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**AMERICAN DOWN AND FEATHER COUNCIL'S LABELING COMPLIANCE
SEMINAR AT FALL MARKET SUCCESSFUL**

Retailers Informed of Compliance and Gain Better Understanding of ADFC

NEW YORK, NY (August 23, 2006) – The American Down and Feather Council (ADFC) hosted an educational seminar for retailers during Fall Market. The seminar, which was held Tuesday, August 8 at the Penn Club in New York, addressed the objectives of the ADFC's Labeling Compliance Program, how it works, why it is necessary and the role that retailers play in labeling compliance. Stephen Palmer and Joe Crawford, ADFC chair and marketing chair, respectively, and Wilford Lieber, president of the International Down and Feather Laboratory, spoke to an audience that included representatives from Bloomingdale's, The Company Store, Macy's, Pottery Barn, QVC and Target.

“This seminar was beneficial for manufacturers and retailers alike,” said Stephen Palmer, “It is important that both groups recognize that the industry needs to police itself for compliance.”

Seminar audience members were informed about the elements of the compliance program, including how to file a complaint, the weighted point system used in determining whether a product passes or fails, and the appeals process available to

manufacturers of failed products. Attendees were also introduced to the ADFC's Seal of Approval, which indicates that a product's manufacturer is an ADFC member and is committed to truth in labeling.

The ADFC program protects retailers and consumers from inaccurate labeling claims. Down and feather products must meet International Down and Feather Bureau (IDFB) testing standards, as well as state and federal labeling requirements, in the following categories: down cluster, species identification, filling power, oxygen number, turbidity, filling weight, broken and damaged feather content, landfowl content, residue, size and thread count.

If, after at least two rounds of testing, a product is found to be mislabeled, the ADFC may:

- Terminate the manufacturer's ADFC membership (if applicable), thereby withdrawing their right to display the Seal of Approval of products
- Request that retailers remove the product from shelves
- Report the findings to the relevant state regulatory authorities
- Report the findings to the Federal Trade Commission
- Pursue civil action against the manufacturer and/or retailer carrying the product

About ADFC

The American Down and Feather Council, 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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