

# **Business Guide to the United States' Home & Housewares Market**

**Report Prepared By**

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## **Business Guide to the United States' Home & Housewares Market**

**Report Prepared By Laura Spingola, Trade Resources,  
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**In cooperation with the International Housewares Association**

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As President of Kairos Business Partners, a national sales representation organization specializing in consumer products, John has sold to almost every major retail chain in the United States. He currently has active sales relationships with fourteen sales organizations throughout the country, each a specialist in a particular geographic region or sales channel. Although his background was in product development, early in his career John was challenged to secure national distribution for the products he had created and to educate the sales force. He was successful in doing this at Pollenex and at Sunbeam and for private label contractors selling, at the time, to TrueValue and to Ace Hardware. In water filtration, Pollenex went from zero to number two in market share under John's leadership, and from number three to number one in market share for air cleaners. Later, John became the Executive Director of the Portable Appliance Division for the Association of Home Appliance Manufacturers (AHAM). He maintained his sales relations by instigating programs and joint research with Target, Wal-Mart, and other major retailers. During his career, John has specialized in developing and selling environmental and health care products. He holds a Master's degree from the University of Illinois, Chicago.

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## I. Introduction

Whatever the size of your company, if it produces or markets consumer products, it is likely sooner or later to aim at the United States, a great, unified trade area capable of supporting almost any kind of product category whether aimed at price-conscious, mid-level or luxury-minded purchasers. It was not so long ago that many areas of the world considered the U. S. to be a kind of gold mine. It may still be that; but if it is, the gold is not lying in large nuggets on the surface. The odds are great that your company will need to think hard, work hard, and dig deeply in order to enjoy a sufficient reward for its sales efforts in the United States. This publication is intended to help your organization understand the major areas of interest that characterize the U. S. market for housewares and related goods and to guide it along the various important decision points that may spell the difference between failure and success.

## II. Strategy

Any business considering an export program must first question whether it should enter a particular market. The question is obvious, but not to ask and answer it in some detail risks wasting a tremendous amount of resources. The answer depends on a series of related questions:

1. *What is the competitive advantage of our product or product line in this market?*
2. *What are our company's strengths and weaknesses? Is our company strong enough in people, skills, and finances to support a major effort in the U. S.?*
3. *What are the strengths and weaknesses of our competitors in this market?*
4. *How are our competitors likely to respond to our market entrance? Do we have the resources to counter their responses?*

Let's answer these questions in a preliminary way in order to illustrate the thought process.

1. *If your business is going to enter a market as competitive as that in the U. S., your product line requires some kind of competitive advantage.*

Is it unique—something that no one else can offer? Does it have a significant competitive advantage in feature, design, or price when compared to its competition? Sometimes a competitive advantage is purely cultural; that is, the products relate to a particular ethnic or cultural group. Perhaps their advantage can be expanded among other cultural groups. If you believe this, you should develop a plan for reaching these other market segments before you commit to spending significant amounts of money.

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Other competitive advantages include documentable, perceivable quality advantages, a new degree of consumer-friendliness or even playfulness. In some product areas, certification by a third-party organization lends an air of legitimacy to a product class. Does your product line qualify? Can it, perhaps, even demonstrate superior performance or a superior price-value relationship for the ultimate end-user? Any or all of the above factors—product advantages, cultural advantages, certification and an enhanced price-value relationship—contribute to forms of legitimacy that may translate into competitive advantage.

The analysis above constitutes the first level of thinking about entering the U.S. market. The second level of thinking revolves around competitors. What does your company know about the companies that already service the market segments you are about to enter? If your organization is unaware of its competition, it will be necessary to become informed. The United States remains an open society. Much information is available from various databanks and published reports. Your company may also wish to commission proprietary research in order to answer specific marketing questions. All of these approaches are important. Of paramount importance, however, is that your company send one or more key executives to the U.S. in order to visit the various stores where your competitors' products are sold. Observe how these products are displayed and what marketing messages they feature. Compare your products to these in terms of features, price, packaging, and so forth, and try to determine how consumers would react to your products if they were placed next to their competitors'.

After having seen your products' competitors in their commercial setting, you should take this information along with whatever competitive information you have gathered and attempt to determine at least the top three advantages each of your competitors possesses. Once these are understood, speculate as objectively as possible about how your product line would fare in a direct contest with these companies.

As everyone knows, being in business is a resource intensive process. Yet it is surprising how many companies approach the U.S. market as if it represented a massive increase in new business requiring hardly any extra expenditure of resources. Nothing could be further from the truth. The U.S. consumer marketplace might best be compared to a battleground over which warring armies fight for every inch of available shelfspace. Your company is approaching this mature and hotly-contested territory. What does it bring along that will allow it to survive and flourish?

Financial resources are always a good place to start. Your company is working to claim shelfspace occupied by another company's products. Some of the battle for that space will be decided by the products themselves. Other determinants will be the amount of money your company can put into its marketing effort. Every market subsegment and distribution channel works differently. Some require little in the way of advertising and promotion, some require much. You may wish to advertise and promote just to let consumers and the trade know that you are entering the market. Your company may need to do extensive market research if your product line has characteristics unfamiliar to U.S. consumers. All of these activities require money. Does your company have the financial resources to penetrate this market? How much time can you afford before achieving your first order or before achieving breakeven? Is this time frame realistic based on the product line and the amount of resources that will be put behind it?

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Other financial-intensive activities include the following:

- *Inventory and warehousing.* How much inventory does your company plan to bring into the U.S.? Where will these goods be stored and from where will they be distributed?
- Have the costs of maintaining an inventory been factored into the cost of the goods being sold?
- *In-country organization.* Is your company going to maintain a U.S. sales office? Who will staff it? If not, how will you organize your in-country sales and marketing effort?
- *Special sales terms and allowances.* These vary greatly by channel of distribution but can add a significant financial burden to a start-up operation. They will be discussed in detail later.
- *Product liability insurance.* There is a reason the United States has more lawyers per capita than any other country. In this litigious society, retailers have learned that their suppliers must bear the cost of any harm done by one of the products they sell. Depending upon the retailer and the product line, these costs can add a significant financial burden to your U.S. operation and should be included in your planning process.

Effective decision-making may by itself determine the success or failure of your business. It is highly unlikely that your company will be able to dictate to major potential customers, and it is equally unlikely that you will be able to do business in the U.S. under the same terms and conditions applicable in other markets. Conversely, it is very likely that your company will be faced with a significant set of new decisions needing to be made on a case-by-case basis. American business people are used to a quick decision process between buyer and seller. If your company needs to go through a time-consuming review process whenever go/no-go decisions are to be made, it is likely to lose a substantial amount of business based on that necessity above. The ultimate decision-maker, whether based in the U.S. or elsewhere, must have accurate information supplied quickly, must understand the full ramifications of what is decided, and must act quickly in either case to maintain the credibility of your organization.

If your company has made the strategic decision to enter the U.S. market, it should be prepared to support a substantial commitment to that market. Customers are going to want to know that you will not exit at the first sign of challenge or trouble and that you have the financial resources to stand behind your products and business agreements. Entering a new major market with all of its possible rewards requires both best-case and worst-case thinking, and should be done only after senior executives have looked long and hard into the soul of the company.

We have already discussed strategic aspects of the product line. Now we will consider the products themselves and their marketability. The first question is this: does your product line have the features and benefits that U.S. consumers expect at a price they are willing to pay? Possibly it brings new features and benefits. If so, will American consumers know how to evaluate them? Furthermore, if your product is radically new, will people know how to use it?

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Getting people to change their behavior can be a daunting task and require a large promotional commitment.

### **III. Products**

In general, viable new products need to meet the following criteria:

- A. They embody a distinct, understandable competitive advantage.
- B. They are available at a marketable price, i.e., they do not cost more than consumers are willing to pay based on ease-of-use, perceived value, and the cost of currently meeting needs addressed by these products.
- C. Your company possesses adequate objective research to support its product claims. In general, the more specific your claims, the greater the likelihood that objective test data will be required in support. Data is especially important if your company makes an implied health or safety claim for its products, claims which are generally taken very seriously by U.S. authorities at all levels of jurisdiction.
- D. The products must meet or create a significant consumer need or desire. Americans generally buy far more of what they desire than what they specifically need. What aspects of your products might engender such desire?
- E. The U.S. has been called an over-packaged society, but it is important to determine how your product will be packaged so that people understand what your product does, can appreciate its features and utility, and want to possess it. Packaging is the last, best place to put key messages that will sell your product. Note: If your packaging is being translated, make sure that you use clear, idiomatic English.
- F. Americans are bombarded daily with so many sales messages that it would be difficult for your products to receive enough attention unless they are promoted. In addition to what your company decides to do by itself, most retailers create promotional vehicles that can target specific customers. Listen carefully when these vehicles are described. They can be quite expensive but also extremely effective.
- G. The U.S. mass market expects good quality at relatively low prices. Whether your products are priced at the low, medium, or high ends of the market, make sure that your company emphasizes adequate quality assurance. Nothing can abbreviate a new entrant's time in the market more quickly than a quality disaster.
- H. Is the sales message and rationale for your products easily stated and understood? Messages have a way of shifting as products move from one continent to another. Sometimes it will be necessary to re-position your product for the U.S. market because, for instance, while your product may have a long history in your home

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- I. country, it may appear quite exotic in the U.S. Pay attention to perceptions. They may change radically from culture to culture.

### **IV. The Market**

Sales organizations sell what they have to sell. Marketing organizations target a certain need or desire, and try to match their products' key characteristics to those needs or desires as experienced by particular customers sharing a common social or economic profile. For sales organizations the product comes first. For marketing organizations the customer is king.

The first step in entering a new market is to determine who, potentially, will purchase your products. Insofar as your company has marketing experience elsewhere, it should meld that experience with research focused on the U.S. marketplace. What can be known or inferred about the purchasers of your product? What values and lifestyles are typical of them? Are the purchasers of your products the same people who will use them?

Second, what needs desires or expectations do purchasers of your product share? Are your products likely to meet or exceed these expectations? Upon what can you base this determination?

Third, how is the need or desire satisfied by your products currently being met? If consumer needs are not now being met, why not? Perhaps your company has an opportunity to innovate and to be the first in this market. On the other hand, perhaps consumers have not specified a particular need. That means that your company is attempting to create a market where none currently exists. Such a venture might be highly profitable but is also a major undertaking.

If your company attempts to create a market, does it have the resources to communicate its message and to tap into consumers' latent interest? If your company is addressing an existing need or desire in a new way, will consumers understand the advantages you propose? Will they resist your product because it requires a new set of behaviors without showing an obvious advantage for the changes required? If you are addressing an existing set of needs or desires with a product that is very similar to existing products, why should consumers buy yours? The answer may be very simple: quality, price, one additional feature, and an endorsement from a well-regarded celebrity, a special third-party certification, or some other distinctive characteristic. Whatever your advantage might be, make sure that it is decisive enough so that a significant number of people will want to buy from you.

The best way to assure that your assumptions are correct requires that you test them with competent research. Surveys, focus groups and other modalities can play their part in supporting your entrance into this market. If the research is particularly compelling, it can serve as an important sales tool in itself and help speed your market acceptance.

It is also important to project the total size of the existing or potential market, in units and dollars, based on your most realistic assessment of the category's potential. This one assessment is significant enough that it merits hiring an outside expert if necessary. Total market size gives

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you a baseline for your projections about the worth of market share. For instance, if your company can capture 5 percent of the U.S. market, is that result worth the effort? In many instances the answer will be affirmative, but in some cases capturing 15 percent, 20 percent or more may be necessary to justify the cost of entering this market and maintaining your presence. In any event, it is crucial to define realistically the size of the market niche at which you are aiming. To assume, for instance, that your organization is going to take over 80 percent of market share from large and entrenched competitor is not likely to be more than a fantasy unless you have an extraordinarily compelling marketing advantage. Perhaps you do indeed have this advantage. In that case, the U.S. market is likely to reward your efforts handsomely.

### **V. Approaching the Market**

What does your company know about how categories of retailers sort themselves based on customer profile and the kinds of goods that are merchandised? Unless it has been in the U.S. market previously or has executives with experience here, it should mount an “information expedition” to view how the products are sold in various channels of distribution. For instance, it’s highly unlikely that a paper tablecloth would sell or even be stocked in a high-end department store, but they sell in great numbers during the spring and summer in grocery chains and mass merchants.

Find out what distribution channels will be most important for your products. An on-the-ground approach is recommended. This tactic allows you to see how the products are commonly merchandised, where, and with what form of packaging and signage. Reviewing your competitors’ trade ads may also work, but it stands a distant second to your direct perceptions.

Once the key channels are known, your company needs to determine how it intends to establish its sales function. Costs, expenses, and resources available must be balanced against an effective and timely selling effort. Some companies will wish to place overall responsibility for sales with a national sales representative who will in turn contract with sales representatives around the country and manage the sales effort. This approach is usually the most cost-effective approach, but it has the drawback of distancing the company from its own customers. Another possibility uses or hires an employee of the company as the national sales manager. He or she is then responsible for contracting with and managing various groups of manufacturers’ representatives. More affluent companies may wish to employ two or three regional sales managers—a structure that allows your company to call on more accounts more quickly, and with more direct company input into sales presentations. Finally, a company can decide to establish its own sales force. This is the most cost-intensive approach, but it also allows for the greatest control over the sales effort.

If your company is new to this market and wishes to use manufacturers’ representatives as a full or partial element in its sales function, where do you find such people? Word-of-mouth can be a big help. Perhaps executives in your company know people in another firm with which yours does not directly compete. These sources may be quite useful. You might also try contacting trade associations that serve your industry. They may have a databank listing such

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organizations. Finally, several trade organizations serve manufacturers' representatives. Access to their database may be either free or require a fee.

When you begin selecting sales representatives, make sure that you qualify them just as you would when contracting with any professional. Find out if they are familiar with products similar to yours. Make sure, especially, that they do not already represent a competitive line. You may ask for a resume, references, a company brochure—anything that allows you to better understand the party that may represent your company. Because of the shrinkage in the number of retailers across much of the U.S., many manufacturers' representatives have become generalists, i.e., they represent various companies having a variety of products being sold into numerous different channels of distribution. Large sales representative firms may have a number of specialists internally so that they can focus on particular businesses. Besides generalists, representatives tend to specialize in grocery and drug, housewares, hardware, lawn and garden, and many other fields. Be careful about hiring a specialist in health and beauty products for your line of cutlery. While the rep may have a great relationship with the over-the-counter and Health and Beauty Care buyers of several large accounts, he or she may be completely unknown to the housewares buying group.

When you contract with sales representatives, make sure that you put your agreement in writing so that you minimize future misunderstandings. Also, sales representatives must be managed energetically, i.e., you need to stay in contact with them regularly to make sure that your company is getting its fair share of their time. Reps have numerous interests and constituencies competing for their attention. New companies, unless they have a particularly “hot” product line, tend to be neglected in favor of the established companies who are paying the bills. Determining whether you are getting a good effort from your reps, especially at the beginning of a relationship, can be a finely-honed judgment call. You must measure your response in part based on how much better off your company would be if it made a change. Would the new firm have more pertinent sales relationships? Would it take a long time to understand the product line and to learn how to sell it? Such decisions require careful thought.

In any case, at the time when you reach an agreement with a rep firm, make sure that you establish preliminary and longer-term goals and objectives. These will structure your future conversations. Be aware, however, that many major retailers set their planograms a year or more in advance. Even the best rep may have difficulty getting a hearing for your line, if the buyer has just reviewed the category and set the shelves for the coming year. As soon as possible, learn the buying cycles for your kind of products among major retailers. Smaller accounts can generally move more quickly, but usually they tend to experiment less with products unless they are specialists in a particular business.

