

More US consumers are buying home products online

More US consumers are purchasing home-products online, according to The NPD Group. While in-store sales still dominate with approximately two-thirds of dollar sales across the primary home-products industries, the percentage of the online buyers who are purchasing small home appliances, housewares, home textiles, and major home appliances is on the rise. Between 17 and 20% of the US online buying population purchased home textiles, housewares, and small appliances online in 2017, and approximately 2% bought higher priced major home appliances through e-commerce. NPD's Checkout E-Commerce Tracking, which is based on information collected from more than three million consumers through data provided by our partner Slice Intelligence, reveals that each of these segments grew when compared to 2016.

"E-commerce is an increasingly important part of the home industry's channel strategy," said Joe Derochowski, executive director and home industry analyst at NPD. "As consumer expectations around convenience, product assortment, and value elevate, so will our industry's online opportunities." "Although people are buying more for their homes online, products for the home are not ones purchased as frequently through e-commerce as compared to other industries. Online buyers only purchased small appliances, housewares, and home textiles products online an average of two times in 2017, and major appliances once – leaving room for growth for both manufacturers and retailers to get shoppers to purchase more frequently." "The equation for success goes beyond a traditional view of brick vs. click – it's about understanding how to reach more buyers, get them to buy with more frequency, and give them a reason to spend more on what they purchase," added Derochowski. "Regardless of channel, we need to focus on innovative products, and innovative approaches." ■ Source: NPD



New Delhi; 3rd July 2018; Executive Director, EPCH, Mr. Rakesh Kumar met Mr. Ravi Bangur (IFS), Ambassador of India in Colombia and Ecuador to discuss promotions in the LAC Region

Chairman IEML welcomes new Chairman of International Exhibition Logistics Association (IELA)



Mr. Rakesh Kumar, Executive Director, EPCH and Chairman, IEML, welcomed and congratulated Mr. Vicki Bedi on being elected as Chairman of International Exhibition Logistics Association (IELA) for 2018-2020. IELA with 175+ members from 70+ countries is the leading global industry network of exhibition logistics providers.

Mr. Rakesh Kumar said that it is a prestigious moment for India to hold the position of Chair of the International body on logistics. The last Chairman of IELA was from Brazil. Mr. Vicki Bedi is a Chartered Accountant by profession and CEO of PS Bedi & Company Pvt. Ltd, a reputed IATA cargo agent in India since 1997 and has established a worldwide cargo agency network which enables them to extend a door to door delivery services for inbound and outbound shipments to its valued clients. Mr. Kumar further said Mr. Vicki Bedi has focused on providing innovative solutions while deepening relationship with customers across logistics verticals. He has earlier served on the board of IELA, International Association of Exhibition and events, Pharma Logistics Network and Global Projects Logistics Network. Mr. Vicky Bedi is a Rotarian and associated with various NGOs working with educating street children. ■

UV Curable Coating Facility at CFC-Saharanpur

Managing an industrial wood finishing operation is demanding, and survival in today's business climate is not possible by ignoring these issues. For the wood finisher, it is essential to use finishes that are less labour intensive and are applied and dried fast to facilitate high-production speeds. They must also have a low impact on the work and natural environment.

New technology is making a dramatic impact, but the transition to new finish and their associated processes can be costly to implement and time consuming to learn. EPCH taken an initiative in this direction by Setting up UV Curable Coating plant at CFC-Saharanpur.

The ultraviolet curing, is also known as UV curing, a photochemical process of instantly curing or drying the inks, coatings or adhesives by using high intensity ultraviolet light. The UV coatings have many advantages over the traditional curing and drying methods such as PVC coatings. UV curing coatings are used to increase production speed and improve scratch and solvent resistance. The UV cured coatings has adopted by many industries such as automotive, telecommunications, glass and plastic decorations and graphic arts. The demand of the UV cured coating is increasing rapidly due to its higher productivity in less time, with a reduction in the waste, no environmental pollutants and no loss of coating thickness which leads to the growth of the global UV cured coating market. The plant at Saharanpur is functional to provide its services to members w.e.f. 5th May 2018. Members are requested to avail the services. Contact : Mr. Mohd Asif, Incharge, CFC-Saharanpur; Tel.:0132-2613093; 09027463858. ■

EPCH's Entrepreneurship and Skill Development Program offers

3 MONTHS CERTIFICATE COURSE "HOW TO BECOME SUCCESSFUL IN HANDICRAFT EXPORT AND DOMESTIC TRADE"

Export Promotion Council for Handicrafts(EPCH) invites Young Start-ups, Working Housewives, Makers & Dealers of Handicrafts, Gifts and Utility Products; Decorative Furniture, Home Textiles & Life Style Products for Home Décor; Fashion Bags, Fashion Jewellery & Accessories, etc. to join its "Entrepreneurship and Skill Development Program".

