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SUMMER 2021

Volume Ten, Issue 2



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Geoff Dodsworth, founder and chief executive officer of dex10, is seen here on a promotional display just outside his store in The CORE Shopping Centre, an upscale retail facility in downtown Calgary. It's quite likely unique in the Canadian market. Customers can browse its innovative showroom full of seating, dining and bedroom options but still order as though they're casually visiting its online counterpart or any other e-commerce store for that matter. All without consulting a sales association. If they have a question, they can ask Alexa.

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Everyone who opposes the tariff on motion and leather talks about the cost to the retailer and the consumer, but not the heart of the matter. The People's Republic of China is breaking the rules and we need to find a balance that ensures the Canadian industry survives. We can't let furniture go the way of the five core major appliances, which aren't manufactured in this country any longer.

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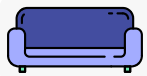
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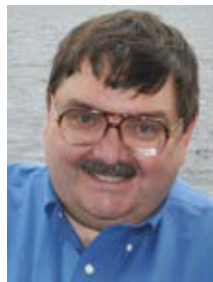
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# NOT A SIMPLE PROBLEM



MICHAEL J. KNELL

Everyone who opposes the tariff on motion and leather talks about the cost to the retailer and the consumer, but not the heart of the matter. The PRC is breaking the rules and we need to find a balance that ensures the Canadian industry survives.

**I** AM AN ECONOMIC NATIONALIST. IF CANADA IS TO REMAIN A TRULY democratic nation governed by the rule of law with a free market economy, it must be able to provide the necessities of life. We must be able to feed, clothe and shelter all our citizens.

Applying this to the debate revolving around the Canadian Border Services Agency's decision to impose anti-dumping tariffs on certain furniture imports from the People's Republic of China and the Socialist Republic of Vietnam isn't as big a leap as you might think.

This country must be able to manufacture furniture. It staggering we no longer manufacture major appliances. No one makes a standard 22-cubic foot refrigerator or any of the five core appliances in Canada – something we'll come to regret. We need to ensure the survival of Canada's upholstery industry, although I am unsure how.

Those opposed to the tariffs aren't wrong when they complain about the impact on pricing to the consumer, the hit on retailers' financial performance and the inability of Canadian manufacturers to meet their product requirements.

But the five complainants who sought the tariff aren't wrong when they accuse the PRC of flouting the rules and dumping their product into the Canadian market by illegally subsidizing the cost of certain key components.

The real danger to retailers who rely on product from the PRC is the possibility its government will phase out these subsidies. Right now, PRC upholstery producers have a component cost advantage of roughly 60%. When gone their prices will skyrocket.

The other thing tariff opponents haven't considered is the PRC is not Canada's friend. It's brutal dictatorship doesn't abide by the conventions of international law. If it did, why is it threatening to execute two Canadians for crimes they didn't commit as leverage against an extradition request from the U.S. seeking the arrest of a prominent citizen of the PRC?

The tariffs aren't going to solve the industry's problems. Upholstery manufacturers face a host of challenges, too many to list here. With a little luck and leadership, they may help buy the time needed for them to find their way.

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# TARIFFS: THE REASONS WHY

Canadian manufacturers supporting the levying of anti-dumping tariffs on motion and leather furniture from China and Vietnam say those countries have gotten away with illegally subsidizing their industry for decades. All they want is to compete on a more level playing field where everyone plays by the rules. **BY MICHAEL J. KNELL**

**L**AST DECEMBER, FIVE CANADIAN upholstery manufacturers jointly applied to the Canadian Border Services Agency (CBSA) seeking tariff protection for a select group of leather-wrapped goods exported by certain companies located in the People's Republic of China (PRC) and the Socialist Republic of Vietnam. They alleged their governments illegally subsidized the cost of key components, giving them an unfair advantage in the marketplace.

The members of this consortium include two members of Palliser Furniture Holdings,

a 75-year-old family operated company based in Winnipeg, Manitoba and perhaps this country's largest furniture resource. They are its namesake Palliser upholstery division and EQ3, a contemporary furniture specialist with its own retail network. The others are family-owned and operated furniture makers based in the Greater Montreal Area – Elran, Jaymar and Fornirama.

Although not one of the original complainants, the Toronto-based Brentwood Classics, a family owned and operated specialist in upper mid-range to high-end fabric upholstery, has ►

Right: A member of the production team is seen here assembling a leather chair at Jaymar's production facility just outside of Montreal.

Below: The Montreal-based Jaymar is best known for its contemporary leather upholstery. Here a member of the production team cuts a hide to size. The company's competitors in the People's Republic of China are believed to have a cost base that's 40% and 60% lower.







indicated to the CBSA it supports the imposition of the tariff regime.

In early May, after a five-month investigation the CBSA imposed antidumping tariffs on motion furniture – such as recliners – and leather stationary upholstery imported into Canada from both the PRC and Vietnam. The duties demanded ranged from a low of 17% to a high of 296%. No other furniture category – for example, fabric stationary upholstery or bedroom furniture – is subject to the tariff. (A complete list of the tariff rates and the companies subjected to them can be found on the CBSA’s web site.)

Peter Tielmann, chief executive officer of the Palliser Furniture Holdings, notes while the CBSA imposed the duties in early May of this year, the effort to bring these issues to light has been ongoing for some time. “The process started four years ago,” he said in a recent interview, adding like almost everything else it was impacted by the ongoing global pandemic. “We did not choose this timing. The current disruption caused by COVID is a short-term issue and we will need to work through it together.”

For those advocating the tariffs, the goal is to focus attention on many of the illegal, but long tolerated, trade practices of both the People’s Republic of China and its client state, the Social Republic of Vietnam. And, in so doing, at least partially level the competitive playing field for the dwindling number of Canadian leather upholstery and motion furniture manufacturers disadvantaged by those same practices, which are contrary to the rules set down by the World Trade Organisation (WTO).

It should be noted the PRC was admitted to

the WTO almost 20 years ago and is subject to its regulations and practises.

“Unfair trade practices are being used by foreign counties as tools to dominate domestic industries,” Tielmann maintains. “Once that goal is reached prices will go up. The low prices are only bait and a short-term gain for some, at best. These actions are necessary to allow the Canadian furniture manufacturing industry to survive and ultimately to save jobs and knowledge in Canada.”

The complainants are adamant the goal isn’t to force these imported goods off the retail floor, but merely to level the competitive playing field. They maintain both the PRC and Vietnam – but especially the PRC – operate a structure of subsidies and government-controlled production that result in an artificial and unfair export price, accusations they believe are well-documented in the international press. ►



Peter Tielmann, president and chief executive officer of Palliser Furniture Holdings, probably the largest Canadian furniture resource. Both of its operating divisions have supported the action.

