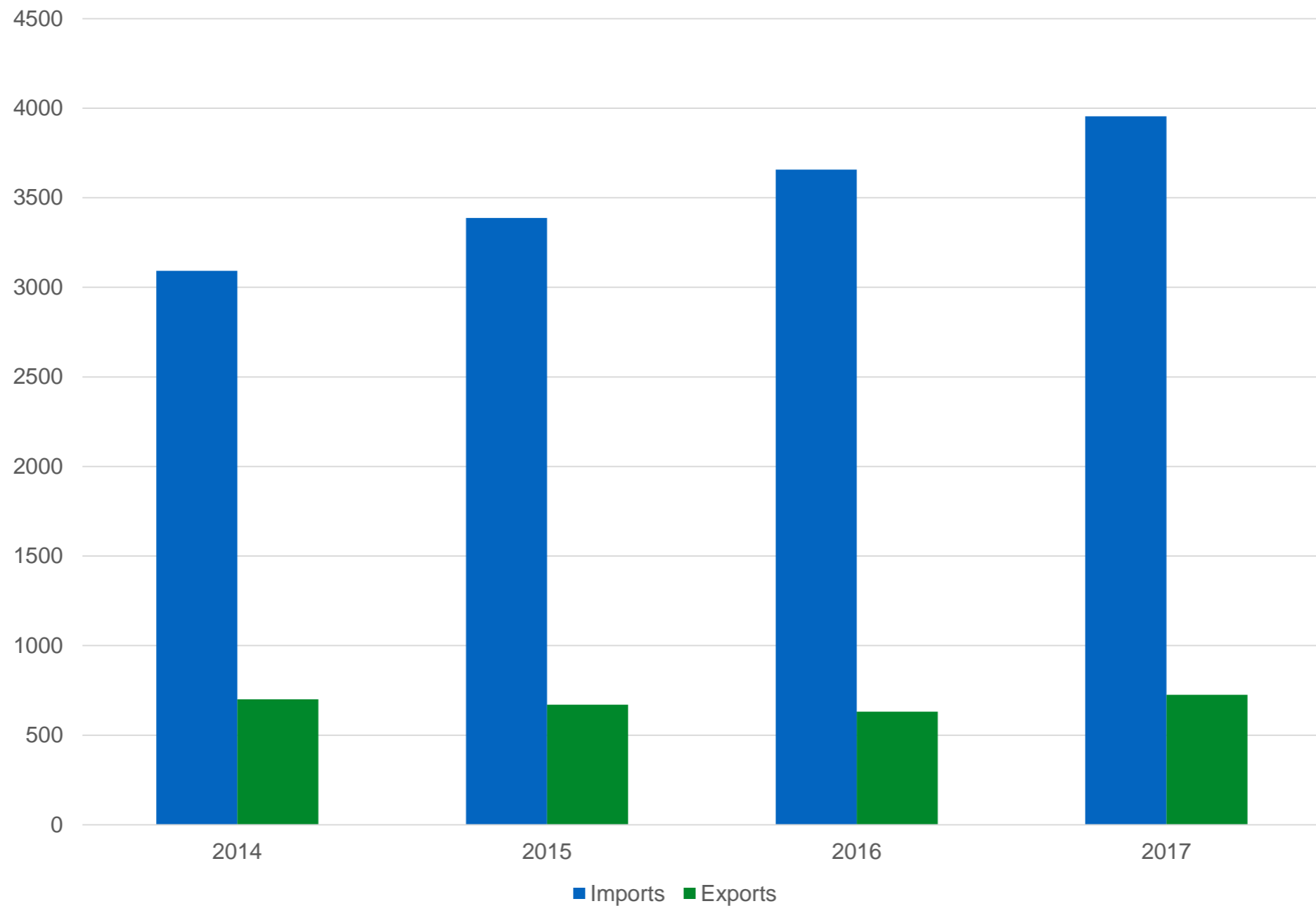
# United States

In millions of U.S. Dollars



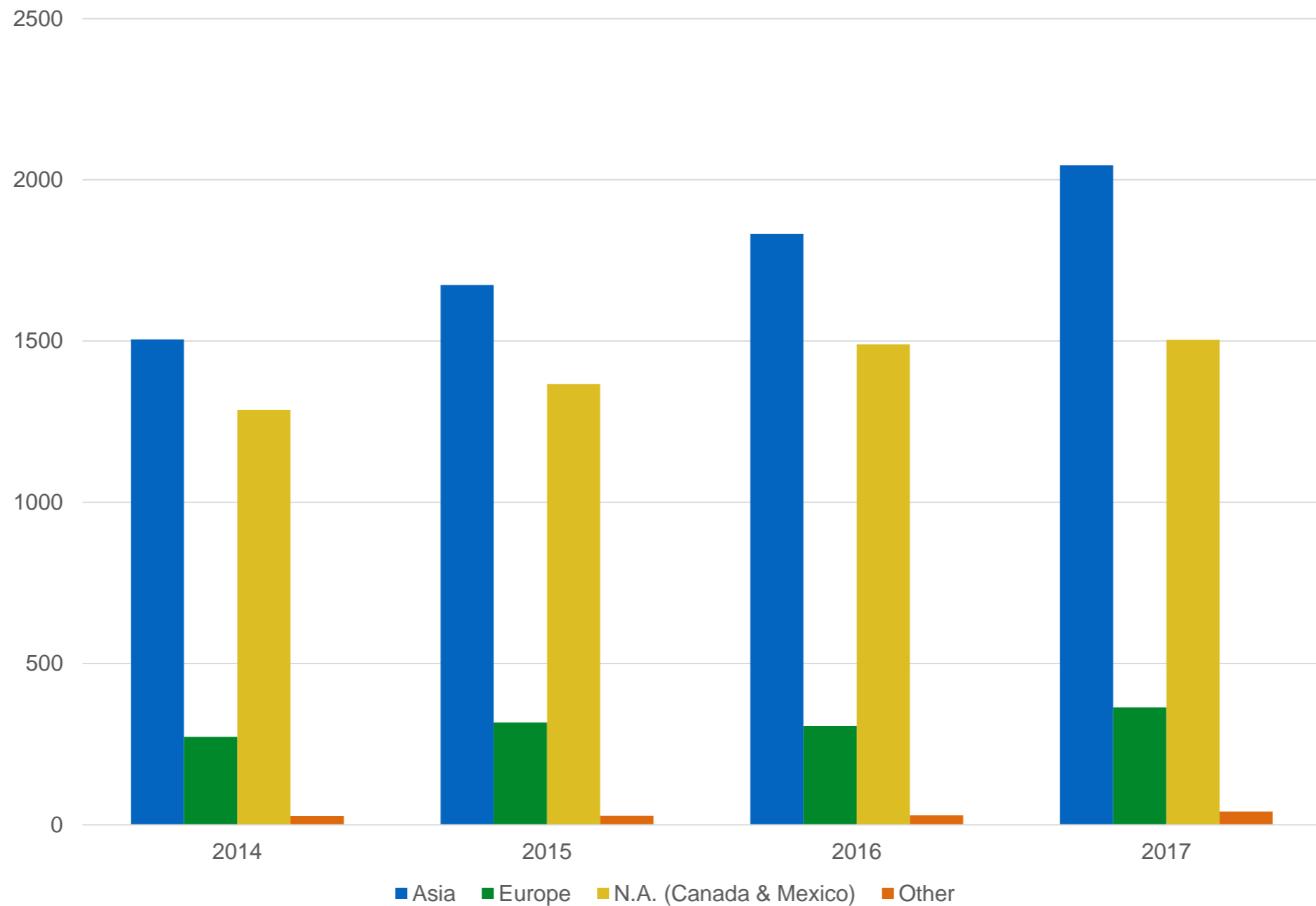
# United States

Office vs. Education / Healthcare  
in millions of U.S. Dollars



# United States – Office Furniture

**Imports / Exports**  
in millions of U.S. Dollars

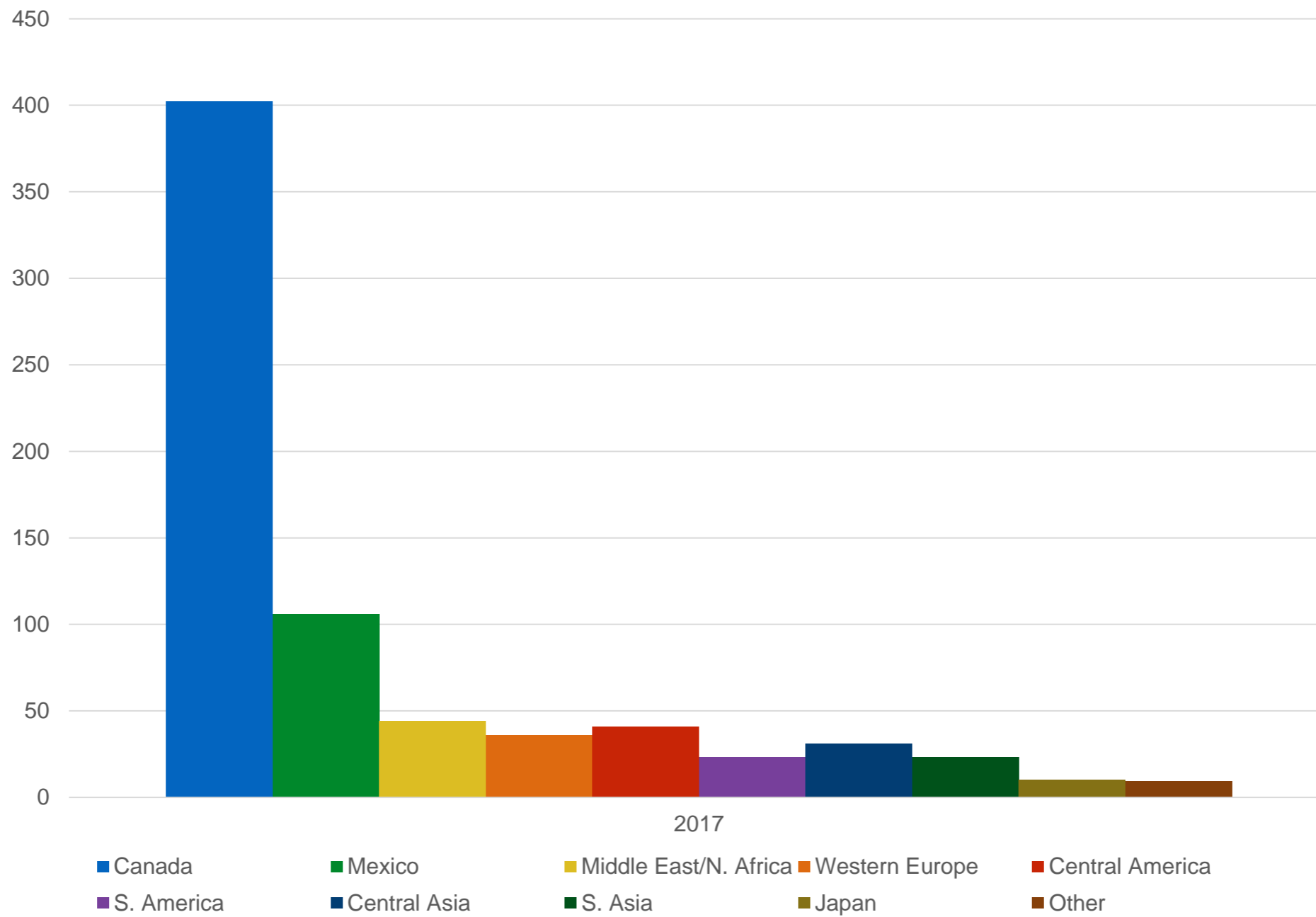


# United States – Office Furniture

## Imports

in thousands of U.S. Dollars





# United States – Office Furniture

2017 Exports  
in thousands of U.S. Dollars

**Categories  
(2018 vs. 2017)**

Work Chairs	+5.0%
Lounge Seating	+8.2%
Filing / Storage	-2.0%
Tables	+0.9%
Desks (inc. Ht. Adj.)	+12.6%
Panel Systems	-3.7%

# Total North American Forecast

2018

+2.5%

2019

+5.9%

Fiscal stimulus is temporarily boosting US economic growth; trade wars are a risk:

Buoyed by federal tax cuts and spending increases, real GDP is projected to expand 2.9% in 2018 and 2.7% in 2019, pushing the unemployment rate down to 3.4% and fueling inflation.

•  
In response to monetary tightening and capacity constraints, economic growth will subside to 1.9% in 2020 and 1.6% in 2021.

•  
Tariffs now in place will have a slight impact on economic growth, but actions under review—including 25% tariffs on auto imports and 10–25% tariffs on \$200 billion of Chinese goods could be damaging.

•  
Consumer spending is supported by improving household finances and gains in employment, real incomes, and home values.

•  
Business fixed investment will benefit from expanding global markets, an easing of regulatory policies, and a more competitive tax environment.

•  
The Federal Reserve is expected to raise the federal funds rate to a high near 3.50% in 2020, overshooting its long-run equilibrium of 2.75%.

Thank you.