When you establish your sales force, and especially if you use reps, make sure that you cover all major geographic areas where there are buying offices. Some sales representatives will urge a “big account” strategy in which, perhaps, they will approach twenty big accounts for your firm. If you are using an internal sales force, this method may work very well; but if you plan to use reps, particular territories may not be viable if the largest retailer within them is excluded. Key account strategies may accelerate sales during your first year. However, without smaller retailers on board as well, your company may be reducing its sales potential up to 40 percent or

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more in the second and subsequent years. Big accounts mean big business but also big headaches if they go away. The best foundation for a new entrant to the market is a mixture of accounts of all sizes.

### **VI. Retail Channel Analysis**

The vast majority of housewares are sold through retailers in the U.S. Approximately 92% of housewares are sold direct to retailers. The remaining eight (8%) are sold through wholesalers. In 2005, total housewares sales totaled \$76.3 billion which represented an increase of 17.0% over 2004.

There are 14 major channels for selling housewares direct to retailers in the U.S.\* These include:

Traditional, dominant channels for housewares distribution - represent \$ 35 billion and 49.8 percent of direct to retail sales:

- Discount Stores/Supercenters---\$ 18.4 billion; 26.2%
- Specialty Stores---\$ 9.2 billion; 13.0%
- Hardware Stores/Home Centers---\$ 7.5 billion; 10.6%

Retail channels that are recognized for selling non-housewares items, the latter three channels are expanding in housewares categories- represent \$ 21.3 billion and 30.3 percent of direct to retail sales:

- Department Stores---\$ 6.6 billion; 9.4%
- Supermarkets---\$ 4.7 billion; 6.7%
- Gourmet, Gift, Novelty & Souvenir Stores---\$ 4.5 billion; 6.4%
- Warehouse Clubs---\$ 3.5 billion; 5.0%
- Home Furnishings & Appliance Stores---\$ 2.0 billion; 2.8%

Retailers that distribute a limited number of retail categories- represent \$ 4.6 billion and 6.6 percent of retail sales:

- Variety & One-Price Stores---\$1.6 billion; 2.2%
- Drug Stores---\$ 1.5 billion; 2.2%
- Catalog Showrooms---\$ 1.5 billion; 2.2%

Retail channels that distribute housewares without 'brick and mortar' stores- represent \$ 4.3 billion and 6.2 percent of retail sales:

- Third-Party Mail Order Catalogs---\$2.3 billion; 3.3%
- Direct to End-User including websites direct to consumer---\$2.1 billion; 2.9%

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Other vendors including catalog stores, retailer websites, and other- represent \$ 5.0 billion and 7.1 percent of sales.

Source: *IHA State of the Industry Report 2006*

\* excludes wholesale sales

(Please refer to Addenda E that lists the names of top U.S. Retailers by Channel of Distribution.)

As the U.S. housewares market and retail networks are enormous and diversified, housewares products are not restricted to one retail channel for potential distribution. Many product categories are sold through all retail channels. However, there are some notable sales trends by channel such as:

- Discount Stores/Supercenters– majority of sales are in household electrics, kitchen tools & accessories; this channel is the sales leader in all categories except kitchen electrics, home office & office supplies, cook & bakeware, pet supplies and space organizers.
- Specialty Stores – majority of sales are in kitchen tools and accessories, tabletop, and cook & bakeware; it is the top channel for kitchen electrics and home office & office supplies.
- Hardware Stores/Home Centers – majority of sales in space organizers, home décor, and household electrics; it is the leader in space organizers.
- Department Stores – majority of sales in household electrics, tabletop, and cook & bakeware.
- Supermarkets/Grocery – majority of sales in cook & bakeware, kitchen tools and accessories, and tabletop; it is the leader in cook & bakeware and pet supplies.
- Gourmet/Gift/Novelty & Souvenir Stores –majority of sales in kitchen tools and accessories, cook & bakeware, and tabletop.
- Warehouse Clubs – majority of sales in household electrics and kitchen tools.
- Home Furnishing/Appliance Stores – majority of sales in kitchen tools and household electrics.
- Variety/One-Price Stores – majority of sales in kitchen tools, tabletop, and cook& bakeware.

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- Drug Stores – majority of sales in household electrics and tabletop. Walgreen's is among the top 10 largest housewares retailers in the U.S.
- Catalog Showrooms – majority of sales in electrics and tabletop.
- Third Party Mail Order Catalogs – majority of sales in electrics
- Direct to End-User – majority of sales in electrics
- Other (websites, etc.) – majority of sales in electrics

(The U.S. wholesale channel has decreased significantly. While there are no broad distribution wholesalers remaining, the majority of sales to wholesalers are household electrics, cook & bakeware, and kitchen tools & accessories and are intended for specific retailers.)

### **VII. Marketing Communication**

The sales process is a specific form of the communication process. If you are going to sell products, you must communicate their features, benefits, desirability, and value. The process is more complicated than it might seem at first because, in order to complete a sale, your company must in fact communicate its value-proposition to, at minimum, a chain of buyers. First, your own sales force needs to be convinced of the value of your products. This is often taken for granted but shouldn't be. The effectiveness of a sales agent who understands and appreciates the value-proposition of your product line greatly exceeds that of people who are only marginally convinced that your product line deserves a place in the stream of commerce. Normally, selling to the sales force takes place during sales meetings. It can be reinforced by frequent positive communications (e-mails work great) telling of success stories and unsolicited endorsements.

Once your sales force is properly educated and motivated, that group will approach buyers, both individuals and occasionally buying committees. Now the communication process is more intense and complicated, bound up with the interests of the retailer and the terms and conditions being offered. Some of the most cost-effective communications that a company can fund are sales materials such as direct and dramatic sell sheets, professional presentation materials, accurate competitive analysis, and of course a compelling sales program.

Your sales force should have access to at least your topline market research, any specially commissioned reports, and any other relevant background materials. It should also receive your press releases and copies of your advertisements so that it understands how you are positioning your line to the trade and to consumers. A knowledgeable sales manager will send these materials accompanied by a brief interpretative memo so that no one will miss the point.

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Of course you may dispense with all of these materials and send your salespeople into buyers' offices armed with only a price sheet and a sample, but are you helping or hurting your organization if you do so? Naturally, you are saving money in the short term. In the longer view, you may be crippling your sales effort. Generally speaking, the closer your product line comes to being a commodity (that is, essentially the same item whether purchased from you or a competitor), the less you need to advertise and promote it. The more distinctive your products are, the greater the likelihood that their story needs to be told so that customers understand the features, benefits, and particular desirability associated with owning one of your products. If your company does not tell this story, who will? Occasionally a new product so hits a chord with consumers that news of it spreads by word-of-mouth. When this happens, the effects can be wonderful. But someone has to start this chain reaction, and there's no likelier course than the company doing the marketing. Almost every product is not just a bundle of features and benefits. It is also a story—and never underestimate the power of a good story, well-told, to consummate a sale.

Even after the sale is made to retailers, a compelling message needs to be crafted to motivate consumers to purchase your products rather than those of a competitor. That message will position your product within the matrix of needs, values, desires and expectations shared by your target audience. It is common today to believe that positioning messages should suggest how users will enjoy a certain "emotional experience" with your product. Everyone expects and almost takes for granted a rational appeal (an implicit or explicit argument), but an emotional appeal, an appeal to *pathos*, is, in its wide application, fairly new. Such appeals match imagery to message in a way that produces a higher state of readiness to buy and that will typically associate itself with the target audience's range of preferences and convictions.

Ideally, your company will have a message that supports your company's positioning. That message needs to be communicated to both retailers and consumers insofar as your company wishes to distance itself from status as a commodity. Here we might observe a general trend supported directly or inadvertently by a number of larger retailers to commodify products and to treat most brands as essentially equivalent. These accounts tend to appeal to the broadest segment of consumers based on price. The more your company competes on the basis of prices, the fewer funds will be available to support marketing communications and product differentiation. Knowing how your company wishes to compete based on its participation in the commodity-proprietary product continuum is another important aspect of its strategic thinking. An effective mix of marketing communication is essential to differentiate your products from its competitors.

Your marketing communication may take many forms. Every public statement your company makes or solicits about itself is a form of marketing communication. Thus, what you say on your packaging and in your instructional materials, for instance, constitutes a form of marketing communication which should serve simultaneously your customers and your distinctive market positioning. The process usually utilizes at least three distinct forms: advertising (messages your company pays for in independent media), public relations (messages your company puts out but which are used by media and other targets as they see fit), and sales support materials (materials specially created to aid your sales effort, either among your sales force or at the point-of-sale).

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Advertising may be broadly categorized as print or non-print. Both areas are highly diverse. Print encompasses newspapers, trade and general interest magazines, and a host of other forms. Non-print includes radio and TV spots as well as electronic multi-media presentations run on a computer or projector and distributed to your sales force and other interested parties. Each form must be considered as embodying specific rules in order to enhance and clarify the basic messages your company is trying to promote. Both print and non-print may use celebrity endorsements to help position the product line or to enhance credibility.

Your company's public relations efforts, in whatever form, let interested stakeholders know that you have entered the market and offer a distinct set of products (and perhaps experience) to consumers. More public relations modalities than ever are used today. The simple press release is still in fashion; but instead of mailing it to, perhaps, a hundred editors, it may now be sent electronically to several thousand. More elaborate press kits feature one or more releases, perhaps a couple of suggested feature stories, a prerecorded interview with your spokesperson, a product sample if practical, and just about anything else your team can imagine. Public relations is an increasingly flexible and creative endeavor. It may include radio and video spots, satellite feeds, tours, press conferences, events—just about any conceivable way of creating interest in your company and its products. The bad news is that there is always an element of the *voluntary* in any public relations endeavor. While no one has to acknowledge your press release or come to your press conference, if you use skillful professionals to help you, your odds of success are reasonably good, and potentially you'll reach more people at less cost than you would by virtually any other means.

Your company's sales support materials should be coordinated with your advertising and public relations. The difference with support materials is that you are more directly involved in the direct selling process, which means that the message must be highly focused and persuasive. The following are the most common types of materials produced:

- A. *Promotional literature.* These included sell sheet, brochures, booklets, and information binders.
- B. *Electronic sales presentations.* These can vary from a simple presentation to the elaborate incorporation of graphics, video, and sound.
- C. *Sales demonstration videos.* Now produced in a variety of formats but those showing how the products are used work best.
- D. *Trade advertising.* Gets your message out to the people who will decide if your product belongs in their stores.
- E. *Success stories.* Whenever your company experiences a meaningful success or passes a significant milestone your whole sales force should know about it. This process may be as simple as sending an e-mail but your sales people should understand that they have an obligation to pass this message on to key customers and potential buyers.

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Finally, even though your company is new to this market, it should think about producing its sales materials in multiple languages, a process that reflects the increasing trend in ethnic marketing. Already, many products intended for the North American market are labeled in Spanish, French, and English, which allows them to be sold anywhere in the NAFTA trading area. If your product has a particular appeal to a specific language group, make sure that you recognize that language as well as those more broadly spoken.

### **VIII. Branding and Intellectual Property**

All companies participate in markets along a continuum stretching from purely proprietary products to pure commodities. Most companies' offerings fall somewhere between the extremes. Over time, people tend to identify particular products offered by a company with a particular set of associations related to the experience of using and enjoying those products. This process is the beginning of building a brand. In recent times, companies have striven to build a distinct brand because of its potential to enhance its ability to market.

For instance, two companies may build a running shoe. Each embodies distinct features, and therefore each is proprietary. However, to ordinary consumers the companies have each produced a "running shoe." It can be a very money-consuming process to educate consumers about particular features and benefits and much easier to have consumers assign benefits to the products based on the brands they bear.

A brand is a name and/or symbol that communicates a set of values and predispositions to customers about particular offerings of a product or service from a particular source. Collectively, brands form a large element of a company's identity and may provide a powerful impetus to a company's marketing efforts. Over a certain period, brands may take on a life of their own separate and distinct from the products offered under them, even though the brand itself creates certain expectations of the products constituting it. The brand is distinct from its products the way an individual's personality is distinct from her body.

Because brands are value- and lifestyle-driven, they may provoke an emotional quality to the experience of participating in them through the use of particular branded products. This emotional factor allows manufacturers to create a mythology of experiences that may become powerful marketing tools. Just as a variety of activities may be generated by a single personality, each distinctive because it originates from that personality, so brands may function as a matrix of opportunities allowing a company to extend into other product or service areas so long as each new product or service shares—or at least does not contradict—the core attributes of the brand.

Building a recognizable consumer brand is one of the most time and resource-consuming activities any company can undertake. Still, the rewards may be great if the brand is created and managed well. Many companies cannot afford the resources needed to create a distinctive brand, especially in light of other costs, discussed below, associated with marketing through retail channels. There is a perfectly good strategy available to companies that lack these resources but have products that are competitive in terms of features, quality, or price. That strategy is to enter the market by becoming a supplier of private-label products. Private-label products are produced

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by one company but marketed and branded by another. The market positioning as well as the costs of promotion and sales lie with the marketer. The private-labeler, meanwhile, stays in business and presumably grows proportionately to the brand-owner. Still, the private-labeler is in the position of supplying a commodity and is essentially selling on price, which means that it can be easily replaced by another source. One strong way past this situation is for the private-labeler to supply proprietary products—that is products protected by patents, special expertise or trade secrets. Then, if the marketing company chooses another supplier, it will presumably lose certain features associated with the brand—an incentive to keep the relationship going on another basis besides cost.

A patent is an exclusive grant from a national government to an inventor or the inventor's assignee, conferring the right to make, use or sell the invention for a fixed period of time. Most countries offer patents, but the patents of one country are not necessarily recognized in another. Patents are an ideal way to assure that your company is offering something unique to the marketplace. They come in two forms: a utility patent based on function and a design patent, which cover only what the name implies. Of the two, utility patents are usually harder to breach.

Other areas of intellectual property, widely reckoned as today's most valuable business resource, include the following:

Trademarks—a word, phrase, sound or symbol consistently associated with a product or service or identifying and distinguishing that product or service from all other similar products and services.

Service marks—marks, letters, or symbols associated with commercial services.

Copyrights—the exclusive legal right to the use, ownership, publication, or sale of a written, visual, musical, or other work of composition, such as software.

The nurturing and cultivation of a company's intellectual property can significantly aid the marketing process. Together with a branding strategy, it allows companies to distinguish themselves from competitors and may help to earn a greater economic return on the goods and services that it provides.

### **IX. Sales Program**

Almost every sales executive has one form or another of the same fantasy. In it, the sales person goes to see a buyer, plunks a sample on the desk, and says, "Here's the product. Here's the price. How many do you want?" Because this is a fantasy, the buyer says, "Zillions, when can you deliver? And could we prepay?"

There's nothing wrong with a little fantasy now and then so long as you know it for what it is. In order to sell successfully in the United States your company will need to have more than a few samples and a price sheet. Even a price sheet is no simple matter since it will usually include your terms of sale. For instance, do you expect to be paid in 30 days? Then your terms of

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sales are “Net 30.” Would you give a discount of one or two percent if you were paid in ten days? Then your terms would be “1 [or 2]%/10, Net 30.” What if the retailer insists on 60 days or longer payment terms? Would your company walk away, or does it have the resources to finance this delay either by building its cost into the price or by resorting to other forms of financing?