***“Unfair trade practices are being used by foreign counties as tools to dominate domestic industries. Once that goal is reached prices will go up. The low prices are only bait and a short-term gain for some, at best. These actions are necessary to allow the Canadian furniture manufacturing industry to survive and ultimately to save jobs and knowledge in Canada.” – PETER TIELMANN***

***“The idea here is not to squelch competition but that competition has to be fair. Furniture dumping can result in consumers acquiring products that may not be safe, up to code or built by workers who are not of age and not paid a decent wage. Plus, after all, dumping is illegal – this is true for furniture but for other goods produced overseas and imported into Canada.”*** – GILLES PELLETIER

The Quebec Furniture Manufacturers Association (QFMA) – the only such trade group still operating in North America – has come out in support of the anti-dumping action and the reasons behind it.

“The idea here is not to squelch competition but that competition has to be fair,” QFMA president and chief executive officer Gilles Pelletier told *Home Goods Online*. “Furniture dumping can result in consumers acquiring products that may not be safe, up to code or built by workers who are not of age and not paid a decent wage. Plus, after all, dumping is illegal – this is true for furniture but for other goods produced overseas and imported into Canada.”

The five complaining manufacturers stress their objective is to establish a level playing field unfettered by artificial foreign government intervention.

## **THE REASONS FOR ANTI-DUMPING TARIFFS**

By imposing the tariffs, the CBSA determined both the PRC and Vietnam are dumping motion furniture and leather stationary upholstery into the Canadian market, contrary to WTO regulations. Dumping is when a manufacturer charges retailers in a targeted export market (in this case, Canada) less for a certain product than it does retailers in its own domestic market.

The complainants believe when it comes to motion furniture and leather stationary upholstery, dumping is possible because the government of the PRC controls both the production of the finished, assembled product and the price of materials critical to its manufacture. The best examples are urethane foam and steel.

The foam used to create seating cushion is made from two petrochemicals – TDI (toluene diisocyanate) and polyol. The government of the PRC owns the petrochemical company that produces both agents and in the case of TDI, sells it Chinese furniture manufacturers

for 60% less than North American foam producers can obtain it for on the open market. In the case of polyol, the cost to them is 40% less. This is despite the fact foam produced in both the PRC and North America is made using oil bought at world prices.

Government policy in the PRC also gives producers in China greater flexibility to pour their own foam, thereby reducing its cost. If a producer can pour its own foam, it also saves on the cost transporting to its factory. The Palliser and EQ3 secure their foam from suppliers in Calgary and bring it to Winnipeg, where their factories are located. There are few foam suppliers in Quebec. Furniture manufacturers in that province also source the component from suppliers in Ontario and the northeastern United States.

The complainants believe PRC government policies and actions mean the cost of a piece of foam at assembly may well be one-third of that paid by a Canadian producer.

Raw steel is used to make the motion mechanisms used in reclining chairs, sofas, futons, sofa beds and similar products. Once again, the PRC government controls the price of raw steel, typically charging their own factories 25% less than that paid by suppliers to the furniture industry in Canada and the United States. It should be noted raw steel is also a commodity bought at world prices. Also, vertical integration on the part of Chinese producers eliminates the cost of transportation, suggesting the effective cost of a mechanism at the point of assembly is at least half that paid by Canadian manufacturers.

By design, factories in the PRC focus on the mass market while Canadian manufacturers tend to specialise in creating furniture assortments that can be customised to reflect the needs and tastes of the consumer – what is usually referred to as the ‘tag order’ market. This creates complexities and costs their Chinese and Vietnamese competitors do not share. Canadian furniture makers who manufacture in this country – employing Canadian ►

Gilles Pelletier, president and chief executive officer of the Quebec Furniture Manufacturers Association. His organization, which represents furniture manufacturers, supports the imposition of anti-dumping duties on motion furniture and leather stationary upholstery from the People's Republic of China and the Socialist Republic of Vietnam.





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Art DeFehr, executive chairman of Palliser Furniture Holdings, points out that the illegal trade practices China has engaged in have gone unchallenged for years and the anti-dumping complaint is an attempt to at least partially level the playing field.

***“The tariff at 295% applies to only about 11% of the domestic market for upholstery and only about 3.3% of the total Canadian furniture market.” – ART DEFEHR***

workers and paying Canadian-level wages and benefits to do so – cannot compete in the mass market because they cannot get close enough in price.

As the QFMA’s Pelletier points out, “Even if we did not pay our workers, it would be impossible to match the prices of goods that are being dumped and subsidised.”

During its investigation, the CBSA identified 26 different subsidy programs offered by the government of the PRC to benefit upholstered furniture manufacturers and exporters.

For the complainants, this means they compete under different cost conditions, ones which allow factories in the People’s Republic of China and the Socialist Republic of Vietnam to sell their product to Canadian retailers for less than they charge retailers in their home markets.

“With materials, they start off with a cost base that’s 40% to 60% lower,” Palliser Furniture Group executive chairman Art DeFehr told the *Globe & Mail* in an interview earlier this year.

## THE FALLOUT FROM 20 YEARS OF DUMPING

The impact of PRC government policies related to the manufacturing and export of motion furniture and leather stationary upholstery can be shown. For example, in 2003 – the year the PRC was admitted to the WTO – Palliser operated six upholstery factories in this country. Today, it operates only one, which produces 95% of the furniture it sells to retailers in Canada. (Palliser also operates facilities in Mexico to serve retailers and consumers in the United States.)

Daniel Walker, owner and chief executive officer of high-end upholstery maker Jaymar, notes in the early 2000s his company – then owned by the late George Reinitz – employed some 300 people with annual sales in the \$40 million range. Today, its workforce is half that size and sales are significantly lower.

In 2003, Canadian manufacturers accounted for more than 50% of the upholstery sold to Canadian consumers. By 2020, their ►

market share had fallen to slightly less than 18%, according to recent statistics released by Industry Canada.

Meanwhile, the market share of imports from the People's Republic of China and the Socialist Republic of Vietnam went from practically zero in 2003 to approximately 67% last year.

Walker points out while the cost of foam and steel is artificially low for manufacturers in the PRC, their costs have been rising significantly for Canadian producers in recent months. "The cost of manufacturing is going up like crazy, making us less and less competitive," he told HGO. "I can't compete with China directly."

Over the past decade, the number of Canadian upholstery manufacturers, at least those employing two or more people, has shrunk practically in half – from 254 in 2012 to 155 in 2020 – according to figures published in Statistics Canada Business Counts report.

"We believe about half of all furniture manufacturing jobs have been lost over those years," said the QFMA's Pelletier.

## TARIFFS' IMPACT ON PRODUCT AND PRICING

The preliminary tariffs imposed by the CBSA on imports of motion furniture and leather stationary upholstery impacts a small portion of the overall market for upholstered furniture in Canada, which at the wholesale or apparent market level (that is, before retail mark-ups, sales taxes and related costs) is estimated to have a current value of \$1.6 billion annually.

