

Keilhauer, ASID & BIFMA Partner to Launch New CEU

Defining the Eight Attributes of Contract Furniture



April 18, 2019 (Toronto) – Keilhauer, ASID and BIFMA have partnered to launch a new CEU course developed to help design professionals make the best furniture decisions for their clients.

From authentic design practices and best-in-class construction techniques, to wellness and sustainability, *Eight Attributes of Contract Furniture* is designed to explore the key considerations that drive furniture decisions in the commercial built environment. The course aims to better equip design professionals to make informed decisions when choosing the right pieces for a space and the people who occupy it.

“Keilhauer is thrilled to partner with ASID and BIFMA on the *8 Attributes of Contract Furniture CEU*,” said Meghan Sherwin, VP of Marketing, Keilhauer. “It’s important that we are providing design professionals with meaningful content, supported by industry best practices, as they continue their education.”

“As our profession continues to change in an increasingly globalized world, designers must apply knowledge in order to thrive,” states Randy Fiser, Hon. FASID, CEO, American Society of Interior Designers (ASID). “ASID is pleased to partner with Keilhauer and BIFMA on the *8 Attributes of Contract Furniture CEU*. As the professional organization that represents the entire design community (healthcare, workplace, hospitality, retail, and residential), we believe it is our responsibility to provide continuing education opportunities for current and future industry leaders. We know that design impacts lives, and knowledge and education are key to making a meaningful impact. This CEU will provide necessary education for design professionals, and we are proud to be a part of it.”

“BIFMA is very pleased to collaborate with Keilhauer and ASID to bring this CEU to the design community”, Tom Reardon, BIFMA’s Executive Director, adds. “Education about what makes furniture suitable for commercial environments is central to BIFMA’s mission. We are eager to share our expertise relative to each of the attributes along with our deep understanding of safety, performance and sustainability.”

The approved 60-minute course will earn participants 1.0 CEU credit, with the HSW-Sustainability designation through the IDCEC or 1.0 LU credit via the AIA.

To register, please contact your local Keilhauer sales representative by visiting: <https://www.keilhauer.com/contact/representatives.html> or go to www.IDCEC.org.

ABOUT KEILHAUER

Founded in 1981, Keilhauer is a privately owned, design focused contract furniture manufacturer. Keilhauer manufactures seating and tables for all the areas of the organization where there is an exchange of ideas. Keilhauer products are thoughtfully made to support communication and engagement in spaces such as meeting rooms, collaboration areas, lobbies and lunchrooms. Working with world-renowned furniture designers, Keilhauer is internationally recognized for award-winning design, built with extreme craftsmanship, to the highest environmental standards. The company is headquartered in Toronto, Ontario. For more information, please visit Keilhauer.com.

ABOUT ASID

The American Society of Interior Designers believes that design transforms lives. ASID serves the full range of the interior design profession and practice through the Society’s programs, networks, and advocacy. We thrive on the strength of cross-functional and interdisciplinary relationships among designers of all specialties, including workplace, healthcare, retail and hospitality, education, institutional, and residential. We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

ASID was founded over 40 years ago when two organizations became one, but its legacy dates back to the early 1930s. As we celebrate nearly 85 years of industry leadership, we are leading the future of interior design, continuing to integrate the advantages of local connections with national reach, of small firms with big, and of the places we live with the places we work, play, and heal. Learn more at asid.org.

ABOUT BIFMA

BIFMA is the not-for-profit trade association for business and institutional furniture manufacturers. Since 1973, BIFMA has been the voice for the commercial furniture industry, serving member and non-member companies to promote meaningful, market-oriented improvements for all stakeholders.

BIFMA sponsors development of safety, performance and sustainability standards used across the furniture industry. The association educates the stakeholder community on the importance and

proper use of these standards. BIFMA also provides industry statistics and forecasts to members and the public, and advocates for regulatory conditions that enhance value and foster innovation.

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