Such decisions will depend upon your company's depth of financial resources and desire to participate in the U.S. market. In general, the larger the retailer, the more likely that it will require special terms or allowances. If you can build these additional sales costs into your product without becoming uncompetitive, you should do so. In general, you should price your products at a level that will optimize their total gross profit dollars. The process sounds easy, but it requires that you know the price-elasticity of demand for products in your particular niche.

Besides dating (extended payment terms), your company may also be asked to participate in co-operative advertising programs with the retailer. These programs usually feature advertising vehicles sponsored by the retailer to which the marketing company co-operates by contributing a fixed amount or fixed percentage of purchases to the cost of the advertising program. Your company may wish to build other advertising or promotional costs into the cost of your product as well. You are constrained from doing so only by price-value perception and by the competitive environment of your market niche.

In the United States, it is extremely important that your company carry product liability insurance. This insurance protects you and your retail customers in case anyone is harmed as a result of using one of your products. Since retailers have large amounts of assets in real estate and inventory, it behooves them to pass on the product liability insurance costs to companies that market to them. After all, few retailers are able to adequately inspect your products for flaws that may appear only after an extended period of use. You will be expected, through your insurance company, to provide retail customers a certificate of insurance naming the retailer as a coinsured on your policy. The amount of insurance to be carried varies among various retail channels as well as by the type of product being marketed. For most (non-health) purposes, insurance coverage between two and five million dollars is usually adequate. Along with an insurance requirement, your company may be asked to prove its creditworthiness so that customers are assured that you can supply them without danger of becoming bankrupt and interrupting supply.

Last but not least is the matter of lead times, that is, the time it ordinarily takes for your customers to receive goods from your company once they have placed an order. American retailing prospers on increasing inventory turns. For instance, if a retailer makes a dollar on a particular product and the inventory turns three times each year, then the retailer has made three dollars on this particular shoe in a particular store. If the same product turned 12 times, then the same shoe with the same profit margin would be worth four times as much profit as in the earlier scenario. Retailers therefore like inventory turns and greatly dislike vendors who are always out of stock or who require that they place orders with long lead times. Your company will have to determine what works best for it—whether shipping on demand from overseas, maintaining a supply of finished goods in this country, or bringing in parts and assembling the products in the U.S. or elsewhere in North America.

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At the same time, you should be aware that retailers have their own lead times related to buying cycles and store maintenance. Larger chains in particular must assert some form of central control over local store managers. Otherwise, every store in a chain could differ from every other, thwarting many forms of merchandising, marketing, and corporate positioning, and rendering impossible much control over the experience that consumers have when they visit.

Also, in terms of sheer logistics and organization, a chain representing many hundreds or even several thousand retail outlets cannot keep each store in a perpetual cycle of reorganization. The result would be chaotic and unattractive to customers. Thus, except for seasonal products, most larger retailers only make major changes to their product selections and planograms twice a year. As a newcomer to this market, you should be sensitive to this cycle. You may, for instance, receive a commitment from an account, but the goods may not ship for six months and another three months may pass before they are properly placed on the shelves and selling through. In itself, this cycle represents a significant pressure on your company's finances since you have closed a deal that may not turn into cash for the better part of a year.

It is easy to complain about such practices. Your company would be an exception if it didn't believe that it had invented "a better mousetrap" that was essential to preserving the American way of life. Yet it is difficult to contravene planning and buying cycles. A product must be extraordinarily hot before most retailers will bear the additional trouble and expense of squeezing another set of items onto the shelves. Of course such exceptions can be made, but they are rare and depend often on special promotional plans being put behind the product line. Ironically, the companies that can afford these large promotional plans most often themselves plan carefully over a longer period of time, and give themselves every opportunity to mesh with the normal planning cycles of their larger accounts.

### **X. Special Sales Allowances**

During the last thirty years, profound changes have occurred among U.S. retailers. Many of the giants of former times have passed away, while enterprises that were small have become huge, and numerous specialty retailers have arisen to serve special niches. Thus, it is risky business to be a retailer. It's easy to have too much inventory or too many stores just when the economy becomes soft or as demographics, populations and lifestyles shift. It's easy to put vast sums into remodeling and refixturing stores. Also, retailers have to make sure that their stores are adequately staffed and that they have teams of people handling logistics, accounting, information technology, and merchandising. The retailer's lot is not an easy one.

Those merchants who have survived and prospered have done so in a variety of ways. One convergent tactic is that, whenever possible, risks and costs are passed down to vendors. Three decades ago, in what seems like a golden age for some, if goods did not sell, they were the retailer's problem. They may still be—but not if the marketer expects to sell this account again during the present millennium.

The following terms will, briefly, define means by which some retailers may pass risks and costs to their vendors:

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- A. *Slotting allowances.* Fees required for setting up a company's goods within retail stores. If, for instance, a retailer has 1,500 retail outlets, it is very expensive to reset planograms in all of these stores. You may be asked to bear this cost.
- B. *Free goods.* Goods given to the retailer for the privilege of being on certain shelves.
- C. *Opening order discount.* Special discounts off the regular price when the goods are first shipped to an account.
- D. *New store opening allowances.* When a new store opens, it's a moment to celebrate. You may be asked to pay for a part of the party.
- E. *Special advertising funds.* Monies or credits given to support a particular promotion.
- F. *Extended dating.* Not a prelude to marriage but an extension of the horizon along which you might one day see a check headed your way.
- G. *Guaranteed sale.* If the goods don't sell, it's no longer the retailer's problem. You have promised to take the goods back. Perhaps you will also be charged a restocking or handling fee in addition to having to refund the full purchase cost of the products.
- H. *Mark-down money.* Funds or credits given to a retailer so that it can deeply discount your goods and save you from having to accept them back.
- I. *Consignment.* This status has numerous forms, but the common thread is that the retailer never takes possession of your goods but will pay you at some point after your goods are sold.
- J. *Other.* Retailers can be extremely creative in asking for special allowances. No single work will ever encompass the full extent of business practices relating to this topic.

In the past, the initial shipment of products to a large new account (the pipeline fill) might produce a bonanza of cash into a vendor's coffers. Thanks to terms such as those listed above, the initial order today will be counted fortunate if it allows a company to break even. If your products keep selling, then they will occupy valuable retailer shelf space and produce revenue over time. If they sell slowly or not at all, a far less pleasant scenario ensues.

## XI. Legal and Regulatory Considerations

The moment your company's products are brought to U.S. borders, your company finds itself in a particular legal and regulatory environment, one that may differ substantially from those with which you are already familiar. Customs considerations will be discussed under Logistics. Here we will simply list the U.S. governmental agencies with which you are most likely to have contact:

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*Food and Drug Administration (FDA).* Approves drugs for safety and effectiveness and monitors the health claims of products. It is particularly sensitive to implied health claims, an area where all companies but especially foreign companies, need to be particularly careful. An implied health claim in the U.S. may simply be a taken-for-granted fact in other countries.

*Federal Trade Commission (FTC).* Monitors advertising claims for their truthfulness. It will expect that your claims have a reasonable basis in fact. The more explicit your claim, the more proof may be required.

All companies should be particularly careful about making direct comparisons with their competitors' products. Such comparisons must be scrupulously accurate. Any distortion of a competitor's products or services, including distortions of price, can lead to extremely heavy fines.

*Federal Commerce Commission (FCC).* Monitors interstate commerce and transportation.

*Environmental Protection Agency (EPA).* Monitors environmental regulations. Be well-informed in this area. A component or product that is perfectly acceptable in other countries, say an ozone-producing air cleaner, may not be acceptable here. Likewise, components such as mercury switches are becoming less and less acceptable and tend to attract the interest of regulators.

*Department of Justice.* Tends to assist other agencies in preparing and prosecuting court cases. It becomes directly involved in criminal actions.

*State and local agencies.* Each state may have specific regulations that relate mostly to business practices, taxation, and the environment. Make sure that you are aware of local law and regulations before you establish an office, distribution center or manufacturing facility.

All U.S. government agencies have a strong presence on the Web. You can find these sites quickly by typing the name of the agency into any widely-used search engine.

Finally, be aware that retailers' new vendor set-up forms and purchase orders themselves have direct or implied legal status. You must be truthful in what you report about your company, and you must work in good faith to supply the goods and services designated on your customers' purchase orders. Just as a purchase order is a promise to pay your company according to the terms and conditions of sale, so your acceptance of the purchase order is a legally-binding commitment that must be taken seriously.

## **XII. U.S. Logistics and Import Requirements**

There are many reasons why U.S. importers and retailers seek housewares products and related technologies from foreign suppliers. Houseware imports are demanded 1) to expand a product line with new and appealing merchandise; 2) to introduce unique technologies to U.S.

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consumers; 3) to offer high quality goods; 4) to promote economy by reducing product cost structures; 5) to improve production efficiencies; or 6) to decrease the risk of overreliance on few suppliers. Imported housewares are primarily used for final sale to consumers, but may also be used in the assembly and manufacturing of other housewares products.

Generally, the objectives in importing housewares to the U.S. are to enhance availability and to add value for housewares consumers and producers in this innovative industry.

Imports represent 74% of total housewares sales in the U.S. This attests to the vital role played by housewares imports in supplying U.S. consumers and businesses.

### **Logistics**

Housewares companies interested in doing business in the U.S. should devise their logistical plan well in advance of the actual exportation. Whether the goods and title to goods are delivered Ex Works or at the Port of Embarkation, companies are advised to be familiar with every stage of the shipping process up to the product's final destination. Lack of understanding of the process can be very costly for all parties involved in the movement and transaction.

In any logistical plan, clear and complete communications between the international exporter and U.S. importer will help to minimize problems. The exporter should locate a reputable freight forwarder that has experience in shipping to the U.S. and has knowledge of all shipping and documentation forms required.

A commercial invoice and packing list is required for every importation to the U.S.

Duties or quotas on targeted goods may affect the feasibility of exporting to the U.S. Duties may be assessed on a specific basis i.e. on the quantity, or on an ad valorem basis as a percentage of the total value of the import transaction (e.g. 3% of the total imputed value of lead crystal glasses over \$5 each) In addition quotas may be expected on textiles imported into the U.S. The quotas will extend over specified periods of time.

(Part of the logistics strategy may also include the choice of pricing terms. The exporter should play an active role in pricing and not allow the buyer to dictate the terms. For example, by pricing "EXW - Ex Works" the exporter may limit the financial risk or other costs that it will assume such as insurance, freight, and the like, but it also loses control of the process. By pricing "CIF - Cost, Insurance and Freight " or "DDP – Delivered Duty Paid" the exporter shows greater care for the customer and the shipment itself. A good freight forwarder can help the exporter to devise the best pricing method.)

Duty free status and other preferential treatment is afforded many goods imported into the U.S. Exporters of housewares should not assume however, that preferential treatment will be granted for importation into the U.S. Certain countries that are designated as developing nations or territories may qualify for preferential treatment, and other nations (including Canada, Mexico and others) may qualify for special provisions under NAFTA or other trade agreements. It is advisable to check beforehand to know that goods will be given special treatment. For example,

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some goods from Mexico may have reduced tariff rates for exporting to the U.S. through the provisions of NAFTA (e.g. glassware). Special entry forms are needed to substantiate this claim. It is advisable to apply for importation visas up to six months in advance to ensure timely deliveries – this is particularly important in applying for textile declarations.

When customs duties on imported goods are determined, it can be valuable to contact the local U.S. Customs office to request a binding rate that will apply to future importation. This helps both the exporter and importer to develop an efficient process over time.

Some general rules apply for quicker customs clearance such as:

1. Include all information required on customs invoices
2. Prepare the invoices clearly and carefully
3. Mark and number packages so they can be easily identified
4. Give detailed descriptions of the goods in each package
5. Mark the goods legibly and conspicuously with the country of origin, and with markings required by U.S. laws
6. Comply with special U.S. laws that may apply
7. Develop packing standards in conformance with U.S. Customs
8. Exercise valid security procedures at the point of origin and during shipment
9. Consider shipping with a carrier that participates in the Automated Manifest System and the Customs-Trade Partnership Against Terrorism (C-TPAT) (1)

There are numerous software packages available to help exporters fill out the shipping and documentation forms; however, a freight forwarder may ensure greater accuracy and provide assurance that products will arrive at their destination on time. Other independent firms may also fill out the paperwork as the number of firms engaged in logistics management increases. [Unz & Company is one firm that has been in the business of producing all import and export related forms for download and software to produce the forms. (<http://www.unzco.com/>)]

Electronic Data Interchange (EDI) is growing in usage as supply chains and the practice of logistics is internationalizing. Retail customers may specify particular supply chain management software to conduct business electronically with them. These systems are intended to save time and cut costs in the long run.

One benefit of exhibiting with the IHA at the International Home & Housewares Show is that under the Trade Fair Act of the U.S. Department of Commerce, the International Home and Housewares Show is recognized as a bona fide trade show. Exhibiting companies do not pay duties on goods for 90 days at the time of the show, unless the goods are sold - at which point they are dutiable.

### **Import Requirements**

Housewares shippers and exporters to the U.S. may be required to complete particular forms for product entry. These forms may require a couple extra days for Customs clearance.

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The special forms and issues of importance to housewares exporters to the U.S. are:

- ✓ Declaration for Imported Electronic Products Subject to Radiation Control Standards (Form FDA 2877)
- ✓ Statement Regarding the Importation of Radio Frequency Devices capable of Causing Harmful Interference (FCC Form 740) for radios, video games, microwave ovens, etc.
- ✓ Textile Declaration
- ✓ T S C A Certification (Toxic Substance Control Act) for goods that contain chemicals such as pens, glue, paint, oil, etc.
- ✓ Food & Drug Declaration for items that touch food or may be injected such as deodorizers, soaps, pans, medicines, diagnostics, plates, etc.
- ✓ The U.S. Department of Agriculture (USDA) affirms the International Plant Protection Convention (IPPC) that requires wood packaging material (crates and pallets) to be heat treated or fumigated with methyl bromide and marked with an approved international mark certifying the treatment.

Please refer to Addenda F. for samples of the previously mentioned forms. These forms are samples provided by R.E. Rogers, please feel free to discuss your requirements with R.E. Rogers or with your freight forwarder.

### **XIII. International Housewares Association and Show**

The International Housewares Association is the leader in providing marketing opportunities for the housewares industry and the buyers, suppliers and participants in the housewares supply chain. Founded in 1938, the IHA is a full-service trade association, committed to maximizing the success of the home products industry by bringing together all industry constituencies. In addition to the International Housewares Show, the IHA provides advocacy, facilitation of global commerce, valuable market data and business support services.

The International Housewares Show provides the opportunity to reach over 15,000 U.S. buyers and 6,000 Non-U.S. buyers, and to come in contact with over 60,000 global housewares professionals in this \$301 Billion industry. Nearly all of the U.S.' top 150 retailers are represented at the show. Buyers from 100 countries attend as well. Over 2,000 exhibitors from over 30 countries are present in one venue.

For planning purposes, the next two years' show dates are:

2008: March 16-18

2009: March 22-24

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More comprehensive information about the IHA and the Show are available by viewing or phoning:

International Housewares Association – <http://www.housewares.org>

International Home & Housewares Show – <http://www.housewares.org/iha/show.asp>

International Housewares Association Office: Tel: +1 (847) 292-4200

### **XIV. A General Tradeshow Strategy**

Participation in tradeshows satisfies many objectives for exhibitors and attendees in an economical way.

Some of the reasons for tradeshow participation relate to: generating sales directly from the event; collecting information during the event; keeping abreast of the competition; motivating staff; developing the company image; and establishing new while maintaining existing relationships with customers.

