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# 2011 SFC Member "Fabulous Flash Drive Press Kit" Guidelines

Special thanks to Pamela Graves!

## Digital Press

### Kit Essentials:

Company Fact Sheet

Detailed Company History & Biographies (*optional*)

New Product Press Releases

Print-ready Digital Photographs (*MUST be at least 300 dpi files*)

Sustainability Mission Statement

### 1. Company Fact Sheet:

This should be a one-page reference of the essential details about your company and its sustainable practices that will quickly inform the editor "at-a-glance."

### 2. Detailed Company History & Biographies (*optional*):

This is an optional element that can be used to give the press more in-depth background about your company, your staff and/or designers, and your sustainable efforts. Editors will use this information to determine possible feature coverage or placement in one of the publication's departments.

### 3. New Product Press Releases:

The press release *must* include your **company's name, address, telephone number and a contact person**, as well as the **space number** where you will exhibit during the High Point Market. Press releases should be submitted to the SFC as a Word or Text File for quality printing. If preferred, include your company logo in the format but make sure to double-space your text.

Keep in mind:

**Home Furnishings Product Editors** want to quickly know and see:

What are your new Market introductions? What innovations have you introduced? What Consumer Solutions have you implemented? What Sustainable materials, processes or finishes are you using? What trend directions have you observed?

**Business Editors** want to quickly know and see: what is the latest news about your company (including personnel, growth directions, sustainability headway and product trends). What new innovations are you introducing at the High Point Market?

When submitting product press releases, be sure to include these four elements:

- **A Concise Headline:** The headline of the press release should immediately summarize your Market introduction(s). It should quickly answer the question: "What is this?".

- **Descriptive Paragraph(s):** The descriptive paragraph(s) should get right to the point and quickly answer the five most important questions: Who, What, When, Where and Why. Be sure to note what makes your Market introduction a unique must-see. Write your release clearly and concisely, and make sure to include a full description of your introductions, with available sizes, color options, and the suggested retail price. And remember, editors are most interested in High Point Market new product introductions; it is not necessary to detail previous Market's best-sellers.

- **Special Events:** Use this paragraph to invite members of the press to attend and/or cover your Market Events (signings, appearances, receptions, etc.). This could lead to additional coverage opportunities and photo-ops.

- **Contact Information:** Reiterate your company's name, address, telephone, Space Number and contact person in this final paragraph. Editors need to know who you are and where to find you.

Remember, editors are quickly looking for new products introduced during Market. For the most impact, your press releases **SHOULD NOT** include:

- **Fluff.** Filling press releases with "fluff" or extraneous information makes it difficult to get the real message across. Editors don't have time to read this ... and will most likely "move on."

- **Promotional Copy.** Don't not to write your press release like advertising copy. Although you are trying to attract attention to your product and your company, editors appreciate getting the pertinent facts about your company as quickly as possible.

#### 4. Print-ready Digital Photographs:

**Images are of the utmost importance.**

Editors generally work with digital images; most will not accept a press release without them! Room setting photography is primarily desired however catalog images are acceptable if they show the beauty and function of the product.

DO NOT INCLUDE COMPANY LOGOS, PDFs OF PREVIOUS PRESS MENTIONS, OR LINE SHEETS AS ARTWORK ... show off your new product introductions! **Digital images must be submitted as high resolution JPG or TIFF files, no smaller than 300 dpi and at least 3"x3".**

Be sure to include correlating captions for each image shown that specify the product's name, the collection name, materials used, sizes and colors available, suggested retail price, and again, your company's name and contact information. After reviewing our 2/11 version of the Fab Flash Drive, one leading editor told us, " If a company sends only low res images, they get relegated to digital-only placements."

For inclusion in the SFC's "Fabulous Flash Drive Press Kit,"  
e-mail your press release files and  
digital images to:

[admin@sustainablefurnishings.org](mailto:admin@sustainablefurnishings.org)

OR send all materials on a CD to: SFC, P.O. Box 205, Chapel  
Hill, NC 27514

Thank you!

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