

FOR IMMEDIATE RELEASE

GOING GREEN IN UPHOLSTERED FURNITURE, YES IT'S POSSIBLE!*G. Romano's answer to consumer demands for eco-friendly products*

According to findings from the 2015 Cone Communications/Ebiquity Global CSR Study,

"...nine-in-10 consumers expect companies to (...) address social and environmental issues. Global consumers echo that high standard in their own lives and shopping behavior: 84 percent of consumers globally say they seek out responsible products whenever possible, though 81 percent cite availability of these products as the largest barrier to not purchasing more."¹

Montreal, QC. – September 28, 2015 – G. ROMANO, a member of the SFC², launches the first natural sofa in its VERDE line. Answering consumers demand for environmentally responsible products, at reasonable costs, G. Romano is launching its first eco-friendly sofa, the ELLIS VERDE, at the High Point Furniture Market, October 17th, 2015.

"Our dealers are telling us that consumers are looking for furniture, not only free from harmful compounds, but also made from eco-friendly materials and using sustainable practices." says Theodore Homa, General Manager at G. Romano.

After nearly a year spent in research and development, G. Romano is presenting the first item of its new line of environmentally responsible upholstered furniture manufactured in Montreal. The items in the VERDE line will all be made with eco-friendly features such as: lumber from responsibly managed forests in Canada & the US; GOLS certified organic latex foam; OEKO-TEX certified feather inserts; sinuous springs containing up to 60% recycled steel; cotton felt padding; water based adhesives and stains; fabrics include OEKO-TEX & GOTS certified patterns; bases and legs of natural reclaimed wood.

In addition to these materials, G. ROMANO is committed to employing sustainable practices in the manufacturing of all its furniture. The entire collection is hand-made and built to last, thus avoiding crowding landfills. Its production facility is powered from renewable hydroelectric power and all packaging is 100% recyclable.

For the complete eco-statement, visit the website: <http://www.gromano.com/page/eco-statement>

ABOUT G. ROMANO:

Founded in 1962 by Gino Romano, the company that still bears his name has become, over the years, a factory whose primary mission is to manufacture in Quebec, comfortable contemporary upholstered furniture with simple, elegant lines.

Following the entrepreneurial spirit of the founder, G. ROMANO inc. still remains a company owned and managed by family members, including Ms. Romano who is still the president. The company consists of about thirty craftsmen, many of whom have over 45 years of experience, which manufacture by hand to order, furniture of uncompromising quality, using practices respectful of the environment.

From its inception, the company has earned a reputation for integrity and reliability, well known in Quebec, and since then endeavours to stand out in the rest of Canada and across the United States. Always striving for improvement, investments are made in technologies that will allow increase product quality and speed of execution and delivery.

The main objective of the G. ROMANO family is to make contemporary upholstered furniture of the highest quality and to ensure that each of these pieces exceeds the expectations of consumers, so that they are proud to have chosen G. Romano.

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¹ http://www.sustainablebrands.com/news_and_views/stakeholder_trends_insights/sustainable_brands/study_81_consumers_say_they_will_make_

² SFC : Sustainable Furnishings Council