Palliser's DeFehr points out, "The tariff at 295% applies to only about 11% of the domestic market for upholstery and only about 3.3% of the total Canadian furniture market."

An examination of the CBSA's announcement reveals the average tariff imposed on 36 importers named was about 60%. The highest tariffs were levied on those who, for whatever reason, didn't respond to the CBSA's request for information during the initial investigation.

The CBSA is expected to establish a more permanent set of anti-dumping tariffs on the products in question on August 3. After that, the Canadian International Trade Tribunal (CITT) is expected to hold hearing to determine if there was enough injury done to the Canadian industry by the PRC's and Vietnam's trade practices to justify the tariffs.

A quasi-judicial body, the tribunal is expected to issue its final report on September 2 and, whatever the outcome, its rulings will be in place for the next five years.

***"The cost of manufacturing is going up like crazy, making us less and less competitive. I can't compete with China directly."*** – DANIEL WALKER

It should be noted the United States imposes a 25% tariff on all categories of furniture imported into that country from the PRC. Except for motion furniture and stationary leather upholstery, furniture imports from both the PRC and Vietnam are subject to the standard WTO most favoured nation tariff of 9%.

The QFMA's Pelletier acknowledged the immediate levying of the anti-dumping tariff produced a sudden shock to retail prices. "We understand consumers were getting a very good deal," he said. "We also understand retailers may have gotten stuck with incoming containers. But dumping is still illegal and we believe the tariff was long overdue."

## THE ULTIMATE GOAL

For the five complainants and their supporters, the goal imposing of these anti-dumping measures is the preservation of the leather upholstery manufacturing in this country.

It is their view Canadian retailers and consumers would or should support such a position, pointing out retailers want level playing field with other retailers. Canadian consumers also want to have jobs that pay Canadian salaries, and both should understand furniture manufacturers want the same opportunities.

"Having a level playing field will allow them to compete on a fair basis," Palliser's Tielmann said. "That can lead to re-investment and growth in Canada again. We, for one, have plans under way to expand manufacturing capacities hiring hundreds of people.

"All we want is a fair business environment and survival of the manufacturing sector in Canada," he continued, "allowing Canadians to continue making furniture for Canadians and people of other countries."

Pelletier adds, "The goal is to protect manufacturers from unfair trade but also to protect consumers from goods that are coming illegally into this country." HGO

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MICHAEL J. KNELL is the publisher and editor of Home Goods Online and all three of its platforms.



Daniel Walker, owner and president of the Montreal-based Jaymar Furniture, which he acquired in 2013. He notes that when the People's Republic of China first joined the World Trade Organization back in 2003, the company employed far many more people than it does today and enjoyed much higher sales.





# TARIFFS: THE REASONS WHY NOT

Import duties shouldn't be used to protect a domestic industry that fails to invest in itself. Critics say the motion and leather duties were not only too high, but they were also poorly timed and could financially cripple the financial performance of many Canadian furniture retailers. **BY MICHAEL J. KNELL**



**T**HOSE WHO OPPOSE THE IMPOSITION of anti-dumping tariffs on imports of motion furniture and leather stationary upholstery from the People's Republic of China (PRC) and the Socialist Republic of Vietnam say the levies were too high, poorly timed and could potentially cripple the financial performance of those Canadian retailers who rely on these products to meet the needs of their customers.

The opposition is being organized and led by the Toronto-based Retail Council of Canada (RCC), which has put together a coalition of distributors who specialize in bringing in furniture from the PRC and Vietnam as well as some of its more prominent furniture retailing members. Among these are:

- **Leon's Furniture Limited (LFL)**, the publicly held parent to both Leon's and The Brick, with about 300 stores from coast-to-coast;
- **Structube**, the Montreal-based chain of contemporary furniture stores with some 74 units across the country;
- **The Dufresne Group (TDG)** of Winnipeg, operators of the 11-unit Dufresne Furniture & Appliances and the largest Ashley Furniture HomeStore licensee in Canada (it also operates the Dufresne Retail Solutions Group);
- **Crate & Barrel**, the Canadian arm of the U.S. retail home furnishings giant;
- **Urban Barn**, a 52-unit furniture chain based in Burnaby, British Columbia; and,
- **Mobilia**, the Montreal-headquartered regional chain of contemporary furniture stores.

RCC said in total some 50 Canadian retailers are actively supporting its bid to quash the tariffs or, at least, reduce them substantially.

In summary documents issued by the Canadian International Trade Tribunal (CITT), several others have also expressed opposition to the tariffs including the Canadian branch of Wayfair, the publicly held furniture e-commerce giant headquartered in Boston, Massachusetts. Two independent retailers are also listed, Dodd's Furniture and Jag's Furniture & Mattress, both of which operate in British Columbia.

Two manufacturers are also listed, the publicly held consumer goods giant Dorel Industries, based in Montreal, and Fuli Furniture International Group Limited, a manufacturer of motion furniture and leather stationary ►

Structube, a contemporary furniture specialist, is one of the 50 or so retailers who oppose the tariffs. Seen here is the exterior of its unit in the Montreal suburb of Laval.



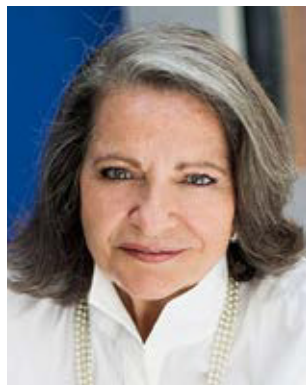
Also opposing the tariff on motion and leather stationary upholstery is Urban Barn, the 52-unit Vancouver-based retailer owned by the private equity firm Stern Partners. Seen here the exterior of their store in Newmarket, Ontario.



The Dufresne Group is a leading member of the opposition to the tariff regime. Seen here is the exterior of one of its 11 Dufresne Furniture & Appliance stores in Winnipeg, where its headquartered. It is also the largest Ashley HomeStore licensee in Canada and operator of the Dufresne Retail Solutions Group.



***“To add insult to injury, retailers have hundreds of millions of dollars worth of goods on order and thousands of containers in ocean transit and port that they simply cannot afford to bring into Canada.” – DIANE J. BRISEBOIS***



Retail Council of Canada president and chief executive officer Diane J. Brisebois is the spokesperson for a group of distributors and retailers who oppose the CBSA's decision to impose anti-dumping tariffs on imports of motion furniture and leather stationary upholstery from the People's Republic of Canada.

upholstery with a factory in the Chinese city of Shenzhen.

In addition to leading the charge, RCC president and chief executive officer Diane J. Brisebois is acting as the group's spokesperson. Indeed, most of the others involved deferred to Brisebois when asked for comment on this issue by *Home Goods Online*, although several were featured in news stories published by mainstream media outlets such as the *Globe & Mail*, *Global News* and the *Vancouver Province* among others.

