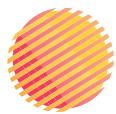




# LEISURE AND OUTDOOR FURNITURE ASSOCIATION



**LOFA**



# LOVING OUTDOOR LIVING



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## WELCOME TO LOFA

The Leisure and Outdoor Furniture Association is a pro-active organisation that promotes the best brands within UK gardening and the outdoor living industry. All members of LOFA follow a code of practice which can be found on the website, [www.lofa.co.uk](http://www.lofa.co.uk) ensuring quality products for consumers worldwide.

Established back in 1967, with one goal: to support and promote the commercial trading and industrial interests of its members. In addition the organisation provides support to help them develop good working practices, have respect for the environment as well as provide consumers with up-to date information on lifestyle products. LOFA represents some really great brands in this industry.

LOFA members offer a variety of products ranging from garden furniture, through barbecues, fire pits, shading, soft furnishings, spas, lighting and chimeneas to associated garden products accessories, all of which can be purchased in stores or online from major retailers worldwide.

### What is LOFA

LOFA is a professional trade association that offers its members services and support to help them develop good working practices, have respect for the environment as well as provide consumers with up-to date information on lifestyle products.

Our aim is to make every member feel supported, informed and inspired.

## GETTING THE WORD OUT

### www.lofa.co.uk

The LOFA website was created to help our members connect with each other and exchange information, it is easy to navigate and a great visitor experience. Our website provides a space for our members to post announcements, share resources, and collaborate on projects. Additionally, our website serves as a directory of our members, which allows visitors to learn more about who we are and what we do. It is a great resource to members and encourages consumers and retailers to have more interaction with LOFA.

### www.solexexhibition.com

The SOLEX website is the perfect resource for learning about the Outdoor Leisure Exhibition that takes place during the Summer each year. It is the trade show for professionals in the outdoor leisure industry.

The event showcases the latest products from the best brands within the industry, and it provides visitors with an opportunity to network and learn about the latest industry trends. The website is the place to find out all about the

show, where to stay, how to get there, how to register, view the floor plan and find out the latest show news. As well as informing visitors all about the show, the site also provides exhibitors with a free page which highlights who they are and what they do. The site also gives you all the information on how to exhibit at the only outdoor leisure event organised by the industry for the industry.

LOFA and SOLEX are always working hard to make sure that everyone knows about all of the great things happening in this industry. That's why we run social media campaigns throughout each year, focusing specifically on LOFA-affiliate related news and our SOLEX trade show.

We also run a whole range of adverts, advertorials, eshots and banners within all the industry trade magazines across the year to advertise LOFA as an organisation, its members, SOLEX as a trade show, and its exhibitors.



## LOFA ASSURED

An initiative to ensure that all cushions sold by our LOFA Members are compliant with the current Government Fire Safety Regulations.

In partnership with Hertfordshire Trading Standards and Intertek, LOFA have been on a long journey putting this initiative into practice. All LOFA members that manufacture furniture are subjected to an educational audit scheme and all their cushions are tested by Intertek to make sure the cushions are compliant with the current Government Fire Safety Regulations.

The audit requires the members to have full traceability on all cushions that they supply into the UK marketplace. LOFA are now working with retailers across the UK to help them ensure they have performed all due diligence in their purchasing process and are stocking safe and compliant furniture.

With a 100% success rate, it's easy to see why the LOFA Assured program is so popular. The members of this association work hard in making sure that all their products meet safety standards set forth by both government and certified testing labs in the UK.

LOFA have found that 8 out of 10 samples purchased from non-LOFA Assured members on the high street or online failed and the products were removed from the market.

100% of all LOFA members are LOFA Assured so look for the LOFA Assured swing tag when shopping for your outdoor furniture.

*Be Safe - Be Sure -  
Be LOFA Assured*



## SOLEX - THE SUMMER OUTDOOR LIVING EXHIBITION

The Solex Exhibition has been a haven for trade buyers since its inception.

With its beautiful displays and inspiring ideas, this Summer Outdoor Living Exhibition attracts quality buyers and visitors from multiple and independent garden centres, high street and department stores, online retailers, DIY stores and other industry professionals.

Made for trade, this laid back and friendly exhibition is a great place to do business. Whether you are just visiting or exhibiting, SOLEX has everything you could possibly want - from new products to inspirational ideas.



## SOME GREAT REASONS TO EXHIBIT AT SOLEX

- The Summer Outdoor Living Exhibition attracts quality buyers and visitors from multiple and independent garden centres, high street and department stores, online retailers, DIY stores and other industry professionals
- The exhibition space is more reasonably priced than other shows within this genre
- SOLEX offers free marketing, which includes a full web profile, entry into the SOLEX show guide, customer invitations, the opportunity to share your news in the GTN SOLEX Sun as well as on the SOLEX Exhibition website
- Entry into the New Product Awards of which the winners win marketing prizes and free PR & Social Media promotion
- Free Portage and Forklifts – staff to help you unload and load your vehicles before and after the event
- Free parking to visitors and exhibitors throughout the event
- The only event organised by the industry for the industry

Join LOFA and become part of a growing organisation of companies representing the very best of the Outdoor Leisure Industry

LOFA welcomes applications from companies within the garden and outdoor leisure industry.





