

# The Active Consumer

## Online Resource For Furniture Shoppers

(NAPSA)—The World Wide Web just got a whole lot cozier, thanks to an enhanced consumer site that makes it easier to shop for new furniture.

Among the site's new features are a Room Planner and an expanded Furniture Finder that helps consumers shop for both indoor and outdoor furniture. The Room Planner allows consumers to enter the dimensions of the room they wish to decorate, then move around icons representing the furnishings they currently own, along with those they wish to purchase.

"Once they have identified the pieces they need, they may want to review the latest styles available," explains Jackie Hirschhaut, vice president of the American Home Furnishings Alliance (AHFA). "Our Style Finder has just been updated with new photos and descriptions of the five most representative style categories."

The most frequented feature on the site since its creation is the Furniture Finder—and feedback from consumers prompted AHFA to refine and improve the database that supports it. Now, consumers begin their search by selecting new indoor furniture or outdoor furniture.

"There has been so much interest in furnishing the 'outdoor room' in recent years," Hirschhaut notes. "We decided to make it easier for consumers to shop the wide spectrum of products available for making their outdoor living areas as comfortable now as their indoor living areas."

When shopping for indoor furnishings, visitors to [www.findyourfurniture.com](http://www.findyourfurniture.com) can search the vast

The screenshot shows the homepage of the website. At the top right is the logo "Find Your Furniture" with the tagline "A resource of the American Home Furnishings Alliance". Below the logo is a navigation menu with links: Home, Furniture Finder, Style Finder, Room Planner, Style Profiler, Ask Jackie, Trend Watch, Shopping Tips, and Care & Safety. The main content area is divided into several sections: "Furniture Finder" with a chair image and text "Find the manufacturer that makes the furniture you want. Search by room, product, style, and price."; "Style Finder" with a list of style categories: Casual, Contemporary, Country, Eclectic, and Traditional; "Ask Jackie" with a question "Q: How can we find the best quality in our price range to replace the sofa in our great room?" and a "Read Jackie's answer" link; "Room Planner" with a diagram of a room and text "Lorem ipsum dolor sit amet, natumy consequat, our lorem ipsum dolor sit adipisc amet natumy."; and "Style Profiler" with a question "What furniture style best describes your personality?" and a "Go to the Profile" link. There is also a "Trend Watch" section with the text "Preview the season's new American classics." and a "Go to the Planner" link.

**A new Web site makes it simple to shop for new furniture online: [www.findyourfurniture.com](http://www.findyourfurniture.com).**

database by product, style or price. When shopping for outdoor furnishings, they search by product, material (such as aluminum, wicker or wrought iron) or price.

Each search produces a list of companies that produce products that meet shoppers' criteria. The list of companies includes a link to each manufacturer's own Web site, where the consumer will usually find a dealer locator or a customer service number.

Other features available on the site include:

- Style Profiler—A quick quiz designed to help consumers decide which styles are right for them.
- Trend Watch—Reports on the latest home furnishings trends.
- Ask Jackie—An opportunity to e-mail furniture-related questions to Hirschhaut.
- Shopping Tips—Checklists to help demystify the furniture-shopping process.
- Furniture Care & Safety Tips—The latest care and safety information related to household furnishings.

To learn more, visit the Web site at [www.findyourfurniture.com](http://www.findyourfurniture.com).