In this way, a tradeshow provides an excellent opportunity to reap the greatest benefit from the marketing budget as it enables firms to address and resolve many business issues in one setting. To maximize the real potential from tradeshow participation requires planning before, during and after the show's conclusion.

A firm's tradeshow strategy should complement the firm's ongoing strategic marketing program. Target products, target customers, promotions, pricing and collateral materials should complement and enhance the firm's daily marketing operations. Marketing themes should be consistent. This serves to reinforce the marketing message and theme for existing customers; and creates a coherent solid impression for potential new customers. The strategy may also consider specific goals in terms of increasing sales and market share with existing customers, opening a targeted number of new accounts, identifying and qualifying sales representatives for new sales territories, breaking into new retailers, or finding new product to round out product offerings. The tradeshow strategy can be viewed as a recipe in which each step and timetable is clearly defined. Having the strategy in place and communicated among company personnel before the show will help to ensure effective time management when the show begins.

Some of the general activities to be considered in developing a tradeshow strategy are:

- Identifying and collecting lists of targeted buyers
- Preparing introductions to send to targeted buyers prior to the show inviting them to the booth
- Sending invitations one or more times by fax, email or direct mail (postcards are good)
- Developing a promotional contest, incentive or giveaway to attract people to the booth
- Preparing press lists for press releases that will generate media attention at the show
- Assembling press kits for dissemination during and after the show
- Designing the booth graphics and marketing materials to communicate a clear company image

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- Supporting the tradeshow exhibition with special information, questions and giveaways on the firm's website
- Coordinating responsibilities, messages and image presented by those staffing the booth
- Determining the follow-up procedures on leads generated after the show is over

The IHA specifically supports the efforts of tradeshow exhibitors to the International Home and Housewares Show by:

Encouraging promotion before the show - Exhibitors can download buyers' lists; personalize invitation postcards; tap into specialty retailers; and can access trade publications for advertising.

Offering promotional opportunities during the show - Exhibitors can advertise on Housewares News Network TV; post billboard messages in illuminated kiosks; attract attention through "New for the Home" signs and stickers; distribute literature in revolving displays; take part in specialty retailers programs; display company colors in popular Pantone exhibit; retrieve demographic data about buyers who visit the booth; and obtain tips to facilitate effective follow-up after the Show.

Generating significant media attention - Exhibitors can take advantage of a newswire package reaching 2,500 newsrooms; disseminate press kits in the Show's news center; and can access lists of relevant trade media for targeting.

Additional information about the Marketing and Promotional Opportunities for exhibitors to the Show can be accessed through: <http://www.housewares.org/marketingkit>

### **XV. IHA Publications Available to Members**

The IHA produces informative publications for member firms of all sizes and geographic origins. These publications are intended to keep members up-to-date on industry facts and conditions. Some IHA publications available to members include:

#### **State of the Industry Report**

The IHA offers a valuable resource, the annual State of the Industry Report that provides a vital measurement of the U.S. and global housewares market according to total expenditures, category sales and distribution channels. For more information, visit [www.housewares.org/iha/resources/soi.asp](http://www.housewares.org/iha/resources/soi.asp)

#### **Housewares MarketWatch**

The IHA provides MarketWatch point-of-sale and consumer analysis reports on sales trends in industry categories and other analysis on key factors driving the business from NPD

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Houseworld databases. For more information, visit [www.housewares.org/industry/data/marketwatch.asp](http://www.housewares.org/industry/data/marketwatch.asp)

### **IHA BusinessWatch**

The IHA offers an executive newsletter highlighting emerging technologies, trends and cost factors impacting the operations side of the business. For more information, visit [www.housewares.org/bwi/issue/asp](http://www.housewares.org/bwi/issue/asp)

### **Membership Directory**

The IHA offers a company listing in the Membership Directory for inclusion in this valuable annual reference. It is mailed to 16,000 U.S. and Canadian retailers. (Listing deadline October 1<sup>st</sup>)

## **XVI. General Advice**

- Know the market you are entering. Understand how your company's products fit into the U.S. market, and how they can be distributed most efficiently. Attending the International Housewares Show and touring local retail outlets is one cost-effective means of gaining this knowledge.
- Understand your company's strengths and weaknesses. Can it meet or surpass its competitors in terms of the product line's price, value, features, design, or quality? What distinguishes your product from its competition? What is your unique selling proposition?
- Can your company afford to serve the U.S. market? Does it understand the full range of costs associated with selling in the U.S., including the buying cycles of major customers?
- Has your company organized itself efficiently for its sales effort in the U.S.? Has it set up a sales operation that will be effective and affordable? Can it make decisions quickly and adjust to new information? Can it afford the additional overhead burden that the U.S. effort will place on the company?
- Is your company set up to be customer-friendly to both retailers and consumers? Customer service on both of these levels will greatly influence others' perceptions of your organization. Companies that are reasonably open and welcoming, and attuned to meeting or exceeding the needs of customers will be perceived more positively than those that seem closed and unresponsive.

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- Expect problems and try to solve them before they occur. You are participating in a stupendous consumer market. If you plan well, the rewards of success can be awesome. But nothing great is easy. All organizations face challenges. Success comes to those who recognize and overcome them.

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### ADDENDA A.

#### Related Business Associations

Aluminum Assn.  
900 19th St., NW, #300  
Washington, DC 20006

Tel: 202-862-5100  
Fax: 202-862-5164  
[www.aluminum.org](http://www.aluminum.org)

American Brush Mfrs. Assn.  
2111 W. Plum St., # 274  
Aurora, IL 60506

Tel: 630- 631- 5217  
Fax: 630- 897- 9140  
[info@abma.org](mailto:info@abma.org)  
[www.abma.org](http://www.abma.org)

American Edged Products Manufacturers Assn.  
21165 Whitfield Place, Suite 105  
Potomac Falls, VA 20165

Tel: 703- 433-9281  
Fax: 703-433-0369  
[info@aepma.org](mailto:info@aepma.org)  
[www.aepma.org](http://www.aepma.org)

American Electronics Assn.  
5201 Great America Pkwy., #520  
Santa Clara, CA 95054

Tel: 408-987-4200  
Tel: 800-284-4232  
Fax: 408- 970- 8565  
[www.aeanet.org](http://www.aeanet.org)

American Home Furnishings Alliance  
317 W. High Ave., 10<sup>th</sup> Fl.  
High Point, NC 27260

Tel: 336-884-5000  
Fax: 336- 884- 5303  
[www.ahfa.us](http://www.ahfa.us)

American Hardware Mfrs. Assn.  
801 N. Plaza Dr.  
Schaumburg, IL 60173-4977

Tel: 847-605-1025  
Fax: 847-605-1030  
[ahma@ahma.org](mailto:ahma@ahma.org)  
[www.ahma.org](http://www.ahma.org)

American Pet Products Mfrs. Assn.  
255 Glenville Rd.  
Greenwich, CT 06831-4148

Tel: 203-532-0000  
Tel: 800-452-1225  
Fax: 203-532-0551  
[info@appma.org](mailto:info@appma.org)  
[www.appma.org](http://www.appma.org)

American Plastics Council  
1300 Wilson Blvd. 13<sup>th</sup> Fl.  
Arlington, VA. 22209

Tel: 703-741-5000  
[www.plastics.org](http://www.plastics.org)

## Business Guide to the United States' Home & Housewares Market

American Window Coverings Mfrs. Assn.  
355 Lexington Ave., 17th Fl.  
New York, NY 10017-6603

Tel: 212-661-4261

Assn. of Home Appliance Mfrs.  
1111 19th St., NW  
Suite 402  
Washington, DC 20036

Tel: 202-872-5955  
Fax: 202-872-9354  
[www.aham.org](http://www.aham.org)

Carpet & Rug Institute  
PO Box 2048  
Dalton, GA 30722-2048

Tel: 706-278-3176  
Fax: 706-278-8835  
[www.carpet-rug.com](http://www.carpet-rug.com)

Casual Furniture Retailers  
214 N. Hale St.  
Wheaton, IL 60187

Tel: 630-510-4562  
Fax: 630-510-4501  
[www.casualfurniture.org](http://www.casualfurniture.org)

Cleaning Equipment & Trade Assn.  
7691 Central Ave. NE. Suite 201  
Fridley, MN 55432-3541

Tel: 763-786-9200  
Fax: 763-768-7775  
[carol@ceta.com](mailto:carol@ceta.com)  
[www.ceta.org](http://www.ceta.org)

Color Marketing Group  
5845 Richmond Hwy., #410  
Alexandria, VA 22303-1864

Tel: 703-329-8500  
Fax: 703-329-0155  
[cmg@colormarketing.org](mailto:cmg@colormarketing.org)  
[www.colormarketing.org](http://www.colormarketing.org)

Cookware Mfrs. Assn.  
PO Box 531335  
Birmingham, AL 35253-1335

Tel: 205-823-3448  
Fax: 205-823-3449  
[hrushing@usit.net](mailto:hrushing@usit.net)  
[www.cookware.org](http://www.cookware.org)

Electronic Industries Alliance  
2500 Wilson Blvd.  
Arlington, VA 22201

Tel: 703-907-7500  
Fax: 703-907-7501  
[www.eia.org](http://www.eia.org)

Electronic Retailing Assn.  
2000 North 14th St. Suite 300  
Arlington, VA 22201

Tel: 703-841-1751  
Tel: 703-841-1860  
[contact@retailing.org](mailto:contact@retailing.org)  
[www.retailing.org](http://www.retailing.org)

General Merchandising Distributors Council  
1275 Lake Plaza Dr.  
Colorado Springs, CO 80906-3583

Tel: 719-576-4260  
Fax: 719-576-2661  
[info@gmdc.org](mailto:info@gmdc.org)  
[www.gmdc.org](http://www.gmdc.org)

## Business Guide to the United States' Home & Housewares Market

Gift Assn. of America  
115 Rolling Hills Rd.  
Johnstown, PA 15905-5225

Tel: 814-288-1460  
Fax: 814-288-1483  
[www.giftassoc.org](http://www.giftassoc.org)

Hearth, Patio, & Barbecue Assn.  
1601 N. Kent St.  
Suite 1001  
Arlington, VA 22209

Tel: 703-522-0086  
Fax: 703-522-0548  
[www.hpba.org](http://www.hpba.org)

High Point International Home Furnishings Market Authority  
P O Box 5243  
High Point, NC 27262

Tel: 336-869-1000  
Fax: 336-869-6999  
[www.highpointmarket.org](http://www.highpointmarket.org)

Home Furnishings Int'l Assn.  
P O Box 420807  
Dallas, TX 75342

Tel: 800-942-4663  
Fax: 214-742-9103  
[www.hfia.com](http://www.hfia.com)

Incentive Mfrs. Reps. Assn.  
1801 N. Mill St.  
Naperville, IL 60563

Tel: 630-369-7786  
Fax: 630-369-3773  
[info@imra1.org](mailto:info@imra1.org)  
[www.imra1.org](http://www.imra1.org)

Intl. Furniture Suppliers Assn.  
P O Box 2482  
High Point, NC 27261-2482

Tel: 336-884-1566  
Fax: 336-884-1350  
[www.ifsa-info.com](http://www.ifsa-info.com)

Intl. Home Furnishings Reps. Assn.  
P O Box 670  
High Point, NC 27261-0670

Tel: 336-889-3920  
Fax: 336-883-8245  
[www.ihgra.org](http://www.ihgra.org)

### **International Housewares Association**

6400 Shafer Court, Suite 650  
Rosemont, IL 60018  
TO EXHIBIT:  
TO ATTEND:

**Tel: 847-292-4200**  
Fax: 847-292-4211  
[SHOWTEAM@HOUSEWARES.ORG](mailto:SHOWTEAM@HOUSEWARES.ORG)  
[WWW.HOUSEWARES.ORG/EXHIBIT](http://WWW.HOUSEWARES.ORG/EXHIBIT)  
[WWW.HOUSEWARES.ORG/ATTEND](http://WWW.HOUSEWARES.ORG/ATTEND)

Intl. Housewares Reps. Assn.  
175 N. Harbor Dr. Suite 3807  
Chicago, IL 60601

Tel: 312-240-0774  
Fax: 312-240-0774  
[info@ihra.org](mailto:info@ihra.org)  
[www.ihra.org](http://www.ihra.org)

Intl. Wood Products Assn.  
4214 King St., West  
Alexandria, VA 22302

Tel: 703-820-6696  
Fax: 703-820-8550  
[info@iwpawood.org](mailto:info@iwpawood.org)  
[www.ihpa.org](http://www.ihpa.org)

## Business Guide to the United States' Home & Housewares Market

Lawn & Garden Marketing & Distribution Assn.  
2105 Bush Rd. Suite 200  
Bel Air, MD 21015

Tel: 443-640-1080  
Fax: 443-640-1031  
[Igmda@ksgroup.org](mailto:Igmda@ksgroup.org)  
[www.lgmda.org](http://www.lgmda.org)

National Assn. of Chain Drug Stores  
413 N. Lee St.  
Alexandria, VA 22313-1480

Tel: 703-549-3001  
Fax: 703-836-4869  
[www.nacds.org](http://www.nacds.org)

National Association of Convenience Stores  
1600 Duke St.  
Alexandria, VA 22314

Tel: 703-684-3600  
Fax: 703-836-4564  
[nacs@nacsonline.com](mailto:nacs@nacsonline.com)  
[www.nacsonline.com](http://www.nacsonline.com)

Natl. Assn. of General Merchandise Reps.  
C/O Bruce Funk  
766 W. Algonquin Rd.  
Arlington Heights, IL 60005

Tel: 847-434-0951  
Fax: 847-434-0960  
[www.nagmr.org](http://www.nagmr.org)

Natl. Assn. of Independent Lighting Distributors Inc.  
2207 Elmwood Ave.  
Buffalo, NY 14216-1009

Tel: 716-875-3670  
Fax: 716-875-0734  
[info@naild.org](mailto:info@naild.org)  
[www.naild.org](http://www.naild.org)

National Association of Manufacturers  
1331 Pennsylvania Ave., NW  
Washington, DC 20004-1790

Tel: 202-637-3000  
Fax: 202-637-3182  
[www.nam.org](http://www.nam.org)

National Assn. Specialty Food Trade  
120 Wall St. 27<sup>th</sup> Fl.  
New York, NY 10005

Tel: 212-482-6440  
Fax: 212-482-6459  
[www.nasft.org](http://www.nasft.org)

Natl. Assn. of Sporting Goods Wholesalers  
P O Box 881525  
Port St. Lucie, FL 34988-1525

Tel: 772-621-7162  
Fax: 772-264-3233  
[wsmith@nasgw.org](mailto:wsmith@nasgw.org)  
[www.nasgw.org](http://www.nasgw.org)

Natl. Assn. of Wholesaler/Distributors  
1725 K St., NW  
Washington, DC 20006-1419

Tel: 202-872-0885  
Fax: 202-785-0586  
[naw@nawd.org](mailto:naw@nawd.org)  
[www.naw.org](http://www.naw.org)

## Business Guide to the United States' Home & Housewares Market

Natl. Barbecue Assn.  
8317 Cross Park Drive  
Suite 150  
Austin, TX 78729

Tel: 512-454-8626  
Fax: 512-454-3036  
[www.nbbqa.org](http://www.nbbqa.org)

National Candle Assn.  
1156 15th Street NW  
Suite 900  
Washington, DC 20005

Tel: 202-393-2210  
Fax: 202-223-9741  
[www.candles.org](http://www.candles.org)