EPCH has designed the course to educate 1st/2nd generation entrepreneurs/exporters in the handicrafts Sector to set up a business of their own and manage it successfully. The course is also providing an excellent opportunity for MSME entrepreneurs in developing value-added products for international markets as well as our Indian domestic markets.

Course Contents

- More than 30 subjects and Practical Training by experts
- Product Sourcing & Innovating New Products
- Foreign Trade Policy and Procedures in details
- Rules governing International trade
- Procedures/issues relating to Customs, Central Excise and Service Tax ; Banking, Export Finance, Insurance, etc.

ADMISSION OPEN

7th Batch commences from 4th September 2018

Time : 5.30 pm to 8.30 pm (weekly 2 days)

Venue : EPCH Kolkata Office;

Contact : +91 33 24191744/ +91 33 24191745; kolkata@epch.com

For details, please visit: <http://epchonlinetraining.com>

Participation charges : Rs.11,500/- inclusive of Service Tax for EPCH members; Rs.15,500/- inclusive of Service Tax for non-members

EPCH is offering Complimentary EPCH Membership to the participants. They are required to submit the complete Membership Form to the Course Coordinator

Startup company engineers and launches sofa in a box

Direct-to-consumer furniture startup Gjemeni has launched a couch addressing the growing furniture-in-a-box category. The couch is engineered to adopt more than a dozen different positions to increase comfort, convenience and flexibility. Design details include features such as built-in charging ports.

Beyond ergonomic and lifestyle benefits, Gjemeni's new couch incorporates a stainless steel frame for manufacturing integrity. "When you think about it – other than from a design standpoint – the couch hasn't fundamentally changed in decades, if not a century," said Sean Pathiratne, CEO of Gjemeni. "We are re-engineering the entire couch experience."

Created by a cross-disciplinary team of designers, engineers and kinesiologists, Gjemeni's Mid-Century Modern-inspired couch offers four USB ports and two 110-volt sockets as part of the furniture. It transforms from a place to watch television to a bed that can sleep two in seconds.



The Gjemeni couch addresses a need for e-Commerce friendly upholstery. Their furniture uses layered memory foam, bonded leather and temperature shield technology to protect against uncomfortable hot spots. It requires no tools for set up – in four clicks and a flip, the sofa is ready for use. It is available in four colours (black, red, white and mocha), and Gjemeni also offers a matching chair and ottoman for a complete set.

In addition to complimentary white glove delivery, the company offers a 120-day money back guarantee, inviting consumers to try the furniture risk free. ■ *Source : Furniture Today*

USA's NRF calls proposed tariff hike "an unacceptable gamble"

The National Retail Federation, USA, issued a statement calling the Trump administration's recent proposed tariff increase "recklessness." The administration recently more than doubled its proposed tariff on \$200 billion in goods from China, increasing it to 25% from the originally proposed 10%. Shipping. "We said before that this round of tariffs amounted to doubling down on the recklessness of imposing trade policy that will hurt US families and workers more than they will hurt China," NRF president and CEO Matthew Shay said in a statement.

"Increasing the size of the tariffs is merely increasing the harm that will be done. And it's even more than that – it's two-and-a-half times the amount originally proposed. Tariffs are an unacceptable gamble with the US economy and the stakes continue to rise with no end in sight." He continued: "This list specifically hits consumer products that have nothing to do with the 'China 2025' initiative. These punitive tariffs will be passed along to U.S. consumers and will undo all the positive gains the economy has made in recent months. Quite simply, there has been no better example of cutting off one's nose in order to spite the face." Shay agreed China's trade abuses "need to be addressed." But said tariffs are not the solution. Rather, he suggested a broader, long-term strategy to bring about fair trade. ■ *Source : Home Textiles Today*

Macy's helps BTC students "Ace their Space" with new dorm essentials

Macy's is aiming to address all dorm necessities for college-bound shoppers, in time for back-to-campus this season, with several new products across home goods categories. "Students can ace their space by adding comfy and cool lifestyle essentials from Macy's," the department store chain noted. The assortment includes Whim by Martha Stewart bedding and accessories, Charter Club towels in bright colors, the Bella Rocket blender, the Crux Toaster and Essentials dish set and stylish notebook sets from Poppin. "The start of a great school year begins with the excitement of back-to-school fashion," said Cassandra Jones, senior vice president of Macy's Fashion. "With our incredible assortment of fashion-forward styles, beauty and even dorm furnishings and basics, we want to give students a time to shine, helping them look and feel their best while boosting their confidence in and out of the classroom."



For back-to-school/college season, Macy's in late July kicked off its new "Time to Shine" campaign, which showcases "students rocking the latest trends while tackling academics, athletics and the arts, reminding us that confidence makes us effortlessly cool this school year." ■ *Source : Home Textiles Today*