



Eco-Friendly Products Have More Opportunities

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The issue of climate change has affected everyone and every industry, including the furniture industry. The demand for eco-friendly products is increasing as people are showing more concern about the environment, including the millennials. They are becoming more conscious about the products they use in their life and it affects their decisions in choosing what products to buy. The trend of moving green is fast picking up.

Grace Blackham, Project Manager of BVRio, an online negotiations platform designed to promote legal and eco-friendly timber furniture products (www.bvr.io.org/timber), shared the same view saying that more consumers

are showing concern for eco-friendly products. According to Blackham, the trend of eco-friendly furniture products is rising in the last 1 or 2 years especially by consumers in Europe. They are specifically looking for eco-friendly products. "Choosing eco-friendly products is a win-win practice. We can protect the forest and provide a decent job to the people who work in the forest. As a return, we receive good quality products," added Blackham.

Andar Bagus Sriwarno S.Sn., M.Sn., Ph.D, a lecturer at the Faculty of Art and Design, Bandung Institute of Technology (abbreviated as ITB) shared his thoughts on this eco-friendly products. He said the global environmental issues will certainly affect people's decisions about the



design and lifestyle. "This will also impact their appreciation of the efficiency and the eco-friendliness factors in the process of creating products from the design process to the finished products used by consumers," said Andar.

Furthermore, Andar said that furniture business players that show more concern about environmental sustainability will have a larger market opportunity. This is because many export-destination countries are also showing more concern for products coming to their countries, as they aim to reduce landfill waste that cannot be recycled on their soil. (TYA)



Good Wood Expo is a space dedicated to promoting legal international timber trade and raising awareness about the benefits of legal timber. It features 10 companies who prioritise responsible timber in their business. Among them, Katingan Timber Celebes, offering quality sustainable timber, and Rodajati Solo, a company offering FSC® certified and durable teakwood outdoor furniture. Both companies export worldwide.

The Expo includes a seminar space for Good Wood Talks with a line-up of exciting speakers. Among them, international wood expert Gianni Cantarutti will talk about his preference for sustainable and legal wood. Maria Murliantini, owner of Sunteak Alliance will share her experience of exporting Indonesian timber products.

Visitors can also participate in demonstrations about BVRio's Responsible Timber Exchange, an international trading platform for sourcing legal and certified timber products.

Find Good Wood Expo at the Hall Open Space (OS-14). Don't miss out!