Natl. Home Furnishings Assn.  
PO Box 2396  
High Point, NC 27261-2396

Tel: 336-886-6100  
Fax: 336-801-6102  
[info@nhfa.org](mailto:info@nhfa.org)  
[www.nhfa.org](http://www.nhfa.org)

National Kitchen & Bath Assn.  
687 Willow Grove St.  
Hackettstown, NJ 07840

Tel: 908-852-0033  
Fax: 908-852-1695  
[feedback@nkba.org](mailto:feedback@nkba.org)  
[www.nkba.org](http://www.nkba.org)

Natl. Retail Federation  
325 7th St. NW, #1100  
Washington, DC 20002-2068

Tel: 202-783-7971  
Tel: 800-673-4692  
Fax: 202-737-2849  
[www.nrf.com](http://www.nrf.com)

National Retail Hardware Assn.  
5822 W. 74th St.  
Indianapolis, IN 46278-1756

Tel: 317-290-0338  
Fax: 317-328-4354  
[info@nrha.org](mailto:info@nrha.org)  
[www.nrha.org](http://www.nrha.org)

National Sporting Goods Assn.  
1601 Feehanville Drive  
Mt. Prospect, IL 60056

Tel: 847-296-6742  
Fax: 847-391-9827  
[info@nsga.org](mailto:info@nsga.org)  
[www.nsga.org](http://www.nsga.org)

National Tabletop & Giftware Assn.  
112 Adrossan Court  
Deptford, NJ 08096

Tel: 856-227-6802  
[demasi@nationaltabletop.org](mailto:demasi@nationaltabletop.org)  
[www.nationaltabletop.org](http://www.nationaltabletop.org)

North American Building Material Distribution Assn.  
401 N. Michigan Ave. Suite 2200  
Chicago, IL 60611

Tel: 312-644-6610  
Fax: 312-644-0310  
[NBMDA@sba.com](mailto:NBMDA@sba.com)  
[www.nbmda.org](http://www.nbmda.org)

## Business Guide to the United States' Home & Housewares Market

Outdoor Power Equipment Institute  
341 S. Patrick St.  
Alexandria, VA 22314

Tel: 703-549-7600  
Fax: 703-549-7604  
[www.opei.org](http://www.opei.org)

Pet Industry Distributors Assn.  
2105 Laurel Bush Rd. #200  
Bel Air, MD 21015

Tel: 443-640-1060  
Fax: 443-640-1031  
[pida@ksigroup.org](mailto:pida@ksigroup.org)  
[www.pida.org](http://www.pida.org)

Plastic & Metal Products Mfrs. Assn.  
145 W. 45th St., #800  
New York, NY 10036

Tel: 212-398-5400  
Fax: 212-398-7818  
[joerubba@earthlink.net](mailto:joerubba@earthlink.net)

Porcelain Enamel Institute  
PO Box 920220  
Norcross, GA 30092

Tel: 770-281-8980  
Fax: 770-281-8981  
[penamel@aol.com](mailto:penamel@aol.com)  
[www.porcelainenamel.com](http://www.porcelainenamel.com)

Private Label Mfrs. Assn.  
369 Lexington Ave., 3<sup>rd</sup> Fl.  
New York, NY 10017

Tel: 212-972-3131  
Fax: 212-983-1382  
[www.plma.com](http://www.plma.com)

Professional Picture Framers Assn.  
3000 Picture Place  
Jackson, MI 49201

Tel: 517-788-8100  
Fax: 517-788-8371  
[ppfa@ppfa.com](mailto:ppfa@ppfa.com)  
[www.ppfa.com](http://www.ppfa.com)

Rechargeable Battery Recycling Corp.  
1000 Parkwood Circle., #450  
Atlanta, GA 30339

Tel: 678-419-9990  
Fax: 678-419-9986  
[recycling@rbrc.org](mailto:recycling@rbrc.org)  
[www.rbrc.org](http://www.rbrc.org)

Retail Industry Leaders Association  
1700 N. Moore St., Suite 2250  
Arlington, VA 22209

Tel: 703-841-2300  
Fax: 703-841-1184  
[info@retail-leaders.org](mailto:info@retail-leaders.org)  
[www.retail-leaders.org](http://www.retail-leaders.org)

School & Home Office Products Assn.  
3131 Elbee Rd.  
Dayton, OH 45439-1900

Tel: 937-297-2250  
Fax: 937-297-2254  
[www.shopa.org](http://www.shopa.org)

## Business Guide to the United States' Home & Housewares Market

Soap & Detergent Assn.  
1500 K Street NW #300  
Washington, DC 20005

Tel: 202-347-2900  
Fax: 202-347-4110  
[info@cleaning101.com](mailto:info@cleaning101.com)  
[www.cleaning101.com](http://www.cleaning101.com)

Society of Glass & Ceramic Decorators  
47 N. Fourth St.  
Zanesville, OH 43702

Tel: 740-588-9882  
Fax: 740-588-0245  
[sgcd@sgcd.org](mailto:sgcd@sgcd.org)  
[www.sgcd.org](http://www.sgcd.org)

Society of the Plastics Industry, Inc.  
1667 K St., NW, Suite 1000  
Washington, DC 20006

Tel: 202-974-5200  
Fax: 202-296-7005  
[www.socplas.org](http://www.socplas.org)

Sporting Goods Mfrs. Assn.  
1150 17<sup>th</sup> St. NW, Suite 850  
Washington, DC 20036

Tel: 202-775-1762  
Fax: 202-296-7462  
[info@sgma.com](mailto:info@sgma.com)  
[www.sgma.com](http://www.sgma.com)

Unfinished Furniture Assn.  
15000 Commerce Pkwy. Suite C  
Mt. Laurel, NJ 08054

Tel: 856-439-0500  
Tel: 800-487-8321  
Fax: 856-439-0525  
[ufa@ahint.com](mailto:ufa@ahint.com)  
[www.unfinishedfurniture.org](http://www.unfinishedfurniture.org)

Vacuum Dealers Trade Assn.  
2724 2<sup>nd</sup> Ave.  
Des Moines, IA 50313

Tel: 515-282-9101  
Fax: 515-282-4483  
[www.vdta.com](http://www.vdta.com)

Wood Products Mfrs. Assn.  
175 State Rd., East  
Westminster, MA 01473-1208

Tel: 978-874-5445  
Fax: 978-874-9946  
[woodprod@wpma.org](mailto:woodprod@wpma.org)  
[www.wpma.org](http://www.wpma.org)

**ADDENDA B.**

**Key Government Agencies**

**U.S Department of Commerce**

14<sup>th</sup> and Constitution Avenue, NW,  
Washington, DC 20230

<http://www.commerce.gov/>

**U.S Census Bureau**

**International Programs Center**

Washington, DC 20233-8860

Fax: 301-457-3034

Email: [pop@census.gov](mailto:pop@census.gov)

**U.S Department of Agriculture**

1400 Independence Ave., S.W.

Washington, D.C. 20250

<http://www.usda.gov/>

**U.S Consumer Product Safety Commission**

4330 East-West Highway

Bethesda, Maryland 20814-4408

Tel. (301) 504-7923

Fax (301) 504-0124 and (301) 504-0025

E-mail: [info@cpsc.gov](mailto:info@cpsc.gov)

**U.S. Environmental Protection Agency**

Ariel Rios Building

1200 Pennsylvania Avenue, N.W.

Washington, DC 20460

Tel: 202 272-0167

<http://www.epa.gov/>

**Food and Drug Administration**

Division of Import Operations

5600 Fishers Lane

Rockville, Maryland 20857

Tel: 1-888-463-6332

<http://www.fda.gov/>

## **Business Guide to the United States' Home & Housewares Market**

### **Federal Trade Commission**

600 Pennsylvania Avenue, N.W.,  
Washington, D.C. 20580  
Tel: 202-326-2222  
<http://www.ftc.gov/>

### **International Trade Commission**

500 E Street, SW  
Washington, DC 20436  
Tel: 202-205-2000  
<http://www.usitc.gov/>

### **U.S Customs and Border Protection**

1300 Pennsylvania Ave. N.W.,  
Washington, DC 20229  
Tel: 202-344-3000  
[www.cbp.gov](http://www.cbp.gov)

### **Export-Import Bank of the US**

811 Vermont Avenue, N.W.  
Washington, DC 20571  
Tel: 202-565-3946  
Tel: 800-565-3946  
<http://www.exim.gov/>

### **U.S Trade Representative**

600 17<sup>th</sup> Street, N.W.  
Washington DC 20508  
Tel: 202-395-7360  
[www.ustr.gov](http://www.ustr.gov)

### **State Development Agencies for Trade and Investment**

[www.ita.doc.gov/td/industry/otea/agencies/current.pdf](http://www.ita.doc.gov/td/industry/otea/agencies/current.pdf)

### **U.S. Small Business Administration**

Office of International Trade  
409 Third Street, S.W.  
Washington, D.C. 20416  
[www.sba.gov/oit](http://www.sba.gov/oit)

**ADDENDA C.**

**Standards Setting Organizations**

**The National Center for Standards and Certification Information, Global Standards and Information Group**

National Institute of Standards and Technology (NIST)  
100 Bureau Drive, Stop 2160  
Gaithersburg, MD 20899  
Tel: 301-975-4040

The Center provides information on national and international voluntary standards, government regulations, and rules of certifications for non-agricultural products. The Center also serves as a referral service in the United States for information about standards and standards related information.

Web: <http://ts.nist.gov/Standards/Conformity/contact.cfm>

**American National Standards Institute (ANSI)**

1819 L Street N.W.  
Washington, D.C. 20036  
Tel: 202-293-8020

ANSI is the administrator and coordinator of the United States private sector voluntary standardization system. As such it is a member of the ISO.

Web: <http://web.ansi.org/>

**American Society of Mechanical Engineers (ASME)**

Three Park Avenue  
New York, NY 10016  
Tel: 800-843-2763  
Email: [infocentral@asme.org](mailto:infocentral@asme.org)  
Web: [www.asme.org](http://www.asme.org)

**AeA (formerly American Electronics Association)**

601 Pennsylvania Ave., N.W.  
Suite 600, North Building  
Washington, DC 20004  
Tel: 202-682-9110  
Web: [www.aeanet.org](http://www.aeanet.org)

## **Business Guide to the United States' Home & Housewares Market**

### **Underwriters Laboratories Inc. (UL)**

333 Pfingsten Rd.  
Northbrook, IL 60062  
Tel: 708-272-8800

UL is a leading third-party certification organization in the United States and the largest in North America.

Email: [cec@us.ul.com](mailto:cec@us.ul.com)

Web: [www.ul.org](http://www.ul.org)

### **International Organization for Standardization (ISO)**

1, rue de Varembe, Case postale 56  
CH-1211 Geneva 20, Switzerland  
Tel: +41 22 749 01 11

The International Organization for Standardization (ISO) is a worldwide federation of national standards bodies established in 1947. The mission of ISO is to promote the development of standardization and related activities in the world with a view to facilitating the international exchange of goods and services, and to developing cooperation in the spheres of intellectual, scientific, technological and economic activity. ISO's work results in international agreements which are published as International Standards.

Fax :+41 22 733 34 30

Web: [www.iso.org](http://www.iso.org)

**ADDENDA D.**

**Selected International Trade Shows**

**2007**

*Jan 19-25, 2007*

**The Chicago Gift & Home Market**

**Venue:** Merchandise Mart

Chicago, IL 60654

**Organizer:** Merchandise Mart Properties Inc.

**Tel:** 800-677-6278

**E-mail:**

Wholesale Gift Show

**United States**

*Jan 21-23, 2007*

**Winter Fancy Food Show**

**Venue:** Moscone Convention Center

San Francisco, CA 94103

**Organizer:** NASFT (National Association for Specialty Foods)

**Tel:** 212-482-6440

**E-mail:** [attendinginfo@fancyfoodshows.com](mailto:attendinginfo@fancyfoodshows.com)

International Fancy Food & Confection Show

**United States**

*Feb 3-5, 2007*

**Orlando Gift Show**

**Venue:** Orange County Convention Center

Orlando, FL 32819

**Organizer:** GLM (George Little Management Inc.)

**Tel:** 914-421-3200

**E-mail:** [info@glmshows.com](mailto:info@glmshows.com)

Gift, Jewelry & Accessories Exhibition

**United States**

*Feb 9-13, 2007*

**Ambiente Frankfurt**

**Venue:** Messe Frankfurt

Frankfurt, Germany

**Organizer:** Messe Frankfurt Inc.

**Tel:** 770-984-8016

**E-mail:** [info@usa.messe.frankfurt.com](mailto:info@usa.messe.frankfurt.com)

Tableware, kitchenware, housewares, decorative accessories, corporate gifts

**Germany**

## **Business Guide to the United States' Home & Housewares Market**

*Mar 11-13, 2007*

### **International Home & Housewares Show**

**Venue:** McCormick Place

Chicago, IL 60616

**Organizer:** International Housewares Association

**Tel:** 847-292-4200

**E-mail:** [showteam@housewares.org](mailto:showteam@housewares.org)

Kitchenware, tabletop, cookware, bakeware, home décor, electrical products, space organizers, patio & lawn & garden products, gourmet food products

**United States**

**To Exhibit:** [www.housewares.org/exhibit](http://www.housewares.org/exhibit)

**To Attend:** [www.housewares.org/attend](http://www.housewares.org/attend)

*April 11-14, 2007*

### **International Window Coverings Expo**

**Venue:** Washington D.C. Convention Center

Washington, D.C. 20001

**Organizer:** Messe Frankfurt Inc.

**Tel:** 770-984-8016

**E-mail:** [info@usa.messefrankfurt.com](mailto:info@usa.messefrankfurt.com)

Hard and Soft Window Coverings, Decorative Drapery Hardware

**United States**

*Apr 17-20, 2007*

### **Coverings Expo-USA**

**Venue:** McCormick Place

Chicago, IL 60616

**Organizer:** National Trade Productions

**Tel:** 800-687-7469

**E-mail:**

Tile and Stone Products, Tools and Machinery

**United States**

*Apr 21-24, 2007*

### **Hong Kong Gifts & Houseware Fair**

**Venue:** Hong Kong TDC, Unit 13 Expo Galleria Hong Kong Ctr 1

Wanchai, Hong Kong

**Organizer:** Hong Kong Trade Development Council

**Tel:** 852-2584 4333

**E-mail:** [exhibitions@tdc.org.hk](mailto:exhibitions@tdc.org.hk)

Housewares, kitchenware, cleaning supplies, small electrical appliances, tableward