## THE REASONS AGAINST TARIFFS

Brisebois noted the five Canadian furniture manufacturers who launched the complaint last December allege motion furniture and leather stationary upholstery is being dumped into the Canadian market – that is, its being sold to retailers here for less than it is sold to merchants in their home countries – while its production is also being subsidized by the governments of Vietnam and the PRC.

“RCC disagrees strongly with the allegations,” she told HGO, adding “several Canadian importers and furniture retailers have made every effort to co-operate with CBSA (Canadian Border Services Agency) and look forward to our ‘day in court’ at the CITT when we can address the allegations of dumping, subsidy and whether any injury has arisen to Canadian manufacturers.”

The CITT is expected to hold those hearings – at press time, they were expected to be virtual – sometime in August and is expected to make its final ruling in early September.

Brisebois also questions the CBSA's decision to impose much higher tariffs than the complainants originally sought and without providing a grace period before they came into effect, pointing out many retailers had product ‘on the water’ when they were imposed.

Many retailers expressed astonishment to their local newspapers when the duties were imposed.

For example, Jeet Jaswal, owner of MJM Furniture in Surrey and Coquitlam told the *Vancouver Province* he was fortunate to be able to divert four incoming containers of sofas and recliners to the U.S. so he wouldn't have to pay the new anti-dumping tariff.

While Brisebois conceded the decision follows the standard approach when dealing with complaints made under the *Special Import Measures Act* (SIMA), “What is not in any way standard is the level of duties applied by CBSA in this matter,” she said. “The complainants had sought relief assuming duties up to 53.58% on Chinese furniture imports and 40.18% on Vietnamese furniture imports. Instead, CBSA landed on a range of exceptionally high provisional duties reaching up to 295.9% on Chinese furniture imports and 101.5% on Vietnamese furniture imports.

“Duties at these levels are highly unusual and are potentially crippling to Canadian furniture retailers as they can double the cost of Vietnamese imports and quadruple the cost of Chinese imports,” she continued, pointing out these provisional duties must be paid – or security posted – before the product can enter Canada.

This in turn, creates “an immense cash-flow crunch for Canadian retailers,” she said.

RCC also argues furniture stores have been one of the most adversely affected retail sub-sectors during the global COVID-19 pandemic.

“While we know that this product category was highly in demand during the pandemic, many retailers still suffered losses and incurred additional overhead costs due to ongoing brick-and-mortar consumer capacity restrictions in many jurisdictions across Canada and in some markets extended shutdowns,” Brisebois said. “For example, in Ontario many of our retailers' stores were closed for more than 200 days since the beginning of the pandemic thus they could only rely on their e-commerce and curbside pickup options (where it was allowed and possible).

“To add insult to injury, retailers have hundreds of millions of dollars worth of goods on order and thousands of containers in ocean transit and port that they simply cannot afford to bring into Canada,” she continued, adding, “Even if retailers could find the financing to pay the provisional duties, it is unlikely that they could sell much of it at the far higher consumer prices that would result from these increases in the cost-of-goods. To add to our retailers' frustration and challenges, there is no way for them to obtain alternative products ►

from domestic manufacturers, who have next to no current capacity.”

Many others opposing the tariff expressed similar concerns.

For example, Mobilia president Johannes Kau told the *Globe & Mail* his company is maintaining its pricing and absorbing the losses where necessary. It is also trying to find new sources for the goods in question.

“We’re doing everything we can to find alternate sourcing,” Kau said, noting in some cases Mobilia has shifted to buying from Italian suppliers. “We need a robust furniture [manufacturing] industry here in Canada. Having said that, even those manufacturers that exist could not come close to supplying all of these products – that’s just not realistic.”

LFL president and chief executive officer Mike Walsh made a similar observation. While his company buys some product from Canadian manufacturers, this country’s industry can’t meet the volume it requires. “The production in Canada can’t satisfy our demand,” he said.

Brisebois also pointed out the pandemic severely disrupted supply chains throughout the industry. “Raw material was and continues to be in short supply thus increasing challenges for retailers and their consumers,” she said.

The long-time association chief also said her organization disagrees with the complainants’ allegation the PRC and Vietnam are illegally subsidizing their manufacturers allowing them to dump their product into the Canadian market – “and especially with the assertion that they have suffered injury.”

“Most of these product types are not and cannot plausibly be made in Canada and the Canadian furniture manufacturers are in fact backlogged on production of the furniture that retailers do buy from them,” Brisebois maintains, noting at the time they filed, the complainants did not anticipate so high a tariff range.

## IMMEDIATE ACTIONS

While the CBSA and the CITT are working through the process, the RCC is asking Bill Blair, the Minister of Public Security and Chrystia Freeland, the Minister of Finance, to grant remission of the provisional duties, although Brisebois admits it may not be granted.

“This discretion has been used only rarely,” she admits, noting it was exercised in a case involving certain types of steel pipe used in the resource industry. “While unusual, we presume that the rationale was to help a threatened and important industry survive in challenging cir-

cumstances,” she says. “What we are asking is that the two ministers consider whether these circumstances call for remission, given the extremely high level of duties, the cost implications for Canadian consumers and businesses such as ours and the challenging economy faced by Canadian furniture retailers and employees.”

## THE RCC’S ROLE AND INTEREST

This might very well be the first time the Retail Council of Canada has gotten involved in a furniture industry-specific dispute but Brisebois points out the association has a large number of members who sell furniture and home furnishings – whether its just part of their assortment or as specialist in the category.

“RCC is the national association representing retailers of all types and sizes across Canada,” she told HGO. “It has and will continue to take the appropriate actions to represent, advocate and defend retailers in cases where dumping is alleged by a domestic manufacturer. It is important to our sector as well as to the customers we serve and to the entire industry as a whole.”

Brisebois was also quick to stress the RCC respects the laws design to protect trade and ensure fair competition.

“RCC also maintains that a strong and healthy domestic manufacturing market is of benefit to all stakeholders in Canada,” she says. “However, it also maintains that import duties should not be used as a way to limit the ability of retailers to source goods from around the world that may not be available in Canada or that may be in short supply domestically.”

She also points out when import duties were applied to a variety of apparel goods sourced from outside the country some decades ago, the ruling body at the time noted it was incumbent on domestic manufacturers to invest in innovation, new technologies and state-of-the-art processes to ensure they remained competitive and at the cutting edge of product selection, assortment and availability so that their products reflected the ever-changing tastes and needs of consumers.

“As the U.S. recognized some time ago, import duties also come with unintended consequences if the appropriate incentives and quid pro quo measures are not in place,” Brisebois said. “If the duties simply protect a domestic sector that does not invest in its future and does not innovative – no one wins.” HGO

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MICHAEL J. KNELL is the publisher and editor of Home Goods Online and all three of its platforms.







