



TERRASUR

Contact: Jessica D. Holmstrom
Tel: (206) 352-7912 Mobile: (206) 948-0034
E-mail: Jessica@terrasurfurniture.com

PRESS RELEASE

March 11, 2010

TERRASUR TAKES STEPS TOWARD GREATER SUSTAINABILITY

Seattle, WA, March 11, 2010 - Casegoods manufacturer TerraSur will begin offering its top-selling Forza, Fortaleza and Viento collections with Forest Stewardship Council (FSC) certified hardwoods after the April 2010 High Point Market, announced Jessica D. Holmstrom, president and founder of TerraSur.

“Our factory in Argentina is FSC certified,” Holmstrom said, “so it’s natural for us to take this significant step toward more sustainable manufacturing.”

Since the start of their partnership, TerraSur and its Argentine partners set benchmarks toward greater sustainability. They vowed never to buy wood from old growth forests, rainforests or dubious sources. All their wood purchases are from suppliers with managed forests and/or plantations.

“We intend to source all our hardwoods from FSC certified suppliers within the next two years,” Holmstrom explained.

As a member of the Sustainable Furnishings Council, TerraSur continues to explore ways to reduce their carbon footprint. “We don’t crate our furniture,” said Einar A. Elsner, Executive VP of TerraSur. “This reduces packaging waste and allows us to fit more pieces in a container, which significantly reduces the number of shipments per year.”

TerraSur offers a line of higher-end casegoods known for their craftsmanship, bold designs, and hand-antiqued finishes. Some of the company’s most successful pieces have hand-painted designs on wood, canvas and leather. The company has custom capabilities to service the needs of the design and hospitality markets.

“We continue to look for ways to blend art and functionality into our pieces,” said Holmstrom, “but we are also committed to the proposition that craftsmanship without sustainability is not a viable formula moving forward. Small steps become giant leaps if we all do our part to protect our planet.”

The TerraSur line can be viewed at www.terrasurfurniture.com.

