



24-27 April, Poznań

Poznań, 8 February 2007

Press release

DREMA and FURNICA 2007 – special events

The International Trade Fair of Machines and Tools for the Wood and Furniture Industries **DREMA 2007** and the Trade Fair of Components for Furniture Production **FURNICA 2007** will be very attractive. They will include presentations of market leaders, who have already confirmed their participation, and many interesting accompanying events.

- **Furniture Factory – only in Poznań!**

A special full-size technological line for box furniture production will be located on a special area in Pavilion 6A. It will be a true hit of DREMA and FURNICA. It is the first live presentation of the latest furniture production technologies in Poland. Leading vendors of machinery, technologies and components for furniture production (including composite boards) are involved in the project. Experts from the Product Development Centre of Mazurskie Meble International will be responsible for technical supervision of the line.

The Furniture Factory set at the trade show will produce a modern desk made of advanced hardware, laminated boards, composite boards and narrow edgings. The visitors will have an opportunity to see working machines, including a sawing machine, a processing line and a (horizontal and vertical feed-through) multi spindle drill, a CNC boring and milling machine, a veneering unit for curved surfaces and a PVC veneering machine for MDF boards.

- **1st Economic Forum of the Polish Wood and Furniture Industry POLWOOD 2007.**

The 1st Economic Forum of the Polish Wood and Furniture Industry will be held on 24 April, the first day of DREMA and FURNICA 2007. Its participants will include both Polish and foreign scientists, experts and practitioners. The aim of the forum is to present the main problems experienced by woodworking and furniture companies in Poland, and projections for their occurrence in the future. The forum will also feature a debate with invited experts who will identify development directions and medium-term opportunities for the woodworking and furniture industry in Poland.

The event is organised by Inwestor Publishing House and the Poznań International Fair since this important economic forum for the woodworking and furniture sectors will be held at the PIF grounds. The partners include PricewaterhouseCoopers, the Polish Economic Chamber of Wood Industry (PIGPD) and the Faculty of Wood Technology of the Agricultural University in Poznań.

- **The Charm of Details - KITCHEN**

The special exhibition entitled The Charm of Details was first organised at MEBLE 2005. Its second edition was held at FURNICA 2006. The programme of FURNICA 2007 will include its third edition.

The first two events presented new offers of companies that produced accessories and components for furniture production. This year, the exhibition has a more pronounced profile. It will focus on kitchen

furniture. The exhibition and its accompanying events are addressed to kitchen furniture manufacturers and designers.

Three sets of kitchen furniture will be presented on 300 m²:

- a laboratory-like kitchen,
- a country style kitchen
- a dream kitchen (a combination of various design trends).

We will also showcase various kitchen accessories and furniture production components. The “kitchen” will be the lead theme of the exhibition that will be accompanied by interesting events.

Ms. Zuzanna Skalska (a trend watcher of VanBerloStudio’s, a Dutch agency) will be assisting visitors on two trade fair days. Ms. Skalska knows a lot about new design trends. The exhibition will also include seminars about design trends for kitchen furniture. A guide to trends entitled “The Kitchen – The Charm of Details” will be published. The publication will be available only during the show from the reception desk of the special area.

The event is organised by Fakt Publishing House (“Świat Mebli” Quarterly) and the Poznań International Fair. The exhibition partners include KRONOSPAN and other market leaders.

▪ **Special Exhibition: “Look Inside – The Sofa”**

Sofas and components and accessories used to produce them will be presented on the area of 50 m². The components will include foams and nonwovens, legs and wheels, frames and rails, upholstery fabrics, etc. Helvetia Furniture, a Bydgoszcz-based factory of upholstered furniture will be the exhibition partner. The exhibition will initiate a series of events entitled “Look Inside”. The objective is to create an opportunity for cooperation between furniture producers and suppliers of components and accessories. The event is organised by Fakt Publishing House (“Świat Mebli” Quarterly) and the Poznań International Fair. The exhibition partners include Helvetia Furniture, an upholstered furniture manufacturer.

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