



**FOR IMMEDIATE RELEASE**

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**ADFC MESSAGE OF LABELING COMPLIANCE WINS WARM RECEPTION  
FROM INTERNATIONAL AUDIENCE**

**NEW YORK, NY** (January 16, 2007) – The American Down and Feather Council (ADFC) brought its message of labeling compliance and product testing to an audience of industry leaders in Beijing. Joe Crawford, ADFC Marketing Chair, addressed attendees at the Chinese Feather and Down Industrial Association’s October meeting on topics relating to labeling compliance within the down and feather industry. He spoke about the importance to the industry of truth-in-labeling, U.S. labeling requirements and the ADFC’s commitment to removing non-compliant products from the supply chain. Mr. Crawford’s remarks were well received and the leadership of the Chinese association has said that it is going to try to adopt similar regulations.

The meeting in Beijing served as an excellent opportunity for the ADFC to reach out to an important segment of the down and feather industry. According to Mr. Crawford, “Virtually all companies that process feathers and down and/or manufacturer feather and down filled products in China were in attendance, including the major companies that ship feathers and down, or filled bedding products, to the U.S. market.” Down garment manufacturers, as well as many government officials were also in attendance.

Earlier in the year, at the International Down and Feather Bureau's (IDFB) meeting in Park City, Utah, Mr. Crawford outlined the goals of the ADFC's Labeling Compliance Program to an audience including European members of the industry. The European companies and industry associations present also expressed interest in developing a labeling compliance program for themselves.

The ADFC also hosted an educational seminar for retailers during the Fall 2006 Market in New York. Stephen Palmer and Joe Crawford, ADFC chair and marketing chair, respectively, and Wilford Lieber, president of the International Down and Feather Laboratory, explained the ADFC labeling Compliance Program to an audience that included representatives from Bloomingdale's, The Company Store, Macy's, Pottery Barn, QVC and Target.

The Labeling Compliance Program is designed to ensure that all natural fill bedding products sold in the U.S. are labeled correctly and that the fill meets the claims made on the label or packaging. The association seeks to identify labeling violations through rigorous testing - all tests must be done in accordance with IDFB testing standards and be performed by an IDFB certified laboratory. If products are found to be non-compliant with labeling regulations, the ADFC will take appropriate action to protect consumers, the retailers selling the products and the integrity of the industry in general.

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## **ABOUT ADFC**

The American Down and Feather Council (ADFC), a section of the Home Fashion Products Association, is a voluntary association of manufacturers of natural fill bedding products, as well as dealers, buyers, sellers and processors of feathers and down for use in home fashion products. The goal of the ADFC is to further the common interests of the down and feather products industry and to maintain and improve product quality. The objective of the ADFC Labeling Compliance Program is to ensure all natural fill bedding

products sold in the U.S. are labeled correctly and that the quality of the products meets or exceeds the claims made on the label or packaging.

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