# TARIFFS: A STATISTICAL BACKGROUND

At the apparent market level, upholstery sales in this country are generally growing, despite the aberration of the pandemic. But one thing remains clear: imports are growing as Canadian-made product loses space on the retail floor. **BY MICHAEL J. KNELL**

**W**HILE IN MANY WAYS, THE global pandemic was a boon to Canada's upholstery manufacturers as drove demand create production backlogs not seen for quite some time. But an analysis of the numbers published by Statistics Canada and other government agencies suggests that in other ways, the once-in-a-century cataclysm merely added insult to injury, quickening the industry's recent slide into an ever-smaller share of retail floors across the country.

We've updated the chart first published in these pages in our Winter 2020-2021 edition – *The Upholstery Issue* – to include full-year apparent market statistics for the year 2020. As you can see, overall domestic shipments of upholstery by Canadian manufacturers fell for the third consecutive year, dropping 8.6% to \$512.3 million.

Similarly, imports into the Canadian market also fell, in all by 9.6%. What's particularly interesting is imports from the People's Republic of China (PRC) and the United States declined by 11.2% and 18.5% but those from the Socialist Republic of Vietnam actually climbed 26.1%.

When all is said and done, the apparent market for upholstery in Canada – the value of domestic shipments less export plus imports before retail mark-ups and sales taxes – fell 9.9% in 2020 to \$1.42 billion from \$1.58 billion the year before.

## THE FIRST QUARTER OF 2021

Most economists and other financial analysts are urging 2021's performance – whether for factory shipments or retail sales – should be more properly

compared to 2019, writing off 2020 as an aberration created by COVID-19, although it should be remembered the pandemic wasn't declared until mid-March 2020.

As of press time, the most reliable data available is for the first quarter – that is, the January to March period – of the year. The trends are positive.

Canadian domestic shipments are up over the comparable periods for both 2020 (8.8%) and 2019 (15.6%). Exports are also up 6.8% over the first quarter of 2019.

Imports for the first quarter – before the anti-dumping tariffs were levied against imports of motion furniture and leather stationary upholstery on May 5, 2021 – also made significant gains, climbing 13.9% over 2019 after falling 14.4% for same period last year.

Imports from all three of Canadian retailer's largest offshore sources were up significantly in the first three months of the year (see chart).

The data suggests the apparent market for upholstery grew 29.1% over 2020 and 15.7% over 2019 – good news for retailers hoping to attract consumer attention as the economy begins to re-open across the country. And, for the first quarter of 2021, imports accounted for 81.2% of the apparent Canadian market.

## THE DATA'S DOWNFALL AND HGO'S ESTIMATES

Statistics Canada only publishes dollar volumes and doesn't perform unit counts in its surveys. Manufacturing data breaks indoor furniture into four general categories including upholstery, case goods, metal and mattresses. It doesn't break down upholstery into motion or stationary, leather or

fabric, so it's difficult to give precise category data. The same is true of Innovation, Science and Economic Development Canada (formerly Industry Canada) and its import/export data.

While Statistics Canada reports retail sales by commodity, it only publishes sales of indoor furniture and it doesn't break out upholstery – or any of its categories – lumping it in with every other kind of furnishings.

HGO has developed what it believes to be reasonable estimates for the size of the upholstery market in Canada at retail. These are the result of off-the-record conversations with a number of seasoned industry observers. While they weren't unified in their outlook, their observations informed these estimates.

There is little hard data available in the public sphere and this country's three largest furniture retailers – Leon's Furniture Limited (parent of Leon's and The Brick); IKEA Canada; and, BMTC Group (parent of Brault & Martineau, EconoMax and Ameublements Tanguay) – don't generally provide insight into their sales mix, even though two of them are publicly-held.

Complicating the picture further is the increasing popularity of the pure-play e-commerce (or DTC) furniture merchants. Exactly how much upholstery they sell is a matter for debate and speculation.

When it comes to retail in this country, there are only four provinces that matter as together they account for 89% of all business written in any given year. They are Ontario (38%); Quebec (25%); Alberta (12%); and, British Columbia (14%).

Our research leads us to conclude upholstery – stationary and motion, ►

# THE APPARENT MARKET FOR UPHOLSTERY IN CANADA

Full year 2015 to 2020 / First quarter 2019 to 2021 *In millions of current Canadian dollars*

	2015	2016	2017	2018	2019	2020	1Q - 2019	1Q - 2020	1Q - 2021
<b>Total Domestic Shipments</b>	<b>\$630.7</b>	<b>\$710.4</b>	<b>\$786.4</b>	<b>\$582.2</b>	<b>\$560.4</b>	<b>\$512.3</b>	<b>\$131.1</b>	<b>\$139.3</b>	<b>\$151.6</b>
<i>percent change</i>	18.4	12.3	10.7	-26.0	-3.7	-8.6		6.2	8.8
<b>Total Canadian Exports</b>	<b>\$235.7</b>	<b>\$263.9</b>	<b>\$272.3</b>	<b>\$267.9</b>	<b>\$261.5</b>	<b>\$249.9</b>	<b>\$64.5</b>	<b>\$66.7</b>	<b>\$68.9</b>
<i>percent change</i>	28.9	12.0	3.2	-1.6	-2.4	-4.4		3.4	3.2
<i>share of shipments</i>	37.4	37.1	34.2	46.0	46.6	48.8	49.2	47.9	45.4
Exports to the United States	\$231.6	\$259.6	\$267.4	\$260.2	\$253.4	\$243.7	\$62.5	\$64.7	\$68.0
<i>percent change</i>	30.9	12.1	3.0	-2.7	-2.6	-3.8		3.5	5.1
<i>share of exports</i>	98.2	98.4	98.2	97.1	97.0	97.5	96.9	97.0	98.7
<b>Total Canadian Imports</b>	<b>\$1,147.2</b>	<b>\$1,146.4</b>	<b>\$1,231.2</b>	<b>\$1,244.3</b>	<b>\$1,276.5</b>	<b>\$1,153.3</b>	<b>\$323.7</b>	<b>\$277.2</b>	<b>\$368.8</b>
<i>percent change</i>	9.3	0.0	7.4	0.6	4.2	-9.6		-14.4	24.3
Imports from the People's Republic of China	\$598.9	\$621.1	\$690.9	\$709.4	\$737.6	\$655.3	\$196.3	\$177.0	\$214.8
<i>percent change</i>	7.4	3.7	11.2	2.7	4.0	-11.2		-9.8	21.4
Imports from the United States	\$389.5	\$354.7	\$332.6	\$301.5	\$280.1	\$228.2	\$67.3	\$66.1	\$67.8
<i>percent change</i>	-28.9	-8.9	-6.2	-9.7	-7.1	-18.5		-1.8	2.6
Imports from the Socialist Republic of Vietnam	\$45.6	\$51.7	\$73.2	\$92.2	\$114.6	\$144.5	\$22.0	\$34.4	\$40.4
<i>percent change</i>	19.9	13.2	41.8	21.0	24.2	26.1		56.4	17.5
<b>Apparent Market</b>	<b>\$1,542.2</b>	<b>\$1,592.9</b>	<b>\$1,745.3</b>	<b>\$1,558.5</b>	<b>\$1,575.4</b>	<b>\$1,418.7</b>	<b>\$390.3</b>	<b>\$349.8</b>	<b>\$451.5</b>
<i>percent change</i>	11.6	3.3	9.6	-10.2	1.1	-9.9		-10.4	29.1
<i>Imports - market share</i>	74.4	72.0	70.5	79.8	81.0	81.3	82.3	79.2	81.2

