



FOR IMMEDIATE RELEASE

New smartSHOP To Showcase Automated Equipment

For the Small Cabinet Shop at AWFS®Fair

Attendees Will Learn How New Systems Improve Efficiency

CITY OF COMMERCE, Calif. – (February 5, 2009) – The 2009 AWFS®Fair will feature a new area called the smartSHOP, a fully operational cabinet shop, this summer to show attendees how automated woodworking equipment can increase shop efficiency. The machinery that will be demonstrated in the special small shop booth will include nesting machines, multi-head horizontal boring machines, edgebanders, motorized case clamps and hinge insertion machines, all working in tandem.

Gero Sassenberg, a woodworking expert and furniture consultant specializing in management and engineering consulting to the cabinet and furniture industries, will be operating the smartSHOP and will use equipment from participating exhibitors to demonstrate how all the processes of cabinet construction, from data input software to cabinet assembly can be automated, saving time and money. He'll also be available to answer attendee questions.

“This very hands-on demonstration will provide a great learning opportunity for attendees, answer their questions, and allow anyone that attends to get one-on-one advice for their own shop,” Sassenberg says.

Sassenberg will also be teaching an efficiency seminar in the smartSHOP space, “Simplicity in Automation for the Small Shop,” as part of AWFS’s Special Machinery and Relevant Technology (SMART) educational sessions. SMART sessions are designed to give attendees an in-depth look at new technologies and machine processes. Sassenberg’s session will take the mystery out of designing and building Euro-cabinets using CAD/CAM. He will take observers through software

selection and application, nesting, machine layout, material handling and the machining of parts and assembly.

During regular show hours, Sassenberg and other woodworking professionals will interact with attendees while demonstrating the automation process — start to finish. smartSHOP workers will use the automated machinery to produce cabinets and drawers for a local Las Vegas charity. Free “mini-smart demos” will also be sprinkled throughout the day for attendees.

“Our decision to launch a smartSHOP is a direct result of listening to our attendees,” says Archie Thompson, AWFS Tradeshow Committee Chair. “Owners of smaller-sized businesses told us that the AWFS®Fair can be overwhelming and they just don’t know where to start looking for machinery or supplies. We felt the smartSHOP would allow them to see everything at work in an environment that is similar to their own, get advice on what products they need and be directed to the exhibitors who are showing equipment they can use.”

The full-scale international AWFS®Fair, scheduled for July 15 – 19, in Las Vegas, will also feature exhibitors from the entire home and commercial furnishings industry and includes manufacturers and distributors of machinery, hardware, lumber, construction, materials, and other supplies to furniture, cabinet manufacturers and custom woodworkers.

For more information and to register for the trade show or the College of Woodworking Knowledge® (CWWK®), AWFS’ educational seminar program, visit www.awfsfair.org/.

About AWFS:

The Association of Woodworking & Furnishings Suppliers® (AWFS), founded in 1911, is a non-profit organization that wholly owns and produces the biennial AWFS®Fair. The largest trade association serving the entire home and commercial furnishings industry, AWFS has more than 400 members, including manufacturers and distributors of machinery, hardware, software, tooling, lumber, components, wood products and supplies for the woodworking industry including cabinet, furniture, millwork and custom woodworking products.

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