



BACKGROUNDER

Company Began:	1998
Corporate Headquarters:	420 Canarctic Drive, Toronto, Ontario, Canada M3J 2V3 Phone: (416) 645.5120 Fax: (416) 645.5121 <i>Toll Free Tel:</i> 1 (866) 850.2680 <i>Toll Free Fax:</i> 1 (877) 850.2604 Email: sales@afe-inc.com Web: www.afe-inc.com
Number of Employees:	75
Distribution:	Canada, U.S. & Europe
Key Personnel:	President: Manoo Mahmoodi Sales & Marketing Manager: Vince Curci
Profile:	<p>Art for Everyday Inc.™ (AFE) is a leading North American producer of copyrighted architectural woodcarvings and woodturnings. They craft over 750 woodcarvings in 12 different categories, including corbels, mantels, appliqués, moldings, capitals, turnings and rosettes.</p> <p>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.</p> <p>AFE is known for the most original architectural woodcarvings in the industry, continually redefining the art of woodcarving with pieces for home interiors that are elegant and timeless.</p>
Client Network:	More than 1,500 small to large-sized businesses. Sell directly to the trade – kitchen designers, interior designers and architectural firms. High-end cabinetry companies also contribute to client base.
Timeline:	<p>AFE receives FSC (Forest Stewardship Council) and SFI (Sustainable Forestry Initiative) certifications – August 2009</p> <p>AFE launches new Arts Collection of contemporary woodcarvings – K/BIS, HD Expo, PCBC, AWFS® Fair, METROCON09 & WMS 2009 – May to September 2009.</p> <p>AFE completes the Modern Classic Collection of over 200 original architectural woodcarvings – Fall 2008.</p>

AFE celebrates their 10th anniversary in manufacturing original woodcarvings – January 2008.

AFE launches their new 20/20 catalogue – Fall 2007.

AFE introduces the Modern Classic Collection of over 200 new classic yet contemporary woodcarvings at K/BIS 2007 and AWFS 2007, adding to an already extensive product line to satisfy all design styles – April & July 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 square feet showroom featuring AFE's timeless creations – 2007.

Accolades:

AFE wins the hardware and accessories category in *Woman's Day Publications* Kitchen & Bath Awards for excellence in design innovation – May 2009.

AFE receives Platinum ADEX Award for Large Column Configuration – award given for unique qualities, and superior craftsmanship – March 2009.

AFE receives two ADEX Awards (Platinum & Silver) for new Modern Classic Corbels – May 2008.

AFE receives Honorable Mention in *Woman's Day Publications* Kitchen & Bath Awards for excellence in design innovation – May 2008.

AFE is recognized by Profit magazine as one of Canada's fastest growing companies in 2005, 2006 and 2007.

Steinway & Sons chooses AFE to do year-long custom carving project on a replication piano originally designed for President Roosevelt in 1903. On-going specialty projects as a preferred supplier for Steinway & Sons – 2007/08.

**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 catalogue or to arrange an interview about trends and innovation in architectural woodcarvings. Images and information will be gladly provided within a 24-hour period.

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