**Hong Kong**

## **Business Guide to the United States' Home & Housewares Market**

*May 6-8, 2007*

### **Spring Fancy Food Show**

**Venue:** McCormick Place

Chicago, IL 60616

**Organizer:** NASFT (National Association for Specialty Foods)

**Tel:** 212-482-6440

**E-mail:** [attendinginfo@fancyfoodshows.com](mailto:attendinginfo@fancyfoodshows.com)

International Fancy Food & Confection Show

**United States**

*May 7-10, 2007*

### **Kitchen & Bath Industry Show (K.BIS)**

**Venue:** Las Vegas Convention Center

Las Vegas, NV 89109

**Organizer:** VNU Expositions

**Tel:** 703-488-2700

**E-mail:** [registration@vnuexpo.com](mailto:registration@vnuexpo.com)

Kitchen/Bath Industry Show

**United States**

*May 8-10, 2007*

### **National Hardware Show and Lawn & Garden World**

**Venue:** Orange County Convention Center

Orlando, FL

**Organizer:** Reed Exhibitions

**Tel:** 203-840-4800

**E-mail:** [rcappieloo@reedexpo.com](mailto:rcappieloo@reedexpo.com)

Hardware Show

**United States**

*May 19-22, 2007*

### **National Restaurant Association Restaurant, Hotel-Motel Show**

**Venue:** McCormick Place

Chicago, IL 60616

**Organizer:** National Restaurant Association

**Tel:** 312-853-2525

**E-mail:** [mheftman@dineout.org](mailto:mheftman@dineout.org)

Restaurants and Food Service Show

**United States**

*June 7-13, 2007*

### **Fine Design-Residential Furnishing Show**

**Venue:** Merchandise Mart

Chicago, IL 606054

## **Business Guide to the United States' Home & Housewares Market**

**Organizer:** Merchandise Mart Properties

**Tel:** 800-677-6278

Furniture, Fabric, Casual Furnishings & Accessories

**United States**

*July 8-10, 2007*

**Summer Fancy Food Show**

**Venue:** Jacob K. Javits Center

New York, NY 10001

**Organizer:** NASFT (National Association for Specialty Foods)

**Tel:** 212-482-6440

**E-mail:** [attendinginfo@fancyfoodshows.com](mailto:attendinginfo@fancyfoodshows.com)

International Fancy Food & Confection Show

**United States**

*Sept 17-20, 2007*

**International Casual Furniture & Accessories Market**

**Venue:** Merchandise Mart

Chicago, IL 606054

**Organizer:** Merchandise Mart Properties

**Tel:** 800-677-6278

**E-mail:**

Furniture & Home Décor Accessories

**United States**

*Sept. 25-27, 2007*

**Assembly Technology Expo**

**Venue:** Donald E. Stephens Convention Center

Rosemont, IL

**Organizer:** Canon Communications/Apprise Media

**Tel:** 203-601-3733

**E-mail:** [joseph.mcgeachy@can.com.com](mailto:joseph.mcgeachy@can.com.com)

Electrical & Electronics Show

**United States**

*October, 2007*

**Portland Cash & Carry Show 2007**

**Venue:** Oregon Convention Center

Portland, OR 97232

**Organizer:** Western Exhibitors, LLC

**Tel:** 800-346-1212

**E-mail:** [showinfo@weshows.com](mailto:showinfo@weshows.com)

Gifts & Jewelry Show

**United States**

## **Business Guide to the United States' Home & Housewares Market**

*Oct. 12-19, 2007*

### **NSC Congress & Expo/National Safety Council Congress & Expo**

**Venue:** McCormick Place

Chicago, IL 60616

**Organizer:** National Safety Council

**Tel:** 630-285-1121

**E-mail:** [boothsales@nsc.org](mailto:boothsales@nsc.org)

Safety Show

**United States**

*October, 2007*

### **Pet Industry Christmas Trade Show 2007**

**Venue:** Donald E. Stephens Convention Center

Rosemont, IL 60015

**Organizer:** H. H. Backer Associates Inc.

**Tel:** 312-663-4040

**E-mail:** [hhbacker@hhbacker.com](mailto:hhbacker@hhbacker.com)

Pet Industry Trade Show

**United States**

*Oct. 15-17, 2007*

### **PACK EXPO Las Vegas 2003**

**Venue:** Las Vegas Convention Center

Las Vegas, Nevada 89109

**Organizer:** PMMI (Packaging Machinery Manufacturers Institutes)

**Tel:** 703-243-8555

**E-mail:** [info@pmmi.org](mailto:info@pmmi.org)

Packaging Machinery and Technology Solutions

**United States**

*Oct. 24-27, 2007*

### **Food, Dairy & Beverage Exposition**

**Venue:** McCormick Place

Chicago, IL 60616

**Organizer:** Convention Management Group Inc.

**Tel:** 703-934-4714

**E-mail:**

Product Development, Processing & Packaging

**United States**

## **Business Guide to the United States' Home & Housewares Market**

Nov 06 – 08, 2007

### **New York Gift Cash & Carry Show**

**Venue:** Jacob K. Javits Center North Pavilion, New York

**Organizer:** George Little Management, LLC

**E-mail:** [louise\\_seeber@glmshows.com](mailto:louise_seeber@glmshows.com)

**Products:** Aromatherapy, apparel, bags, candles, cosmetics, cookbooks, costume jewelry, dolls, diamond jewelry, floral decorative accessories, fine gold and ethnic jewelry, pocketbooks, picture frames, sterling silver jewelry, toys, watches, wood craft products

**Gifts & Home Products**

**United States**

Nov 07 – 09, 2007

### **Anchorage Holiday Food & Gift Festival**

**Venue:** George M. Sullivan Arena, Anchorage, Alaska

**Organizer:** Sourdough Productions

**Products:** Hand-crafted ornaments, Victorian lace baskets, colorful quilts, aromatic candles, antiques and collectibles

**Gifts & Home Products**

**United States**

Nov 08 -11, 2007

### **The Int'l Hotel, Motel & Restaurant Show**

**Venue:** Jacob K. Javits Center North Pavilion, New York

**Organizer:** American Hotel & Lodging Association

**E-mail:** [ihmrs@glmshows.com](mailto:ihmrs@glmshows.com)

**Products:** Food & beverage, furnishings, technology, equipment, linens, amenities, tableware, cleaning

**Gifts & Home Products**

**United States**

Nov 11 – 13, 2007

### **Int'l SHOPA Show**

**Venue:** Georgia World Congress Center, Atlanta

**Organizer:** School, Home & Office Products Association

**E-mail:** [info@shopa.org](mailto:info@shopa.org)

**Products:** School, home and office products

**Gifts & Home Products**

**United States**

## **Business Guide to the United States' Home & Housewares Market**

### **2008**

*Mar 20-22, 2008*

#### **International Home & Housewares Show**

**Venue:** McCormick Place

Chicago, IL 60616

**Organizer:** International Housewares Association

**Tel:** 847-292-4200

**E-mail:** [mrampersad@housewares.org](mailto:mrampersad@housewares.org)

Kitchenware, tabletop, cookware, bakeware, home décor, electrical products, space organizers, patio & lawn & garden products, gourmet food products

**United States**

ADDENDA E.

**Top U.S. Retailers by Channel of Distribution**

<b><u>Channel of Distribution</u></b>	<b><u>Retail Store</u></b>	<b><u>#</u></b>
<b>Discount Stores</b>	Wal-Mart Stores, Inc. (Bentonville, AR)	
	Target Corporation (Minneapolis)	
	Kmart Corporation (Troy, MI)	
	Dollar General (Nashville, TN)	
	Meijer (Grand Rapids, MI)	
	Shopko/Pamida (Green Bay, WI)	
	Family Dollar (Matthews, NC)	
	Fred's (Memphis, TN)	
	Retail Ventures (Columbus, OH)	
	Bi-Mart (Eugene, OR)	
Duckwall-ALCO (Abilene, KS)		
<b>Specialty Stores</b>	Williams-Sonoma (San Francisco)	
	Bed Bath & Beyond (Springfield, NJ)	
	Linen's Things (Clifton, NJ)	
	Crate & Barrel (Northbrook, IL)	
	HomeGoods (Framingham, MA)	
	The Container Store (Dallas)	
	Best Buy (Eden Prairie, MN)	
	Pier 1 Imports (Fort Worth)	
	IKEA (Plymouth Meeting, PA)	
	Starbucks (Seattle)	
	Fortunoff (Westbury, NY)	
	Sharper Image (San Francisco)	
	Sur La Table (Seattle)	
	Garden Ridge (Houston)	
	Ross Stores (Newark, CA)	
	Barbeques Galore (Irvine, CA)	
Cost Plus World Market (Oakland, CA)		
P.C. Richard (Hauppauge, NY)		
Le Gourmet Chef (Shrewsbury, NJ)		
Brookstone (Nashua, NH)		

## **Business Guide to the United States' Home & Housewares Mkt.**

Staples (Framingham, MA)

Kirklands (Jackson, TN)

Michaels Stores (Irving, TX)

Office Depot (Delray Beach, FL)

Brandsmart USA (Hollywood, FL)

Gracious Home (New York)

H. H. Gregg (Indianapolis)

Bombay Company (Fort Worth, TX)

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### **Home Center/Hardware Stores**

Home Depot (Atlanta)

Lowe's (Wilkesboro, NC)

Ace Hardware (Oak Brook, IL)

TrueValue (Chicago)

Do-It-Best (Fort Wayne, IN)

Menard's (Eau Claire, WI)

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### **Department Stores**

Kohl's (Menomonee Falls, WI)

Federated (Cincinnati)

TJMaxx/Marshall's (Framingham, MA)

JC Penney (Plano, TX)

Dillard's (Little Rock)

Saks (Birmingham, AL)

Belk (Charlotte, NC)

Boscov's (Reading, PA)

Neiman Marcus (Dallas, TX)

Burlington Coat (Burlington, NJ)

Sears Holding\* (Hoffman Est's, IL)

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### **Grocery Stores/Supermarkets**

Kroger (Cincinnati)

Albertson's (Boise, ID)

Safeway (Pleasanton, CA)

Ahold USA (Quincy, MA)

Winn-Dixie (Jacksonville, FL)

Publix (Lakeland, FL)

Delhaize America (Salisbury, NC)

Army Air Force Exch'ge (Dallas, TX)

Winn-Dixie (Jacksonville, FL)

H.E.B. (San Antonio)

A & P (Montvale, NJ)

Giant Eagle (Pittsburgh)

SuperValu Retail (Minneapolis)

Wegman's (Rochester, NY)

Hy-Vee (West Des Moines, IA)

## Business Guide to the United States' Home & Housewares Mkt.

Roundy's (Pewaukee, WI)  
Stater Bros. (Colton, CA)  
Raley's (W. Sacramento, CA)  
Aldi (Batavia, IL)  
Price Chopper (Schenectady, NY)  
Navy Exchange (Virginia Bch, VA)  
Save Mart (Modesto, CA)  
Harris-Teeter (Charlotte, NC)  
Whole Foods Market (Austin, TX)  
Schnuck's (St. Louis)  
Pathmark (Woodbrige, NJ)

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### General Merchandise Stores

Sears (Hoffman Estates, IL)  
Montgomery Ward<sup>4</sup> (Chicago)

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### Warehouse Clubs

Costco (Issaquah, WA)  
Sam's Club (Bentonville, AR)  
BJ's (Natick, MA)  
Smart & Final (Los Angeles)

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### Drug Stores

Walgreen (Deerfield, IL)  
CVS (Woonsocket, RI)  
Rite Aid (Camp Hill, PA)  
Longs Drug (Walnut Creek, CA)  
Jean Coutu (Longueuil, Que)  
Duane Reade (New York)

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### Non-Stores

QVC Network (West Chester, PA)  
Home Shop Network (St.  
Petersburg, FL)  
Amazon.com (Seattle)  
Overstock.com (Salt Lake City)  
Value Vision (Minneapolis)  
Chef's Catalog (ColoradoSprgs,CO)

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### Closeout Stores (majority are Variety, One-Price)

Tuesday Morning (Dallas)  
Big Lots (Columbus, OH)  
Dollar Tree (Chesapeake, VA)  
99 Cents Only (City of Commerce  
CA)

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#### Note:

Source : "HomeWorld Business"

\* Estimated

**Business Guide to the United States' Home & Housewares Mkt.**

**ADDENDA F.**

**Sample Forms For Importation To The U.S.\***

**FORM FCC 740**

FEDERAL COMMUNICATIONS COMMISSION Approved by OMB Washington, D.C. 20554 3060-0059

**STATEMENT REGARDING THE IMPORTATION OF RADIO FREQUENCY DEVICES  
CAPABLE OF CAUSING HARMFUL INTERFERENCE**

*(Read instructions before completing form. Please type or print clearly in ink.)*

**Part I - All Blocks MUST Be Completed**

Date of Entry	Entry Number	Port of Entry <sup>1</sup>	Harmonized Tariff Number <sup>2</sup>	Quantity of Item (not number of containers) <sup>3</sup>
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Device Model/Type Name or #	Trade Name	FCC ID	Description of Equipment
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Manufacturer's Name and Address Consignee's Name and Address Importer's Name and Address

Printed or Typed Name of Importer or Consignee Signature of Importer or Consignee Date

(Month/Day/Year)

**Warning: Any person who knowingly makes a false declaration may be fined not more than \$250,000 or imprisoned not more than 5 years, or both, pursuant to 18 U.S.C. § 1001.**

**Part II -With Regard to the Importation of the Described Radio Frequency Device(s), I DECLARE THAT: (Place an "X" in only one box)**

1. The FCC has issued a grant of equipment authorization for the FCC ID listed above.
2. An FCC grant of equipment authorization and an FCC ID are not required, but the equipment complies with FCC technical requirements.
3. The described equipment is being imported in limited quantities for testing and evaluation for compliance with technical requirements or marketing suitability. The equipment will not be offered for sale or otherwise marketed. (See Instructions)
4. The described equipment is being imported in limited quantities for demonstration at industry trade shows and will not be offered for sale or otherwise marketed. (See Instructions)
5. The described equipment is being imported solely for export. It will not be offered for sale or otherwise marketed in the U.S.
- 5(a). The described equipment is a non-U.S. standard cellular phone that can only function outside of the U.S. (See Instructions)
6. The described equipment is being imported for use exclusively by the U.S. Government.
7. Three or fewer radio receivers, computers, or other unintentional radiators as defined in Part 15 of the FCC Rules, are being imported for an individual's personal use and are not intended for sale.
8. The described equipment is being imported for repair and will not be offered for sale or otherwise marketed.

1 Port of Entry Use Schedule D – Classification of U.S. Customs Districts and Ports for U.S. Foreign Trade Statistics – a four digit code i.e., New York City, NY 1001.

2 Harmonized Tariff Number – Harmonized Tariff Schedule of the United States.

3 This quantity must be total number of items, not number of containers.

## Business Guide to the United States' Home & Housewares Market

### INSTRUCTIONS FOR COMPLETION OF FCC FORM 740

This form must be completed for each radio frequency device, as defined in 47 U.S.C. 302 and 47 C.F.R. 2.801, which is imported into the Customs territory of the United States. The original shall be filed with the U.S Customs Service on or before the date the shipment is delivered to a U.S. port of entry.

#### **The completed form must accompany each such entry.**

The following are typical examples of devices that require the use of FCC Form 740: radio and TV receivers, converters, transmitters, transmitting devices, radio frequency amplifiers, microwave ovens, industrial heaters, ultrasonic equipment, transceivers, and computers.

Marketing, as used in this form (and 47 C.F.R. 2.1201 et seq.), means sale or lease (including advertising for sale or lease, or display at a trade show) or import, ship or distribute for the purpose of selling or leasing or offering for sale or lease.

Limited quantities, as used in this form, are the number specified in 47 C.F.R. 2.1204(a)(3). Waivers of this limit are infrequently granted but may be requested from the FCC office listed in 47 C.F.R. 2.1204(a)(3)(iii). Written waiver requests must contain specific information required by that office.

Equipment imported for test, evaluation or display (see import conditions 3 or 4 of Part II of this form) may not be marketed (sold or leased, offered for sale or lease, advertised, etc.). Display of this equipment must include markings clearly indicating that the device(s) are not eligible for sale. See 47 C.F.R. 2.803 for details regarding this labeling.

Wireless telephony devices that do not have a FCC grant of equipment authorization must either comply with 47 C.F.R. 2.1204(a)(5) or 47 C.F.R. 2.803(a)(2) (e.g., Verification or Declaration of Conformity is required).