Sources: Innovation, Science and Economic Development Canada, Statistics Canada, others. Copyright © Windsor Bay Communications Inc., Home Goods Online.ca

fabric and leather (including sofa beds or sofa sleepers) – is the single largest product category for most traditional brick-and-mortar furniture retailers in Canada, accounting for an average of 25% of their annual sales. This percentage hasn't really changed all that much over the years, although it does vary, often considerably, among individual retail operations.

HGO's analysis focused on 2018 – which in some ways was the last year totally untouched by the COVID-19 pandemic. For that year, a conservative estimate would put upholstery sales by Canadian retailers at \$2.33 billion, based on Statistics Canada's retail commodity sales figures.

Upholstery sales at retail grew – in dollar volume at least – over the five years preceding 2018, although its estimate of \$2.33 billion was only slightly higher than the \$2.32 billion sold in 2017. At the end of 2014, they stood at an estimated \$2.13 billion.

These estimates cover both in-store and online upholstery sales by brick-and-mortar retailers but exclude those by pure DTC furniture retailers such as the Vancouver-based Article. If it is as-

sumed Article is similar to their brick-and-mortar cousins in that their sales mix follows the 25% average, this would give them estimated Canadian upholstery sales of about \$10 million annually in 2018.

Until early this year, Statistics Canada didn't publish retail commodity sales by the pure DTC players, making it difficult to estimate upholstery sales for emerging powerhouse such as the Canadian branch of Wayfair.

However, for 2018 the available data suggests online sales of upholstery in Canada were between \$140 million to \$170 million annually.

Of the two, stationary generates more dollars than motion. However, there are significant regional differences. For example, motion is more popular in suburban and rural markets than it is in purely urban markets (such as downtown Toronto, Montreal and Vancouver).

HGO's best estimate for 2018 sales of motion upholstery in Canada is \$840.8 million – which is about 9% of total indoor furniture and mattress sales. Once again, the mix doesn't seem to have varied greatly over the

past five years. This is about 36% of all upholstery sales in the country.

The more difficult estimate is for the divide between fabric and leather upholstery. Once again, there are significant regional differences. Leather seems to be more popular in Quebec, urban markets and in product sold at the higher price points. Sales mix also seems higher for leather among the DTC contingent.

Our best estimate for 2018 brick-and-mortar store sales of leather upholstery in Canada is \$1.12 billion – about 12% of total indoor furniture and mattress sales. This is about 48% of all upholstery sales in country. Once again, there hasn't been a significant shift in the mix in recent years.

It is against this backdrop that the Canadian International Trade Tribunal (CITT) will decide what level of damage, if any, imports of motion furniture and leather stationary upholstery from the PRC and Vietnam have done to furniture manufacturers in this country. **HGO**

**MICHAEL J. KNELL** is the publisher and editor of Home Goods Online and all three of its platforms.

# THE FURNITURE STORE *of the* FUTURE

A unique retail concept designed to meet the challenges of the pandemic and the needs of the 21st century shopper, dex10 allows the customer to walk into the store and purchase a piece of furniture – that they can see and touch – without having to consult with a salesperson.

BY ASHLEY NEWPORT

This dex10 product display is in the common traffic area of high-end The CORE Shopping Centre, which is popular not only with local residents by visitors to Calgary. The store is immediately across from ladies' fashion specialist Holt Renfrew.

**W**HILE THE PANDEMIC HAS made life incredibly difficult for retailers of every stripe and size with rolling lockdowns and a variety of restrictions on brick-and-mortar businesses, many furniture store owners have benefitted from both a boom in online shopping and an increase in demand for household goods.

One retailer in particular has found a way to appeal to consumers who want to see and touch their future purchase in a safe, physically distanced environment while never sacrificing the opportunity to buy an item with the click of a mouse or press of a button on a touch screen.

## HOW DOES IT WORK?

dex10 is a fully automated furniture retailer occupying a recently opened 9,800 square foot space in The CORE Shopping Centre in downtown Calgary. It's quite likely unique in the Canadian market. Customers can browse its innovative showroom full of seating, dining and bedroom options but still order as though they're casually visiting its online counterpart or any other e-commerce store for that matter.

"dex10 provides better value to Canadian consumers by addressing current inefficiencies that exist in both e-commerce and brick-and-mortar stores," according to company founder and chief executive officer Geoff Dodsworth, adding, "When a consumer buys something online, one in five (20%) are returned and 75% of the reason is related to the product not being expected and 5% of the reason is poor customer service." ▶





Prior to founding dex10, he worked with a company that dealt with a large volume of furniture returns.

"We looked at the wastage for when products show up that are bought online and are returned because they were the wrong colour or didn't fit well in the room," he says, noting while ordering from an online retailer like Amazon or Wayfair is easy, customers can end up unsatisfied with a product they couldn't see or touch pre-purchase.

Dodsworth also says when he was thinking about different sales models, he noticed people who shop for furniture in person often end up paying more in the end because the cost of consulting with a salesperson is baked into the purchase price.

"dex10 was the brainchild of seeing an opportunity in a market and saying, 'I can literally, product for product, offer consumers lower cost of acquisition than any other business.' We wanted to eliminate the cost of the salesperson and what was lacking was the ability to get consumer questions answered," Dodsworth says.

The solution? Allow customers who are browsing furniture in the store to quickly and easily consult a well-known expert who can tap into an incredible wealth of knowledge: Amazon's Alexa.

"Alexa can answer the questions commonly answered by a salesperson. Taking that cost out, we can be more competitive," he says.

Although the idea for dex10 began brewing some time ago, Dodsworth only opened the company's flagship location in December 2020 – just a few months ago.

"We launched this flagship at an ultra-luxury retail space to give us exposure to the market and we thought it was a really good backdrop. We're downtown, right beside Holt Renfrew," he says, adding he and his team tested the concept at a warehouse for two years to see if people would purchase products at a store with no salespeople.

