



**1501 Westpark Drive, Suite 5  
Little Rock, AR 72204  
toll free 800-872-3490  
email: [cservice@tradefixtures.com](mailto:cservice@tradefixtures.com)**



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## **Trade Fixtures / New Leaf Designs Joins PureBond® Fabricator Network Quality Green Fixtures Built With Quality Green Materials**

**Little Rock, AR** - "Where can I get retail fixtures made with green materials, and free of formaldehyde?" That's a question Trade Fixtures / New Leaf Designs has repeatedly been asked since our customers began focusing on their environmental impact more than a year ago.

Trade Fixtures set out to answer this question by reviewing our suppliers' offerings, and ultimately joining a unique woodworking industry effort set forth by Columbia Forest Products.

Columbia Forest Products recruited a charter group of manufacturers who fabricate cabinets, furniture, fixtures and millwork into the "PureBond Fabricator Network" (PFN). Our membership in the PFN will help us connect the dots between consumers and commercial project managers seeking qualified sources of green finished goods for their retail locations.

Scott Williams, Director of Marketing for Trade Fixtures / New Leaf Designs, says membership to the PFN will help us unite green demanding customers who want to position themselves to satisfy expanding markets for green products with our solutions that deliver. "What was long thought as niche is quickly developing into a mainstream requirement," he said.

"Because of the demand for sustainable, air-friendly materials, voluntary guidelines and not so voluntary governmental regulations, it's a huge opportunity in an otherwise extremely challenging construction cycle."

"Ultimately, we're here to help retailers, and others, position themselves for merchandising success," Williams added.

Some of the key benefits a PFN member can expect are:

- Training in subjects like eliminating the formaldehyde from cabinets, case goods and millwork, marketing green products to the right customers, understanding CARB regulations and LEED® guidelines, and more.
- Marketing support in the form of a web-based referral directory, through which consumers, architects, and business managers can find PFN members in their area.
- Selling tools like point of sale signage, consumer literature and the use of the PureBond logo in marketing collateral.

As prospective members, Columbia is seeking fabricators of all sizes, in all market segments, serving all parts of North America who:

- Embrace green building principles
- Are forward thinking and innovative
- Are FSC certified or are willing to become certified

"Columbia Forest Products has been a leader of sustainable forestry practices and indoor air quality advances for years," said Williams, "and Trade Fixtures has been at the forefront of bulk merchandising practices. The marriage of the two will provide our customers, and their customers, with environmentally sound opportunities to save."

**About Trade Fixtures / New Leaf Designs**

Trade Fixtures was founded in 1982, and is owned by IMI plc., a worldwide leader in Point-of-Purchase, shelf organization, and custom engineering solutions. Trade Fixtures manufactures award winning, bulk dispensing bin and fixture systems for supermarkets, retail, and foodservice applications.

Our headquarters are located in Little Rock, Arkansas, and our team plans, builds, and ships direct from our 50,000 sq. ft manufacturing plant to all points across the globe. Trade Fixtures is proud to say that all of our products and displays are made, manufactured, and assembled by skilled craftsmen, in the United States of America, and sold worldwide in over 45 countries.

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For more information,  
visit: [www.columbiaforestproducts.com](http://www.columbiaforestproducts.com)  
[www.tradefixtures.com](http://www.tradefixtures.com)

Or email: [cservice@tradefixtures.com](mailto:cservice@tradefixtures.com)