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MAINTAINING "SLOW DESIGN" IN A FAST WORLD
ECO-FRIENDLY MOVEMENT GROWING IN POPULARITY
AMONG FURNITURE MANUFACTURERS

DALLAS – August 31, 2011 – The rapid advances in technology in the last decade have raised society's access to consumer goods to new heights – introducing fast communication, fast food, and even mass-

produced fast fashion. Now, more consumers than ever are opting to slow down when buying manufactured goods.

"Slow design" is the latest movement in sustainability, emphasizing the use of renewable and recyclable materials to create pieces that are ecologically, socially and equitably responsible.

American Leather, the Dallas-based leather furniture manufacturer and founding member of the Sustainable Furniture Council, practices this trend of "slow design" with its diverse, made-in-America line of home furnishings.

"Sustainability has been at the center of our business for many years, from the products we manufacture to the way we ship throughout the world," says Bruce Birnbach, president of American Leather. "Our high-end line of luxury furniture makes use of sustainable and recyclable materials for everything from the wood frames and foam cushions to a collection of eco leathers and fabrics. We are also committed to the recycling of all leather, wood and cardboard scrap parts within our factory's operations."

American Leather's products are made with wood from sustainable forests as well as soy-based foam cushioning that is free of ozone-



Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered, premium leather and fabric furniture, and is recognized as one of the leaders of innovative, high-quality, made-to-order furniture without the wait. Please visit www.americanleather.com for more information.

damaging CFCs. Consumers can also choose from a large variety of eco-friendly fabrics, as well as over 35 biodegradable leathers. According to design and environmental blogs like crystalgrover.com and slowdesign.org, the use of these sustainable materials reflects a key characteristic of “slow” companies: the ability to thoughtfully plan each step of the manufacturing process, from materials to transportation, in order to minimize the impact it will have on the environment now and in the future.

“As a company dedicated to maintaining its manufacturing operations right out of Dallas, Texas, American Leather is able to ship products anywhere in the United States within three to four weeks,” continues Birnbach. “This not only gives us a smaller carbon footprint than the majority of furniture manufacturers today, but it secures our position as a corporate steward for the environment, a position we’ve always embraced.”

Another key indicator of slow design is the integration of the consumer into the production process. “With American Leather’s ability to offer hundreds of choices for styles, coverings and customized options, consumers have countless opportunities to personalize their furniture, giving them more ownership and connection than ever before,” added Birnbach. “From the very beginning, American Leather’s ability to offer so much choice has allowed the company to develop a unique signature with consumers, because they see our designs as something created specifically for them, with their needs in mind. This is what cooperative design is all about.”

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