"The original version was a 1,500 square foot showroom in Black Diamond, Alberta. [We launched it] to see if you have to drive 20 minutes, will you still come in and purchase."

Eventually Dodsworth tried the same model – which allowed customers to enter the facility by accessing a lockbox – at a 4,000 square foot space before upgrading to the current 9,800 square foot facility in what many consider to be Calgary's most chic shopping environment. "People could go on site, search models and purchase on their phone."

When asked if it was difficult to open a store inside a shopping mall in the thick of the pandemic, Dodsworth replied saying the low-contact nature of the store appeals to buyers who would prefer to avoid crowds. He also says a lot of shoppers who might not have been as tech-savvy before the crisis have become used to scanning QR codes to get information, as many restaurants have transitioned from offering paper menus to electronic ones that must be accessed via smartphone.

"The consumer response has been terrific because the fear of coming into contact with other people is there and now, the consumer is more aware of how to scan a QR code. If you scan, it lands you on the collection page on our website and we have three Alexa's in the store to answer any questions."

Dodsworth says Alexa can give the customer a detailed breakdown of the piece of furniture they're perusing. "She can tell you if it's leather and what kind and colour, etc. We have to give the consumer the shortest answer first and what Alexa does is give a direct answer and the option to say more," he says.

Dodsworth says the dex10 doesn't just help people save money, it also saves them time by allowing them to make a pur- ▶

Geoff Dodsworth, the founder and chief executive officer of dex10, which is currently billed as Canada's first fully automated retail furniture showroom. He's also president of Luxury Hotel Furniture, which serves the hospitality industry in Western Canada.



Seen here is the mall entrance to dex10, a fully automated furniture retailer occupying a recently opened 9,800 square foot space in The CORE Shopping Centre in downtown Calgary.



Seen here at the showroom's official opening this past December are four of the Dex10 shareholders including Christy Leeferink (top left), Chris Leeferink (bottom left), Carmen Dodsworth, spouse of company founder Geoff Dodsworth (top right) and Justin Friesen (bottom right).

chase quickly. "We want the shortest path between experience and purchase possible. You scan a QR code, you're two clicks away from buying it," he says.

The store is also focused on providing consumers with extremely flexible shopping hours. "I came up with the idea to create a more customized experience by letting the consumer shop whenever they want to shop. A shopper can go to [access.dex10.ca](https://access.dex10.ca) (there's a sign on outside of the store) and put in their name, number and email and we generate their own QR code that they can show at the front of the store and the store will open just for them. Heat mapping and facial recognition are used, so it's controlled access," he says, adding customers currently cannot enter the store without a mask.

"Outside of a mall setting, this will be available 24 hours. Right now, it's available at the mall from 9am to 9pm," he adds.

## WHAT MAKES dex10 DIFFERENT?

While most shoppers are perfectly comfortable shopping for anything and everything – including furniture – online, some might say dex10 still has to work harder to compete against the e-commerce heavyweights such as Wayfair and Amazon.

While it's true most people know both Wayfair and Amazon well, there's considerable

evidence – such as the popularity of brick-and-mortar Amazon Go stores – to suggest people enjoy pairing in-person browsing with online shopping. "If you look at Amazon Go, you just walk into Amazon and shop and then leave. It's genius," Dodsworth says, adding dex10 appeals to consumers because it's a gallery where you can experience what you're buying in person without having to engage with any store employees.

"It's like shopping online at Wayfair, but without the 20% chance you won't like it. If you're shopping online and you wonder if it's comfortable, that's why you go to dex10. It's like jumping through your computer."

As far as marketing goes, Dodsworth says dex10 hasn't had to rely too much on traditional tactics thus far and has benefitted from good, old-fashioned foot traffic wandering through one of Calgary's leading retail destinations for both residents and visitors alike.

"Because of COVID, the focus has been on the e-commerce side of the business and the foot traffic. That's why we're physically here," he says, adding that the company is also using digital advertising.

## THE dex10 PRODUCT ASSORTMENT

dex10 offers shoppers a range of products spread across two key categories – leather upholstery (both motion and stationary) and ▶



solid wood case goods (primarily dining and bedroom). It also sells artwork.

“Our products represent best sellers across North America. When you compare our pieces to the largest wholesalers in Canada, you pay less. We don’t need to factor in return costs or salespeople costs. We purchase our furniture direct from the factory,” Dodsworth says, adding the company focuses on quality products that will stand the test of time.

Most of his case goods are sourced from a manufacturer in the United States, while dex10’s leather assortment is sourced from Canadian-based suppliers. His Canadian-made products, Dodsworth maintains, come with an industry leading warranty.

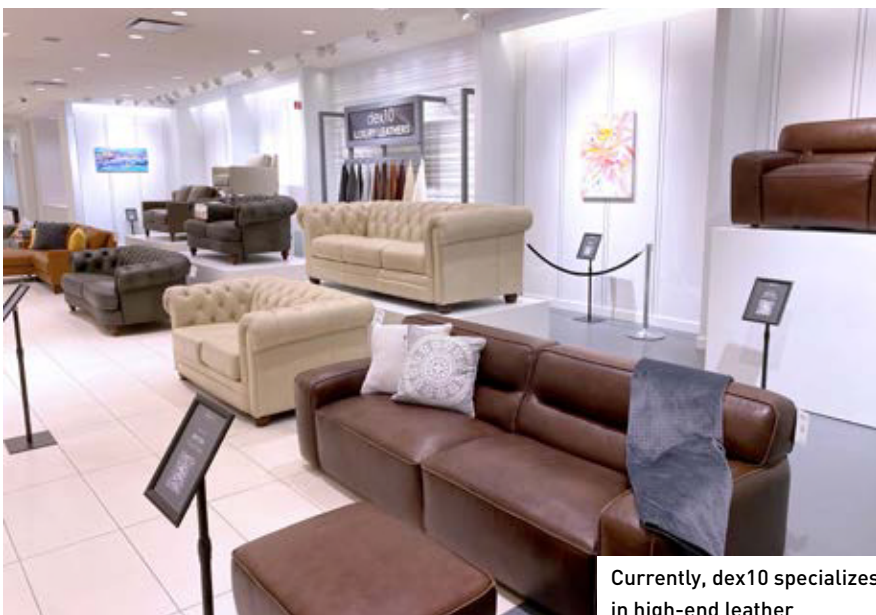
“Some places will lower costs by lowering quality, but we’ve taken an approach where our only focus is quality as opposed to focusing on products that won’t last the consumer very long. You purchase something from dex10 and it’ll last you years,” he says, stressing the focus is on luxury. “[We offer] the absolute best quality product to consumers that will outlive their desire [for the product].”

This enables the retailer to offer generous warranties. “We’re providing a 10-year warranty that covers everything, not a three-year motor and five-year recliner warranty. It’s included in every product that dex10 sells,” Dodsworth says. “I have an obsession with quality. I don’t want something that looks bad within a year.”