The identification (company name and model number/FCC ID) of the radio frequency device specified on the front of this form must be identical to the company name and model number/FCC ID inscribed on the device. If the device being imported requires an equipment authorization to be issued by the FCC (e.g., Certification), it is important that the name of the company, description of the device and FCC ID specified on the grant of equipment authorization agree exactly with the same information shown on the front of this form. Any discrepancy between the information on this form and the FCC grant of equipment authorization may result in unnecessary delays, additional expense, or enforcement action.

#### **FCC Form 740 may be reproduced provided the following conditions are met (see 47 C.F.R. 0.409, Commission Policy on Private Printing of FCC Forms.) Some of the conditions are listed below:**

- 1 That private companies reproducing the form use a printing process resulting in a product that is comparable to the original document;
- 2 That private companies reproducing the form refrain from including therein or attaching thereto any advertising matter or deleting any material from the form;
- 3 That private companies reproducing the form exercise care that the form being reproduced or distributed is the current edition presently used by the FCC for the type of application involved: such private company to be advised that, though the Commission will endeavor to keep the public advised of revisions of the form, it cannot assume responsibility to the extent of eliminating any element or risk against overstocking, etc.

#### PAPERWORK REDUCTION ACT STATEMENT AND PRIVACY ACT STATEMENT

The solicitation of information requested on this form is authorized by the Communications Act of 1934, as amended. The information collected will be used to ascertain whether equipment authorization is required, and if so, whether or not it has been granted. If all the information is not provided the importation of this or other shipments may be delayed or prevented. Accordingly, every effort should be made to provide all necessary information. Your response is required to obtain a benefit.

Public reporting for this collection of information is estimated to average .04 seconds per response, including the time for reviewing instructions searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Comments regarding this burden estimate or any other aspect of this collection of

information, including suggestions for reducing the burden, should be sent to the Federal Communications Commission, Performance and Evaluations and Records Management, Washington, DC 20554, Paperwork Reduction Project (3060-0059) DO NOT SEND COMPLETED FORMS TO THIS ADDRESS. Individuals are not required to respond to a collection of information unless it displays a currently valid OMB control number.

**THE FOREGOING NOTICE IS REQUIRED BY THE PRIVACY ACT OF 1974, P.L. 93-579, DECEMBER 31, 1974, 5 U.S.C. 552A(E)(3), AND THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.**

FCC Form 740 instructions – Page 2 March 2004

# Business Guide to the United States' Home & Housewares Market

## **FORM FDA 2877**

**FORM FDA 2877 (12/00)** PREVIOUS EDITION IS OBSOLETE. Created by: PSC Media Arts (301) 443-2454 PAGE 1 OF 2 PAGES EF

**D. DO NOT COMPLY WITH PERFORMANCE STANDARDS; ARE HELD AND WILL REMAIN UNDER BOND; AND WILL NOT BE**

INTRODUCED INTO COMMERCE UNTIL NOTIFICATION IS RECEIVED FROM FDA THAT PRODUCTS HAVE BEEN BROUGHT

INTO COMPLIANCE IN ACCORDANCE WITH AN FDA APPROVED PETITION. (See Form FDA 766.)

1. Approved Petition is attached. 2. Petition Request is attached. 3. Request will be submitted within 60 days.

**DEPARTMENT OF HEALTH AND HUMAN SERVICES**

PUBLIC HEALTH SERVICE

FOOD AND DRUG ADMINISTRATION

Form Approved OMB No. 0910-0025

Expiration Date: 11/30/2003

### **DECLARATION FOR IMPORTED ELECTRONIC PRODUCTS SUBJECT TO RADIATION CONTROL STANDARDS**

#### **INSTRUCTIONS**

U.S. CUSTOMS PORT OF ENTRY

NAME & ADDRESS OF MANUFACTURING SITE; COUNTRY OF ORIGIN

1. If submitting entries electronically through ACS/ABI, hold FDA-2877 in entry file. Do not submit to FDA unless requested.

2. If submitting paper entry documents, submit the following to FDA:

a. 2 copies of Customs Entry Form (e.g. CF 3461, CF 3461 Alt, CF 7501, etc.)

b. 1 copy of FDA 2877

c. Commercial Invoice(s) in English.

ENTRY NUMBER

PRODUCT DESCRIPTION

DATE OF ENTRY

NAME AND TITLE OF RESPONSIBLE PERSON

QUANTITY (Items/Containers)

**C. DO NOT COMPLY WITH PERFORMANCE STANDARDS; ARE BEING HELD UNDER A TEMPORARY IMPORT BOND; WILL NOT**

**BE INTRODUCED INTO COMMERCE; WILL BE USED UNDER A RADIATION PROTECTION PLAN; AND WILL BE DESTROYED**

**OR EXPORTED UNDER U.S. CUSTOMS SUPERVISION WHEN THE FOLLOWING MISSION IS COMPLETE:**

1. Research, Investigations/Studies, or Training (attach Form FDA 766)

2. Trade Show/Demonstration; List dates & use restrictions \_\_\_\_\_

**DECLARATION: I / WE DECLARE THAT THE PRODUCTS IDENTIFIED ABOVE: (Mark applicable statements, fill in blanks, & sign)**

**B. COMPLY WITH THE PERFORMANCE STANDARDS WHICH ARE APPLICABLE AT DATE OF MANUFACTURE AND THAT A**

**CERTIFICATION LABEL OR TAG TO THIS EFFECT IS AFFIXED TO EACH PRODUCT. COMPLIANCE DOCUMENTED IN:**

1. Last annual report or Product/Initial report \_\_\_\_\_

2. Unknown manufacturer or report number; State reason: \_\_\_\_\_

NAME & ADDRESS OF IMPORTER & ULTIMATE CONSIGNEE (if not importer) \_\_\_\_\_

ACCESSION NUMBER of Report \_\_\_\_\_

**Public reporting burden for this collection of information** is estimated to average 0.2 hour per response, including the time for reviewing instructions,

searching existing data sources, gathering and maintaining the data needed, and completing reviewing the collection of information. Send comments regarding

this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to:

Name of MANUFACTURER OF RECORD (Filed report with FDA/CDRH)

**WARNING: Any person who knowingly makes a false declaration may be fined not more than \$10,000 or imprisoned not more than 5 years or both, pursuant to Title 18 U.S.C. 1001. Any person importing a non-compliant electronic product may also be subject to civil penalties of \$1000 per violation, up to a maximum \$300,000 for related violations pursuant to Title 21 U.S.C. 360pp.**

Food and Drug Administration  
CDRH (HFZ-342)

2094 Gaither Road  
Rockville, MD 20850

*An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.*

**A. ARE NOT SUBJECT TO RADIATION PERFORMANCE STANDARDS BECAUSE THEY:**

1. Were manufactured prior to the effective date of any applicable standard; Date of Manufacture \_\_\_\_\_.
  2. Are excluded by the applicability clause or definition in the standard or by FDA written guidance.  
Specify reason for exclusion \_\_\_\_\_.
  3. Are personal household goods of an individual entering the U.S. or being returned to a U.S. resident. (Limit: 3 of each product type).
  4. Are property of a party residing outside the U.S. and will be returned to the owner after repair or servicing.
  5. Are components or subassemblies to be used in manufacturing or as replacement parts (NOT APPLICABLE to diagnostic x-ray parts).
  6. Are prototypes intended for on going product development by the importing firm, are labeled "FOR TEST/EVALUATION ONLY," and will be exported,  
destroyed, or held for future testing (i.e., not distributed). (Quantities Limited - see reverse.)
  7. Are being reprocessed in accordance with P.L. 104-134 or other FDA guidance, are labeled "FOR EXPORT ONLY," and will not be sold, distributed,  
or transferred without FDA approval.
- MODEL NUMBER(S) & BRAND NAME(S)  
SIGNATURE OF IMPORTER OF RECORD

**INSTRUCTIONS TO IMPORTERS/BROKERS OF ELECTRONIC PRODUCTS**

**FORM FDA 2877 (12/00)**

**PURPOSE:** The Form FDA 2877 must be completed for electronic products subject to Radiation Control Standards (21 CFR 1010 and 1020-1050) prior to entry into the United States. The local Food and Drug Administration (FDA) district office will review the declaration and notify the importer/agent if the products may be released into U.S. commerce or if they must be held under bond until exported, destroyed, or reconditioned. Until the shipment is released, it may be subject to redelivery for FDA examination.

**PAPER OR ELECTRONIC SUBMISSION:** Paper entries may be made by submitting the signed original FDA 2877 along with U.S.

Customs forms to the local FDA district office; if electronic products are given a MAY PROCEED, a signed copy of CF 3461 will be returned, or if not given a MAY PROCEED, a FDA Notice of Action will be issued. For electronic entries, follow U.S. Customs Service

ACS/ABI format and procedures, supported by a signed copy of this form or similar letter. Multiple entries of the same product and

model families that are filed electronically may be supported by one form dated not more than 12 months previously.

**DECLARATION:** Select A, B, C, or D and then select the appropriate number; fill in requested information and sign. For electronic

entries, AofC (affirmation of compliance) = RA#, RB#, RC#, or RD# (e.g., Radiation Declaration A5 = RA5). **Transmit model number**

**using AofC code MDL and transmit brand name using FDA line level brand name field. If RA3 or RA6 is selected, you must**

**transmit quantity (number of units) using the Quantity and Unit of Measure Pairs at the FDA line level.**

**DECLARATION A:** Importers should be prepared to demonstrate compliance to or non-applicability of FDA standards, regulations, or guidance. Components or sub-assemblies must be non-functioning. Products being reprocessed must be exported by

the importer, without intermediate transfer of ownership. For RA3 the quantity limit is 3 and for RA6 the limit = 50 units TV products,

microwave ovens, and Class 1 laser products limit = 200 units CD-ROM and DVD (digital versatile disc) laser products; see May 14,

1997, notice to industry issued by the Center for Devices and Radiological Health (CDRH).

**DECLARATION B:** If declaration RB1 is selected, provide the FDA Establishment Identifier (FEI) of the manufacturer who filed

the radiation product/abbreviated report to FDA, CDRH, Rockville, Maryland. To transmit the accession number of that report use AofC

code ACC. If the manufacturer cannot be determined or located, the importer must be able to provide evidence showing a certification

(certifi.) label on each product and state reason: returned to orig exporter or certifi. label evidence. The new AofC codes (RB1, RB2)

for this declaration will not be activated until a process is made available to determine the FEI of the responsible firm. Continue to use

RAB in electronic transmission until the FEI query is available and industry is notified of its availability.

**DECLARATION C:** Noncompliant products may be imported only for research, investigations/studies, demonstration or training.

They should be used only by trained personnel and under controlled conditions to avoid unnecessary radiation exposure. Product(s) will be detained by the local FDA district office. Since product(s) for which "C" Declarations are made will be under Temporary Import Bond (TIB) or equivalent, ultimate disposition is limited to export or destruction under U.S. Customs supervision when the purpose has been achieved or the length of time stated has expired. For purposes other than demonstration, the Form FDA 766, outlining

protections, must be approved by FDA prior to use. The importer/broker must include with the FDA 766:

1. A full description of the subject electronic product(s).
2. The purpose for which the product(s) is being imported.
3. How the product(s) will be used.
4. Where the product(s) will be located.
5. The approximate length of time and dates the product(s) will be in this country.

For product(s) being used for trade shows/demonstrations, list the dates and use restrictions (Form FDA 766 is not required). A sign

stating that the product does not comply with FDA performance standards must be displayed and viewable at all times during the use

of product(s). All medical products, cabinet x-ray, or Class IIIb and IV lasers may NOT operate (turn on product(s)) at trade shows.

**DECLARATION D:** Noncompliant products must be brought into compliance with standards under FDA supervision and

following a plan approved by FDA. The plan, documented on the Form FDA 766, must address technical requirements, labeling, and

reporting. Some plans may need approval by both the CDRH and the local FDA district office. Use of this declaration is limited to

occasional shipments; ongoing reconditioning is considered manufacturing that is handled through other means.

Product(s) will be

detained by the local FDA district office. An FDA 766 must be filed indicating the procedure intended to bring the product into

compliance. This procedure will include a satisfactory corrective action plan and/or a product report. The FDA 766 must include all of

the information requested under Declaration C. The approximate length of time will be for the amount of time needed to bring

product(s) into compliance. Declaration D is also made for failure to provide reports, failure to certify, etc.

If an importer/broker intends to import equipment into the United States for purposes of research, investigation, studies,

demonstrations, or training but also wishes to retain the option of bringing the product into compliance with the performance standard,

check Declarations C and D on the FDA 2877 and insert the word "or" between the Affirmations. Note: The U.S. Customs Service will

treat this entry as a "D" Declaration for purposes of duty. Such requests must be made on the FDA 766; include Items 1, 2, and 3

under Declaration C, a statement of the need to use the option "C" or "D" Declaration, a statement of how the product(s) will be

brought into compliance and the approximate length of time necessary to evaluate or demonstrate the product(s) and the time

necessary to bring the product(s) into compliance (both actions must be accomplished within the period of time granted by FDA). For

electronic entries select Declaration RD3.

Ultimately, product(s) must be brought into compliance with the applicable standard in accordance with a corrective action plan which

has been approved by the FDA. If the product(s) are not brought into compliance within the allotted time frame of the approved

application and an extension is not requested of, or granted by, the FDA, the local FDA district office shall refuse entry on the shipment

and require the product(s) to be either exported or destroyed under U.S. Customs supervision.

If additional guidance is needed, please contact your local FDA district office or consult the following FDA web pages: [www.fda.gov/cdrh](http://www.fda.gov/cdrh), [www.fda.gov/ora/hier/ora\\_field\\_names.txt](http://www.fda.gov/ora/hier/ora_field_names.txt), and

[www.fda.gov/ora/compliance\\_ref/rpm\\_new2/contens.html](http://www.fda.gov/ora/compliance_ref/rpm_new2/contens.html).

[Ref: 21 U.S.C. 360mm, 21 CFR 1005, 19 CFR 12.90-12.91.] FDA: CP 7382.007/.007A

PREVIOUS EDITION IS OBSOLETE. PAGE 2 OF 2 PAGES

**TEXTILE DECLARATION FORM**

MUST BE TYPED ON SHIPPER'S LETTERHEAD

**SINGLE (OR MULTIPLE) COUNTRY DECLARATION**

I, \_\_\_\_\_ (TYPE NAME), DECLARE THAT THE ARTICLES LISTED BELOW AND COVERED BY THE INVOICE OR ENTRY TO WHICH THIS DECLARATION RELATES ARE WHOLLY THE GROWTH, PRODUCT OR MANUFACTURE OF A SINGLE (OR MULTIPLE) FOREIGN TERRITORY OR COUNTRY, OR INSULAR POSSESSION OF THE U.S.; OR WERE ASSEMBLED IN THE SINGLE (OR MULTIPLE) FOREIGN TERRITORY OR COUNTRY, OR INSULAR POSSESSION OF THE U.S. OF FABRICATED COMPONENTS THAT ARE IN WHOLE THE PRODUCT OF THE U.S. AND/OR THE SINGLE (OR MULTIPLE) FOREIGN TERRITORY OR COUNTRY, OR INSULAR POSSESSION OF THE U.S. AS IDENTIFIED BELOW. I DECLARE THAT THE INFORMATION SET FORTH IN THIS DECLARATION IS CORRECT AND TRUE TO THE BEST OF INFORMATION, KNOWLEDGE AND BELIEF.

