

BIFMA

FY2018 year in review **Industry impact.**

2017 was a pivotal year for BIFMA. In January the Board approved creation of a Director of Outreach position. At the same time, work on flammability, Prop 65, revising and developing new standards and guidelines, and developing education content continued. The programs and changes we've implemented go well beyond what we've accomplished in years past. While we continue to fulfill our charter, 2017 will be seen as a turning point for BIFMA.

These decisions and alignment of priorities will have a lasting impact for our industry.



Industry impact.

OUTREACH

planning and actions

Director of Outreach

Following extensive analysis the position of Director of Outreach was established. Jennifer Wammack joined the BIFMA team in 2017. She is driving BIFMA content to the A&D community and is our primary source for feedback from the market.

Messaging

A priority for outreach is to refine our story. In spring 2018, we embarked on a process of articulating BIFMA's narrative. This is feeding a comprehensive communication strategy and framework that we've begun to implement and will continue to roll out moving forward.

This work builds on a foundation of efforts put in place over the last several years. Highlights include:

CONTINUING EDUCATION

Two CEU's were developed. During the next year we'll extend the reach of current content and develop new material as well.

New CEU, *Standards, Engagement and Trends in Commercial Interiors*, was presented to over 300 architects, designers, students, dealers, and purchasers of product.

New CEU, *Demystifying Furniture's Role in Sustainability* was developed to clarify the environmental certification landscape. In the first 3 months following release, it was given to over 170 industry professionals.

Existing CEU, *e3 Furniture Sustainability Standard & LEVEL Certification Program* continues to attract audiences. An all new version corresponding to the 2018 iteration of the e3 standard will be completed by mid-year. Self-directed faculty training will commence during summer 2018.

Additionally, we are developing content on how product informs culture and affects employee engagement for presentation in the fall and beyond.



SPONSORSHIPS & MARKET REACH

To elevate BIFMA's presence and brand awareness with principals and senior leaders in the interior design community, sponsorship of major design industry events took place. Relationships made at these events drove CEU opportunities with both IIDA and ASID members, as well as directly with design firms across the country.

Outreach raised awareness for BIFMA with industry media, leading to opportunities for new alignments. Contract Magazine, in response to conversation at the 360° Leadership Conference, implemented a new component to Best of NeoCon judging that incorporates evaluation of product entries regarding their compliance to the LEVEL certification program. ■●

SCHOOLS

We have begun approaching faculty and students in relevant design curriculums. Over the last two years inroads have been made and additional efforts in 2018 will enable greater exposure to students going forward.

Pratt Institute, in collaboration with faculty member, Kate Hixon, continues to be our pilot school for development of meaningful engagement with students. Efforts to date culminated in selection of one students' chair that was on display at BIFMA's NeoCon 2018 booth.

We are in early discussions with administration and faculty at College for Creative Studies (Detroit) and Kendall College of Art and Design (Grand Rapids). We will explore a variety of ways to collaborate in order to increase the exposure of BIFMA standards. ■●

STATISTICAL OUTREACH

A partnership has been formed with the Education Market Association (EdMarket) to expand the educational product categories and encourage their submission of data. EdMarket members were provided an overview of the proposed program and data collection process. BIFMA statistical reporting members with educational furniture were also contacted to introduce the expanded category structure and review the potential for enhanced reporting. ■●

360° CONFERENCE

The 360 Conference continues to grow in attendance and support from sponsors and 2018 was no exception. Stellar, themed programming gives the conference a "must attend" reputation that drives industry leaders to return year after year. 77% of this year's audience had attended previous conferences. Overall, registration grew 3% over 2017. ■●

FLAMMABILITY

The Flammability Subcommittee submitted a proposal to the State of California to repeal TB133, the open flame requirement for seating products in non-sprinkled facilities. Repeal is expected to be complete by October 2018.

The National Fire Protection Association (NFPA) had been working on a proposed open flame standard (NFPA 277) for upholstered furniture. Following four years of effort, the NFPA ultimately dropped the 277 project, an action consistent with BIFMA input from the outset.

Canada is considering a national smolder standard for upholstered furniture consistent with recommendations from BIFMA and other stakeholders. Also, the Canadian General Standards Board now references ANSI/BIFMA X5.6-2016 Panel Systems for panel flammability requirements.

BIFMA continues to advise the Consumer Product Safety Commission in support of a national upholstered furniture flammability standard modeling TB117-2013. ■●

PROP 65

New guidance for manufacturers was developed to support compliance to California's Proposition 65 revisions and warnings of chemicals known to cause cancer, birth defects or other reproductive harm. ■●

STANDARDS

X6.1 Educational Seating standard was approved in April 2018. Improvements include:

- > many test forces and loads increased as data shows occupant weights continue to increase.
- > harmonize with changes to X5.1-2017 General-Purpose Office Chairs.

X5.9 Storage Units is ready to begin the ANSI Canvas approval process. Notable are the inclusion of proposals to improve clarity in the Stability tests. Some Stability tests will be slightly tougher given Consumer Product Safety Commission concerns for tall units and per an ISO workshop held in Sweden.

The BIFMA X6.4 Occasional Use Seating standard had a successful Association review. This standard was developed in response to market expectations for a five year life basis. ■●

SUSTAINABILITY

The ANSI/BIFMA e3 Furniture Sustainability Standard Revision ballot passed in early 2018. All comments have been addressed and the standard will be published this summer. This latest edition of e3:

- > aligns more closely with LEED and other leading sustainability programs.
- > rewards products for complying with BIFMA safety and performance standards.

> requires conformance with the ANSI/BIFMA Furniture Emissions Standard.

> rewards adherence to the BIFMA Ergonomics Guideline.

> recognizes lighting that mitigates health risks.

> mirrors Healthier Hospital Initiative criteria for products.

> encourages the collection of generic industry data to demonstrate the effectiveness of the standard over time.

LEVEL certified product search capabilities continue to expand. In addition to our presence on portals including, the GSA's Sustainable Facilities Tool and My Resource Library, data partnerships with other product search tools are being negotiated. ■●

INTERNATIONAL STANDARDS

BIFMA hosted ISO Furniture meetings in June of 2017. In the past eighteen months, three successful workshops have been held. The harmonization progress realized in the last two years because of these lab workshops has exceeded that of the previous decade. ■●

GENERAL/MISCELLANEOUS

Updated website content, Spontaneous Breakage of Tempered Glass, which provides guidance on decorative glass films.

Updated website content, Test Considerations for Sit-Stand and Motion Seating Products to remove the friction test which was onerous and expensive to conduct.

A team completed work on Test Considerations for Glass Markerboards, which was uploaded to the BIFMA website.

Updated website document Fire Safety of Upholstered Furniture chemicals.

Developed a position paper to address state bans on fire retardant chemicals.

The Engineering Committee Leaders, in conjunction with the BIFMA Board of Directors, developed a BIFMA Product Conformance Requirements document. It provides detail to manufacturers wishing to make a declaration of conformance to BIFMA mechanical safety & performance standards.

Presented, *Healthcare Seating Is It Safe?* Educational session at the Healthcare Design Conference in fall 2017.

Implemented upgrades to the standards online ordering process, including providing free standards to BIFMA members and minimizing pirating of standards. ■●