

This project is sponsored by the GoldenLEAF Foundation and the Wood Products Extension Department of North Carolina State University.

The purpose of this grant project is to support growing sales, profitability and employment by small woodworking shops and retail furniture and home furnishing businesses.

The project focuses on the fifty westernmost counties of North Carolina that consist of eleven urban and thirty-nine rural counties.

We are hopeful that many of the \$ now spent on globally manufactured furniture and home furnishings can be replaced by NC made goods.



Manual and computer controlled equipment can produce quality wood products that are wanted by customers for meeting their needs for function and comfort.

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Furniture and home furnishings retailers typically purchase from shops at approximately 45% of the retail price paid by customers. So for every \$1 million of sales, approximately \$450,000 of potential revenues are available for North Carolina wood shops.

Assistance for Shops

- Supporting website for wood shops with information about retailers, what they are buying and contact information.
- Supporting website for retail stores with information about WNC wood shops, what they make and contact information.
- Will support retailers who may set up a “North Carolina Made” gallery on their retail floor.
- Support for developing products, setting up a design and engineering system, finding affordable lumber and plywood made in North Carolina.
- Networking and educational county wide meetings for shops and retail stores.
- Assist shops to share resources.
- Assist shops to find affordable lumber and plywood made in North Carolina.



Growing the Availability of North Carolina Made Furniture and Home Furnishings for Retail Stores



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This project has received support from the GoldenLEAF Foundation



Wood Products Extension

Supporting the Wood Products Industry in North Carolina Since 1958

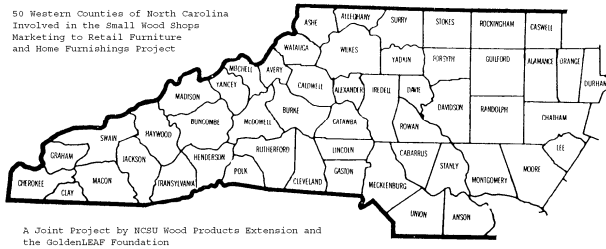
WNC Small Wood Shops Marketing to Retail Furniture/Furnishings Shops

Assistance for Retail Stores

- Supporting website for retail stores with information about North Carolina wood shops-what they are making and contact information.
- Supporting website for wood shops with information about WNC retail stores, what they carry and contact information.
- Will support retailers who may set up a “North Carolina Made” gallery on their retail floor.
- Educational support for retail stores about wood for furniture and home furnishings.
- Networking and educational county wide meetings for shops and retail stores.
- Assisting retail stores to set up “Made in North Carolina Galleries” to showcase wood products made in North Carolina.



North Carolina wood shops can supply retailers in North Carolina with locally made wood products produced with North Carolina lumber and plywood.



Serving the western fifty counties in North Carolina, thirty-nine rural and eleven urban counties.



North Carolina Statistics

- # furniture and home furnishings establishments = 3,785 locations
- # retail furniture and home furnishing store employees = 14,247 employees
- # furniture related manufacturing establishments = 3,785 locations
- # employees involved in furniture and home furnishings = 32,964 employees



This project is well suited to assist existing wood shops who would like to add a regular product line to the custom work they already produce.

Startup companies can also be assisted by this project that offers helpful information about making wood products as well as providing connecting links to retail stores for furniture and home furnishings.



The GoldenLEAF Foundation supports economic development in rural counties negatively affected by the decline of the tobacco industry. GoldenLEAF offers grants on an equal opportunity basis.