A \_\_\_\_\_ (COUNTRY)

B \_\_\_\_\_ (COUNTRY)

C \_\_\_\_\_ (COUNTRY)

D \_\_\_\_\_ (COUNTRY)

**PACKED PIECES & WEIGHT:**

\_\_\_\_\_

**MARKS:**

\_\_\_\_\_

DESCRIPTION  
OF ARTICLE  
AND  
QUANTITY

DESCRIPTION OF  
MANUFACTURING  
AND/OR PROCESS  
OPERATIONS

DATE OF EXPORT &  
COUNTRY OF ORIGIN  
OF MANUFACTURING  
AND/OR PROCESSING

DATE OF EXPORT &  
COUNTRY OF ORIGIN  
AND DESCRIPTION  
OF MATERIALS

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
DATE

## **Business Guide to the United States' Home & Housewares Market**

### **A. TEXTILE IMPORT INSTRUCTIONS**

If an exhibitor intends to ship textiles or wearing apparel of any kind and in any quantity to the United States, the following instructions apply:

1. The exhibitor should inquire with R.E. Rogers Inc. Import Operations Department in Los Angeles to determine if the type of textile or wearing apparel is under import quota and requires a textile visa. A textile visa allocates a portion of the quota during a specified period of time and is issued by either the government of the country of origin or a designated chamber of commerce or other trade association that has been authorized by the origin government to issue these documents. The following information should be submitted to our Import Department as soon as possible:
  - a. The exact description of each item of textile or wearing apparel. Please use common English terms and indicate if the item is for wear by females, males or both.
  - b. Brussels or HTS code of the textile or wearing apparel.
  - c. Quota category number (if known).
  - d. Quantities in terms of number of separate items or square meters of material.
  - e. Type of materials used in terms of percentage of each, whether the item is woven or non-woven, yarn-count of material and if machine or hand loomed.
  - f. Value in U.S. dollars of each item including amount paid for quota charges or allocation.
2. If the material is under quota and a visa is required, it is the responsibility of the exhibitor to obtain the visa from the proper authorities in the actual country of origin as defined by U.S. Custom regulation and policy. **THERE ARE NO EXCEPTIONS TO THIS POLICY.** The original visa along with a quota charge statement and single (or multiple) country declaration, all made in proper form, must accompany the bill of lading. **ONLY ORIGINAL DOCUMENTS CAN BE USED TO MAKE ENTRY OF ITEMS UNDER QUOTA.**
3. From time to time, the quota category for a specific item may be closed. Any items that fall within the closed category must be destroyed, stored or re-exported under U.S. Custom's supervision. All charges associated with the destruction, storage or re-export are for the account of the exhibitor.
4. Items that are under quota that have been made in one country but shipped from another will require a textile visa issued by the country where the items were actually made.
5. All wearing apparel must be properly marked and labeled with the country of origin, use and care instructions and a material breakdown by percentage.
6. Whether the textile material or wearing apparel is under quota or not, the shipper must supply R.E. Rogers Inc. with a Single (or Multiple) Country Declaration. The original declaration must be made on the shipper's letterhead and signed by an officer, partner or other authorized employee of the shipper.

## **Business Guide to the United States' Home & Housewares Market**

7. R.E. Rogers Inc., our subsidiaries, agents, servants and associates are not responsible for any delays or non-delivery of any cargo due to clearance by U.S. Customs.
8. Shippers are advised not to commingle textile or wearing apparel with other exhibit material as the potential exists for delay of the clearance and delivery of the cargo.
9. The exhibitor is responsible for all storage, intensive exam charges and other costs associated with the clearance and delivery of textiles and wearing apparel according to our terms, conditions, limits of liability, tariffs and instructions.
10. Wearing apparel includes baseball caps, neckties, scarves, bandanas, tee shirts and other giveaways made of textile material.

**Business Guide to the United States' Home & Housewares Market**

**TSCA STATEMENT FORM**

(ON COMPANY LETTERHEAD)

*XIII.*

**TSCA STATEMENT**

**DATE**

XIV. MAWB or B/L:

RE:

TO WHOM IT MAY CONCERN:

WE HEREBY CERTIFY THAT ALL CHEMICAL SUBSTANCES IN THIS SHIPMENT COMPLY WITH ALL APPLICABLE RULES OR ORDERS UNDER TSCA AND THAT WE ARE NOT OFFERING A CHEMICAL SUBSTANCE FOR ENTRY IN VIOLATION OF TSCA OR ANY APPLICABLE RULE OR ORDER THEREUNDER.

CERTIFIED TRUE AND CORRECT

---

\* Forms provided by R.E. Rogers, please feel free to discuss your requirements with R.E. Rogers or with your freight forwarder.

**ADDENDA G.**

**Business Information Reference Tools**

**American Demographics**

261 Madison Avenue, 9th Floor  
New York, New York 10016  
Tel: 212-716-8449  
[www.demographics.com](http://www.demographics.com)

**Appliance Design**

2401 Big Beaver Rd. Ste. 700  
Troy, MI 48084  
Tel: 440-886-1210  
[www.appliancedesign.com](http://www.appliancedesign.com)

**Appliance Magazine**

1110 Jorie Blvd.  
Oak Brook, IL 60522-3484  
Phone: 630-990-9019  
Fax: 630-9900078  
[www.appliancemagazine.com](http://www.appliancemagazine.com)

**Appliance Service News**

P.O. Box 809  
St. Charles, IL 60174  
Phone: 630-845-9481  
Fax: 630-845-9483  
[www.asnews.com](http://www.asnews.com)

**Broom Brush & Mop**

204 E. Main St.  
Arcola, IL 61910  
Phone: 217-268-4950  
Fax: 217-268-4815  
[www.rankinpublishing.com](http://www.rankinpublishing.com)

**Brushware Magazine**

P. O. Box 809  
Bedford, NY 10576  
Phone: 914-234-2630  
[www.brushwaremag.com](http://www.brushwaremag.com)

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### **Business Week**

P.O. Box 53235  
Boulder, CO 80322-3235  
[www.businessweek.com](http://www.businessweek.com)

### **Casual Living**

P.O. Box 2754  
High Point, NC 27261  
Phone: 336-605-0121  
[www.casualiving.com](http://www.casualiving.com)

### **Chain Drug Review**

220 5<sup>th</sup> Ave.  
New York, NY 10001  
Phone: 212-213-6000  
[www.chaindrugreview.com](http://www.chaindrugreview.com)

### **Chef Magazine**

20 West Kinzie, 12<sup>th</sup> Floor  
Chicago, IL 60610  
Phone: 312-849-2220  
[www.chefmagazine.com](http://www.chefmagazine.com)

### **DSN Retailing Today**

425 Park Ave.  
New York, NY 10022  
Phone: 212-756-5000  
[www.dsnretailingtoday.com](http://www.dsnretailingtoday.com)

### **Do-It-Yourself Retailing**

5822 W. 74<sup>th</sup> St.  
Indianapolis, IN 46278  
Phone: 317-297-1190  
[www.diyretailing.com](http://www.diyretailing.com)

### **Drug Store News**

425 Park Ave.  
New York, NY 10022  
Phone: 212-756-5000  
[www.drugstorenews.com](http://www.drugstorenews.com)

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### **Economist**

The Economist Subscription Services  
PO Box 58524  
Boulder CO 80322-8524  
Phone: 800-456-6086  
E-mail: [economist@neodata.com](mailto:economist@neodata.com)

### **EPM Communications Inc.**

(The Licensing Letter)  
160 Mercer Street, 3<sup>rd</sup> Floor  
New York, NY 10012  
Phone: 212-941-0099  
[www.epmcom.com](http://www.epmcom.com)

### **Fancy Food & Culinary Products**

20 W. Kinzie St., 12<sup>th</sup> Floor  
Chicago, IL 60610  
Phone: 312-849-2220  
[www.fancyfoodmagazine.com](http://www.fancyfoodmagazine.com)

### **Forbes**

[www.forbes.com](http://www.forbes.com)

### **Fortune**

<http://www.fortune.com>

### **Hoover's**

<http://www.hoovers.com>

### **Garden Center Merchandising & Management**

P.O. Box 1868  
Fort Worth, TX 76101  
Phone: 817-882-4121  
[www.greenbeam.com](http://www.greenbeam.com)

### **Gifts & Decorative Accessories**

360 Park Ave. South  
New York, NY 10010-1710  
Phone: 646-746-7200  
[www.giftsanddec.com](http://www.giftsanddec.com)

### **Giftware News**

20 N. Kinzie St., 12<sup>th</sup> Floor  
Chicago, IL 60610  
Phone: 312-848-2220  
[www.giftwarenews.com](http://www.giftwarenews.com)

## **Business Guide to the United States' Home & Housewares Market**

### **Gourmet News**

106 Lafayette St.  
Yarmouth, ME 04096  
Phone: 207-846-0600  
[www.gourmetnews.com](http://www.gourmetnews.com)

### **The Gourmet Retailer**

3301 Ponce deLeon Blvd., Ste. 300  
Coral Gables, FL 33134  
Phone: 305-446-3388  
[www.gourmetretailer.com](http://www.gourmetretailer.com)

### **Hardware Retailing**

5822 W. 74<sup>th</sup> St.  
Indianapolis, IN 46278  
Phone: 317-297-1190  
[www.diyretailing.com](http://www.diyretailing.com)

### **Hearth & Home**

P.O. Box 1288  
Laconia, NH 03247  
Phone: 603-528-4285  
[www.hearthandhome.com](http://www.hearthandhome.com)

### **HFN**

750 Third Ave., 10<sup>th</sup> Floor  
New York, NY 10017  
Phone: 212-630-4000  
[www.hfnmag.com](http://www.hfnmag.com)

### **Home Channel News**

425 Park Ave.  
New York, NY 10022  
Phone: 212-756-5000  
[www.homechannelnews.com](http://www.homechannelnews.com)

### **HomeStyle Magazine**

146 Cavendish Ct.  
Oakville, ON L6J 5S2  
Phone: 905-338-0799  
[www.homestylemag.ca](http://www.homestylemag.ca)

## **Business Guide to the United States' Home & Housewares Market**

### **HomeFashion & Furniture Trends**

20 W. Kinzie St., 12<sup>th</sup> Floor  
Chicago, IL 60610  
Phone: 312-849-2220  
[www.hfft.com](http://www.hfft.com)

### **HomeWorld Business**

45 Research Way, Ste. 106  
East Setauket, NY 11733  
Phone: 631-246-9300  
[www.homeworldbusiness.com](http://www.homeworldbusiness.com)

### **Housewares Executive**

25 E. 21<sup>st</sup> St.  
New York, NY 10010  
Phone: 212-505-7166

### **Investor's Business Daily**

[www.investors.com](http://www.investors.com)

### **The Journal of Commerce**

Tel: 888-215-6084  
Fax: 609-371-7883  
<http://www.joc.com/>

### **The Wall Street Journal**

[onlinejournal@wsj.com](mailto:onlinejournal@wsj.com)

### **The Gourmet Retailer**

3301 Ponce DeLeon Blvd., #300  
Coral Gables, FL 33134  
Phone: 605-446-3388  
Fax: 605-446-2686  
[www.gourmetretailer.com](http://www.gourmetretailer.com)

### **HFN**

7 W. 34<sup>th</sup> St.  
New York, NY 10001  
Phone: 212-630-4000  
Fax: 212-630-3675  
[www.hfnmag.com](http://www.hfnmag.com)

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### **Home Channel News**

425 Park Ave.  
New York, NY 10022  
Phone: 212-756-5000  
Fax: 212-838-9487  
[www.homecenternews.com](http://www.homecenternews.com)

### **Home Style Magazine**

146 Covendish  
Oakville, Ontario, CANADA L4T 4G7  
Phone: 905-681-7932  
Fax: 905-681-2141

### **HomeFashion & Furniture Trends**

20 N. Wacker Dr., # 1865  
Chicago, IL 60606  
Phone: 312-849-2220  
Fax: 312-849-2174

### **Homeworld Business**

45 Research Way, Ste. 106  
East Setauket, NY 11733  
Phone: 631-246-9300  
Fax: 631-246-9496  
[www.homeworldbusiness.com](http://www.homeworldbusiness.com)

### **Housewares Executive**

45 W, 21<sup>st</sup> St., #6B  
New York, NY 10010  
Phone: 212-807-2144  
Fax: 212-9894709

### **Kitchenware News & Housewares Review**

14 Pleasant St., Ste. 100  
Portland, ME 04101  
Phone: 207-775-2372  
[www.kitchenwarenews.com](http://www.kitchenwarenews.com)

### **Lawn & Garden Retailer**

380 W. Northwest Hwy., Ste. 200  
Des Plaines, IL 60018  
Phone: 847-391-1004  
[www.lgrmag.com](http://www.lgrmag.com)

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### **Mass Marketing Retailer (MMR)**

220 5<sup>th</sup> Ave  
New York, NY 10001  
Phone: 212-213-6000  
[www.massmarketretailers.com](http://www.massmarketretailers.com)

### **Multichannel Merchant**

11 River Bend Drive South  
Stamford, CT 06907  
Phone: 203-358-4386  
[www.multichannelmerchant.com](http://www.multichannelmerchant.com)

### **Nursery Retailer**

2410 Northside Drive  
Clearwater, FL 33761  
Phone: 727-786-9771  
[www.nurseryretailer.com](http://www.nurseryretailer.com)

### **Plastics News**

1725 Merriman Road  
Akron, OH 44313  
Phone: 330-836-9180  
[www.plasticsnews.com](http://www.plasticsnews.com)

### **Progressive Grocer**

770 Broadway  
New York, NY 10003  
Phone: 646-654-7561  
[www.progressivegrocer.com](http://www.progressivegrocer.com)

### **Retail Merchandiser**

90 Broad St., Ste. 402  
New York, NY 10004  
Phone: 646-708-7300  
[www.retail-merchandiser.com](http://www.retail-merchandiser.com)

### **Retail News**

42 Voyager Court South  
Toronto, ON Canada M9W 5M7  
Phone: 416-679-0170  
[www.cgta.org](http://www.cgta.org)

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### **SMM Sales & Marketing Management**

770 Broadway  
New York, NY 10003  
Phone: 856-786-2600 (outside US)  
[www.salesandmarketing.com](http://www.salesandmarketing.com)

### **Specialty Food Magazine**

120 Wall St., 27<sup>th</sup> Floor  
New York, NY 10005  
Phone: 212-482-6440  
[www.specialtyfood.com](http://www.specialtyfood.com)

### **Stat USA**

Phone: 800-STAT-USA  
Email: : [statmail@esa.doc.gov](mailto:statmail@esa.doc.gov)  
[www.stat-usa.gov/stat-usa.html](http://www.stat-usa.gov/stat-usa.html)

### **Supermarket News**

750 Third Ave., 10<sup>th</sup> Floor  
New York, NY 10017  
Phone: 212-630-2891  
[www.supermarketnews.com](http://www.supermarketnews.com)

### **Tableware Today**

58 Seven Oaks Circle  
Holmdel, NJ 07733  
Phone: 732-332-1130  
[www.tablewaretoday.com](http://www.tablewaretoday.com)

### **Watch & Clock Review**

2403 Champa St.  
Denver, CO 80205  
Phone: 303-296-1600  
[www.goldenbellpress.com](http://www.goldenbellpress.com)

### **Directory of United States Importers**

Journal of Commerce Business Directories  
445 Marshall St.  
Phillipsburg, NJ 08865  
Tel: 800-222-0356