



Michigan Firm to Help Develop the First Sustainable Product Standard for the Furniture Industry

Grand Rapids, MI, March 2006 – Sustainable Research Group, LLC (SRG) recently announced its selection to lead the development of a sustainable product standard for the office furniture industry.

Creation of a sustainable office furniture standard will result in one of the first applications of sustainable development principles for an entire industry sector. SRG, located in Grand Rapids, MI will provide project management services to the Business and Institutional Furniture Manufacturers Association to help develop a program strategy, facilitate stakeholder meetings and provide technical research that will lead to approval by the American National Standards Institute as a national standard. SRG is widely recognized as a leader in the Sustainable Development movement through its work with businesses, municipalities and not for profit organizations, as well as it's creation of a network of sustainable business forums based on its successful design for the West Michigan Sustainable Business Forum.

According to Bill Stough, CEO of the Sustainable Research Group “office furniture manufacturers are sensing increased market pressure from customers for products that are designed and manufactured in an environmentally safe, socially responsive and economically viable manner. They believe the establishment of a nationally recognized voluntary standard will help differentiate sustainable products from the rest and help increase operational efficiency at their manufacturing facilities. SRG is proud to be able to assist them meet their goals. The office furniture industry is already recognized as a world leader in the development of sustainable-designed and manufactured products; the development of a sustainable office furniture standard will help maintain their environmental leadership position.”

SRG provides sustainability research, marketing, project design and management services that advance an organization's integration of sustainable development principles into its business model, thereby reducing its ecological footprint and increasing its value proposition to stakeholders.

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