**A** ALWAYS THERE...

## ASSOCIATION ACTIVITIES & SUPPORT

- Excellent contacts within the garden retail sector, particularly with garden centres across the UK.
- Special subsidised space rates when you exhibit at the exclusive SOLEX Trade Exhibition.
- Invited to attend the annual LOFA Weekend Conference Networking Event.
- A dedicated page on the LOFA website.
- Annual AGM
- LOFA ASSURED initiative to ensure all cushions sold by LOFA members comply with Government Fire Safety Regulations.
- Working with the CBI and OPSS to keep you up to date with all business and industry information.
- LOFA Annual Review of Trade - giving you access to the consolidated information that will be provided in report form to all LOFA members, allowing you to benchmark your business, confidentially, against the aggregate LOFA membership.
- Access to approved suppliers allowing members to make savings where possible.
- Bespoke training relevant to industry requirements.
- Benefit from advertising and Social Media campaigns to promote LOFA members within the Industry and to consumers
- Planet Mark initiative to help reduce your business carbon footprint
- Access to LOFA Members area on website where you can share best practice, obtain discounts from Approved Suppliers, and download bespoke training courses to help your business
- Access to Mintel's yearly Garden Product Retailing Report.

## CREATING PARTNERSHIPS

### PLANET MARK

LOFA have teamed up with Planet Mark, a company that care about the planet and want to help businesses action and power change.

Their certification recognises continuous improvement, encourages action, and helps build an empowered community of like-minded individuals to make a whole world of difference.

### CHARITY PARTNERS

LOFA is excited to partner with charities that work tirelessly in order help improve the lives of those within and connected to our industry.

We hope by working together, we can increase awareness for these great causes while raising valuable funds so they may continue their important work!

We are proud to support their efforts and look forward to making a difference together.

**Perennial** - Helping people in horticulture for over 180 years, Perennial is the UK's only charity dedicated to helping everyone who works or has worked within the horticultural industry.

[www.perennial.org.uk](http://www.perennial.org.uk)

**Thrive** – They use gardening to bring positive changes in the lives of people living with disabilities or ill health, or who are isolated, disadvantaged or vulnerable.

[www.thrive.org.uk](http://www.thrive.org.uk)

**Greenfingers** – Creating magical gardens for children in hospices.

[www.greenfingerscharity.org.uk](http://www.greenfingerscharity.org.uk)

### COMMERCIAL PARTNERS

**LANDSCAPE Show** - A trade event dedicated to qualified garden designers, landscape architects, architects, architectural technologists and contractors. It is a platform to network and source market-leading products to use in high end projects worldwide.

[www.landscapeshow.co.uk](http://www.landscapeshow.co.uk)



## HOW TO BECOME A MEMBER

There are many benefits to LOFA membership. It is important to have the backing of a trade association which supports you, nurtures your business and promotes your needs.

Working together we can weather any challenges and via our collective voice we can ensure that the outdoor leisure industry not only survives but thrives.

By becoming a member of LOFA you will become part of an inspirational association of companies all focused on the Outdoor Living Industry. You will gain access to a wealth of business benefits from savings for events and services to sharing best practice with other members as well as nurturing further growth through prospective customers.

### LOFA Membership requirements

You will need to be one of the following:

- i. A UK or Irish based manufacturer.
- ii. A distributor of an exclusive brand, holding stock in the UK or Ireland.
- iii. A non-UK based company with a subsidiary or an authorised representative operating in the UK or Ireland.

Your operation will be Product Sales:

- i. Business should be conducted from commercial premises or a registered office.
- ii. Distribution warehouse must hold stock.
- iii. Brand name cannot be represented more than once.
- iv. Business through your own retail premises i.e. Direct to the public or via your own website should not be more than 40% of your total product sales.
- v. Business must have been trading for 2 years or more.

## LOFA ASSURED

If you manufacture, import or supply any form of cushions as part of your product portfolio you will be required to join the LOFA Assured Scheme - a safety initiative to ensure all cushions sold by LOFA members comply with current Government Fire Safety Regulations. This will involve a full audit of your FFSR (1988) compliance by an independent auditor as a pre cursor to membership being approved. Potential members will be charged for this audit before the audit takes place.

### LOFA Membership Fees

Joining fees are based on annual turnover

0 - £0.5m	£150
0.5m - £1m	£250
£1m - £5m	£350
£5m upwards	£550
Yearly Membership fee	£550
LOFA Assured Audit Fee	£500



[Lofa.co.uk](http://Lofa.co.uk)

**#lovingoutdoorliving**

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