

FIRA International will be exhibiting at Timber Expo 2011, a dynamic new event designed to bring the timber industry under one roof for the first time. The event will be held at the Ricoh Arena in Coventry on the 27th and 28th of September, 2011.

With its unparalleled furniture industry knowledge, FIRA works to raise performance throughout the furniture supply chain by offering research, testing and certification schemes. FIRA also offers consultancy services in business process improvement, environmental management, ergonomics, tendering and specifications. FIRA is also well known for its FIRA Service Technicians which are the leading, independent after sales service, and The Furniture Ombudsman which operates independently to raise standards within the furniture and home improvement markets.

FIRA's stand (01-Z34, 01-Z35) at Timber Expo 2011 will focus on the environmental issues of furniture production, with information on FIRA's Carbon Footprinting Project, The Furniture Industry Sustainability Programme (FISP) and FIRA's environmental consultancy services. FIRA will also provide information on their certification schemes including the FIRA Gold and the FIRA Innovation Awards.

FIRA's Head of Marketing, Inga Wells said, 'The Timber Expo 2011 is an excellent opportunity for us to promote appropriate services to a much wider audience, including specifiers and those companies with whom we may not have worked with before. FIRA, as part of the BM TRADA group shows how as a single entity we can work with organisations from construction through to installation.'

FIRA's Deputy Technical Manager, Dr Asli Tamer Vestlund will be leading a tutorial at the event. Asli's tutorial will provide an insight into how to specify non-domestic and contract furniture without getting caught out by the myriad of British, European and International standards that proliferate, particularly within the contract market.

Commenting, Asli says, "Often people do not realise that there are many important issues to

consider when specifying furniture. The tutorial I am presenting at the Timber Expo aims to unravel the mysteries of buying the correct furniture and to help you purchase products that are suitable for their intended purpose.”

Visitors can find FIRA at Stand 01-Z34, 01-Z35 where our FIRA experts will be on hand to answer any questions and provide information.

For further details please contact the FIRA Marketing team on 01438 777 792 or email marketing@fira.co.uk

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