



BACKGROUNDER

- Company Began:** 1998
- Corporate Headquarters:** 420 Canarctic Drive, Toronto, Ontario, Canada M3J 2V3
Phone: (416) 645-5120
Fax: (416) 645-5121
Toll Free Tel: 1 866 850 2680
Toll Free Fax: 1 877 850 2604
Email: sales@afe-inc.co Web: www.afe-inc.com
- Number of Employees:** 75
- Distribution:** Canada, U.S. & Europe
- Key Personnel:**
President: Manoo Mahmoodi
Marketing: Ken Mitchell
Sales: Mary Hajarian
- Profile:** Art for Everyday Inc.TM (AFE) is a leading North American producer of copyrighted architectural woodcarvings and woodturnings. They craft over 550 woodcarvings in 12 different categories, including corbels, mantels, appliques, moldings, capitals, turnings and rosettes.
- AFE carvings are made from solid wood blocks giving every final piece not only an aesthetic advantage for color matching, but a structural advantage as well. The color matching process is very precise and efficient as wood is cut from small amounts of blocks at a time. AFE uses nine core species of wood, with the most popular being Maple, Cherry and Alder. The maple is the best hard maple in the world, coming from environmentally-responsible, managed forests in North America. Exotic woods are imported to accommodate special requests.
- Client Network:** More than 1,500 small to large-sized businesses – most from the high-end cabinetry companies, but also kitchen designers, interior designers and architectural firms.
- New Developments:** AFE launches the new comprehensive Modern Classic Catalogue with over 100 pages of beautiful product shots and design ideas for the design community – March 2008.
- AFE celebrates their 10th anniversary in manufacturing original woodcarvings – January 2008.
- AFE launches their new 20/20 catalogue – September 2007.
- The Modern Classic Collection of over 100 new classic yet contemporary woodcarvings are introduced at K/BIS 2007 and AWFS 2007, adding to an already extensive product line to satisfy all design styles – April & July 2007.

AFE launches their new web site with an enhanced product database to become a better tool for clients to view, specify and order product – April 2007.

AFE moves into a new 50,000 square foot, Toronto location giving three times the production space of their previous facility and a new 3,000 sq. ft. showroom featuring AFE's timeless creations – January 2007.

Accolades:

Recognized by Profit magazine as one of Canada's fastest growing companies in 2005, 2006 & 2007.

Chosen by Steinway & Sons in Spring of 2007 to do year-long custom carving project on a replication piano originally designed for President Roosevelt in 1903.

**Catalogue and
Product Specifications:**

Available at www.afe-inc.com

Media Contact:

Leanne Newman (519) 756-2709 ext. 223 or leanne@flyingcamel.com.

Information & Images:

Please call or email Leanne Newman to obtain high-resolution images, a catalog or to arrange an interview about trends and innovation in architectural woodcarvings. Images and information will be gladly provided within a 24-hour period.