

## News

# Fun on the Floor 'will continue'

Companies behind the Fun on the Floor carpet marketing campaign have insisted that the initiative will continue despite its launch poster campaign being described as a 'waste of money'.

Martin Harris, Carpetright commercial director described the posters as 'pretty dreadful' and claimed they featured the wrong products. Instead of promoting 'colour and affordability', he said the images – which featured a cat on a cream carpet and a naked woman on a white carpet – were 'insipid'. 'It's the biggest waste of money I've ever spent.'

The billboard campaign is understood to have cost £700,000. Carpetright and Headlam are the largest contributors, both investing £1m. Participating carpet manufacturers pay a

percentage of UK turnover.

Fun on the Floor, which was the brainchild of Harris, was to have a £7m budget for 2008 and 2009 with most activity happening in the autumn, the peak carpet buying season.

Despite Harris's comments, manufacturers remain committed to the initiative, according to one senior member.

He said the campaign would continue with PR activity during the year before advertising resumed in the autumn as planned. The member said that Carpetright was still behind Fun on the Floor.

Under the agreement, participants can leave at any time.

Harris could not be contacted as *Interiors Monthly* went to press.



Harris wanted to promote colour



Asda is to open five more Asda Living stores this year as part of its expansion plans. As well as the Living stores, of which Bradford and Wednesbury have been confirmed as locations, it will open nine supermarkets and expand 15 others. The chain says the move will create 7,000 jobs.

## Far East harmony as six shows coordinate dates

Six Far East furniture exhibitions have coordinated their dates to save visitors time by eliminating gaps between the events.

The Malaysian International Furniture Fair 2009 (MIFF), is the first show, held in Kuala Lumpur from 3-7 March.

This is followed by the Philippine International Furniture Show 2009 (PIFS-Manila Now) and Cebu International Furniture and

Furnishings Exhibition (Cebu X), taking place in Manila and Cebu in the Philippines from 5-8 March.

The International Furniture Fair Singapore/Asean Furniture Show takes place from 9-12 March, with the International Furniture & Craft Fair Indonesia 2009 (IFFINA) in Jakarta and Thailand International Furniture Fair 2009 (TIFF) in Bangkok taking place from 11-15 March.

## Interiors Birmingham exhibitors resist hall move

Plans to reorganise the Interiors Birmingham exhibition by making halls product specific have received a setback. Several large exhibitors have insisted they would not move from locations they have occupied for many years, mainly in hall five.

Exhibitors opposed to relocating, including WBH and

Alstons, held a meeting during last month's event to establish their views.

At a later meeting with the show's organiser, UBM, they were told that they would not have to move for the 2010 exhibition.

Morris Furniture, which did not attend the meeting, has also said that it will not relocate.