As their merchandising strategy is to offer time less pieces known to be popular, he doesn’t anticipate frequent changes to the product assortment on display. “Because we have the gallery, we carry seven station designs and they are already what consumers want. If we were to bring in a new different design, they’d have ►



The interior of the dex10 fully automated furniture store in Calgary’s CORE shopping centre is brightly lit with lots of space for the customer to walk through. This may be the only furniture store in Canada without the customary sales associate.



Currently, dex10 specializes in high-end leather upholstery, both stationary and motion. Most of the assortment is sourced from Canadian suppliers although the retailer declined to provide a list of its vendor partners.



Since there are no sales associates on the floor at Calgary’s newly opened dex10, customers use their smartphones to scan the QR codes placed next to each sample on the display. Information about the product is then shown on the screen.





In addition to leather upholstery, dex10 carries an assortment of solid wood case goods both on the floor of its automated store and on the pages of its web site. Most of the assortment, including the bedroom seen here, is sourced from suppliers in the United States.



If a customer walking the floor at dex10 has a question, all she has to do is ask Amazon's Alexa at the terminal seen here.

to outsell the models that we carry," Dodsworth says, adding he works closely with vendors to stay on top of what appeals to consumers at any given moment.

"We would go to a vendor and say 'this set has just taken off, so the vendor will sit down and have 50 products that we could carry and we ask them what their bestsellers are. It's very vendor driven. We add new product based on proven market demand," he says, adding the company's typical customer is one happy to embrace technology while looking for higher-end to complement their home.

"Our target market is middle-aged consumers," he explains. "We carry higher-end products and in terms of the technology in the store, we've made it so that if you can scan a menu at a restaurant, you can shop at dex10."

He also notes while the retail model is uniquely hands-off, customers can expect a personal touch during delivery. "We offer Canada-wide, white-glove delivery service where we set [the furniture] up for you. We look after our customer and will always meet what their expectation is. We make sure their purchase experience is seamless, as well as the rest of the experience. We know that by having Alexa answer a question, the consumer will never be given misinformation."

Delivery times, he noted, are between two and four weeks – depending on where the customer is located and whether the item in question is in inventory. The COVID-19 pandemic's impact on the global supply chain impacted delivery time but Dodsworth says they've factored the ongoing situation into its delivery promises and communicates any and all disruptions to the customer both clearly and immediately.

"We were impacted by COVID delays and we adjusted. If [there's an issue,] the customer is given the opportunity to cancel their order. A delay for the customer is the worst and if we play defense by trying to get them to hold onto your order because it's delayed, that's just not how we do things. Delays will be immediately communicated to the customer," he remarks.

## WILL THERE BE MORE dex10 LOCATIONS?

Dodsworth plans to eventually open five flagship stores – similar in size to Calgary – as well as ten somewhat bigger outlets across Canada, although he's not interested in rapid-fire expansion. He notes dex10 has received expressions of interest from a number of shopping centres across the country. He also wants to expand the product assortment to cover a wider range of price points and could even add fabric upholstery in the not-too-distant future.

"In terms of Canada-wide expansion, our concept easy to roll out and we don't have to hire any HR people or staff. I am proceeding slowly," he says. "I want this [Calgary] store to have the correct product mix. We want to show what dex10 has done. When we expand, we want to make sure it's done correctly."

The retailer's web site can be found at [dex10.ca](http://dex10.ca). **HGO**

*A contributing editor to HGO Merchandiser, ASHLEY NEWPORT is a Toronto-based freelance journalist who writes primarily for trade and business publications. Her specialties include food, hospitality and emerging social/business trends.*

# INDUSTRY CALENDAR



A view of the Toronto Congress Centre, home of the twice-yearly Toronto Gift Show, owned and operated by the Canadian Gift Association.

**EDITOR'S NOTE:** The following is a list of published dates for trade events of interest to Canadian furniture, mattress and major appliance retailers. Because of ongoing trade restrictions stemming from the COVID-19 pandemic, it is strongly urged interested travellers visit the organiser's web site before making any travel arrangements. The dates are subject to change and were accurate when this issue of the Merchandiser went to press.

*August 15 to 18, 2021*  
**NATIONWIDE PRIMETIME**  
 Gaylord Opryland Resort & Convention Center  
 Nashville, TN  
[nationwideprimetime.com](http://nationwideprimetime.com)

*August 22 to 26, 2021*  
**LAS VEGAS MARKET**  
 World Market Center  
 Las Vegas, NV  
[lasvegasmarket.com](http://lasvegasmarket.com)

*September 21 to 24, 2021*  
**CASUAL MARKET CHICAGO**  
 International Casual Furnishings Assn.  
 The Mart  
 Chicago  
[casualmarket.com](http://casualmarket.com)

*October 4 to 7, 2021*  
**INTERIOR DESIGN SHOW**  
 Fall Virtual Conference  
[interiordesignshow.com](http://interiordesignshow.com)

*October 16 to 20, 2021*  
**HIGH POINT MARKET**  
 High Point, NC  
[highpointmarket.org](http://highpointmarket.org)

*November 14 to 17, 2021*  
**SHOWTIME**  
 International Textile Marketing Assn.  
 High Point, NC  
[showtime-market.com](http://showtime-market.com)

*November 18, 2021*  
**ANNUAL GENERAL MEETING**  
 Quebec Furniture Manufacturers Assn.  
 Zoom  
[afmq.com](http://afmq.com)

*January 5 to 8, 2022*  
**CES 2022**  
 Physical & Digital Consumer Technology Association  
 Las Vegas, NV  
[ces.tech](http://ces.tech)

*January 23 to 27, 2022*  
**LAS VEGAS MARKET**  
 World Market Center  
 Las Vegas, NV  
[lasvegasmarket.com](http://lasvegasmarket.com)

*January 30 to February 3, 2022*  
**TORONTO GIFT & HOME FAIR**  
 Canadian Gift Assn.  
 Toronto Congress Centre  
 Mississauga, ON  
[cangift.org](http://cangift.org)

*February 24 to 25, 2022*  
**ANNUAL CONFERENCE**  
 Quebec Furniture Manufacturers Assn.  
 Hôtel du Domaine  
 Thetford Mines, QC  
[afmq.com](http://afmq.com)

*March 8 to 10, 2022*  
**ISPA EXPO**  
 International Sleep Products Assn.  
 Orlando, FL  
[sleepproducts.org](http://sleepproducts.org)

*March 8 to 11, 2022*  
**MALAYSIAN INTERNATIONAL FURNITURE FAIR**  
 Putra World Trade Centre  
 Kuala Lumpur, Malaysia  
[miff.com.my](http://miff.com.my)



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## HGO THIS WEEK

**THE ONLY** *Market intelligence for Canada's home goods retailers and their partners*

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