



HOME FASHION
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FOR IMMEDIATE RELEASE

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**HFPA ANNOUNCES THE PUBLICATION OF A VOLUNTARY STANDARD FOR
RESIDENTIAL BED SHEETS**

NEW YORK, NY (March 4, 2010) – The Home Fashion Products Association (HFPA) is pleased to announce that it has published a voluntary standard for the makers of quality residential bed sheets to help them ensure that their customers receive the highest quality products. The requirements for Residential Bed Sheets include fabric performance, thread count standards, environmental characteristics of product and packaging, finished product measurements, fabric types, and labeling. Tests described in this standard must be performed under laboratory conditions by an internationally recognized testing laboratory.

Jeff Hollander, chair of the HFPA standards committee and executive chairman of Hollander Home Fashions, stated, “Because HFPA members are devoted to high product quality, we wanted to take a leadership role in creating a uniform set of standards and definitions so that retailers and consumers can be sure that they are receiving the products for which they are paying.”

The bed sheet standard is the first in what will be a series of standards. The next standard on the committee’s docket is towels.

HFPA president, Rich Roman said, “We expect that the standards created by the committee and upheld by the association will be embraced by the industry and that adherence to them will be viewed by manufacturers, retailers and consumers as a mark of quality.”

The complete residential bed sheet standard is available for HFPA Members free of charge (email tcadet@kellencompany.com for your member copy). The charge for non-members is \$35.

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About HFPA®—The Home Fashion Products Association (HFPA®) serves to advance the growth of the global home fashion Industry by setting standards for excellence through technical product compliance, advocacy, and awareness efforts. Since 1968, HFPA has been a leading association providing members information, advice, and action on regulations governing U.S. trade policies, and on key state and federal legislative issues. HFPA establishes uniform market dates, and promotes best practice for high product standards in its industry. Members include companies that manufacture, market, or supply for window, bedding, bath, table linens, kitchen textiles, floor and wall coverings, allied products, accessories and services. The HFPA Foundation supports students of home fashion surface design and marketing, and has awarded multiple annual scholarships since 1996. For further information, please contact HFPA headquarters on (212) 297-2122.