

MEDIA RELEASE

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Contacts: Allegra Tasaki, 301.332.9777, atasaki@edmarket.org
Tom Reardon, 616.285.3963, treardon@bifma.org

BIFMA and EDmarket Form Partnership to Produce First-Ever Education Market Furniture Report

Grand Rapids, Mich. - The Business and Institutional Furniture Manufacturers Association (BIFMA) and the Education Market Association (EDmarket) recently announced their partnership to conduct an extensive study of furniture in the education market.

“We are excited to work with a well-established and trusted partner and representative in the contract furniture industry, whose forward-looking vision encompasses the education market,” said Jim McGarry, EDmarket President and CEO.

The extensive study will inform and serve as a conduit for feedback and input from key members of the industry in the education arena. This unique body of research will facilitate informed, strategic decision-making for the industry, based on market trends identified through the understanding of collected data, and provide a better comprehension of overall trends and where the industry is headed. The final report will be available to participating manufacturer companies, with an executive brief accessible to the public.

BIFMA Executive Director, Thomas Reardon, agreed with Jim, stating “This is a unique opportunity to explore a growth channel in our industry in a way that hasn’t been done before, with far-reaching impacts for future educational environments”.

As with other highly respected BIFMA industry reports, the data collection process will be strictly managed by BDO, ensuring accurate information. BDO is an independent, third party audit and accounting firm that will guarantee confidentiality and anonymity for participants and their company data.

About the Education Market Association (EDmarket)

The Education Market Association connects people who want to succeed in the education market by providing events, resources and leadership to those serving education, for more than 100 years. For more information on the Education Market Association, visit www.edmarket.org.

About BIFMA

BIFMA is the trade association for business and institutional furniture manufacturers. Since 1973, BIFMA’s role has been to monitor the state of the industry, serve as a forum for member cooperation and collaboration, sponsor the development and refining of current and future standards, educate on their importance and application, and translate their necessary complexity into more easily understood and implemented formats. <https://www.bifma.org>

