



FOR IMMEDIATE RELEASE

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## **U.S. Technology & Demonstration Center – A WMMA Community Project with Atlanta Habitat ReStore**

**Philadelphia, PA, July 14, 2008** – The Wood Machinery Manufacturers of America® (WMMA®), a professional trade association composed of nearly 200 U.S. manufacturers of woodworking equipment, today announced that its U.S. Innovation & Demonstration Center – A WMMA Community Project at the International Woodworking Fair (IWF) 2008, held in Atlanta on August 20 - 23, will benefit Atlanta Habitat ReStore. WMMA member companies are cooperating in an integrated, environmentally conscious production process in a working exhibit that will construct kitchen cabinets for the community organization.

Ken Hutton, WMMA's Executive Vice President, stated, "WMMA member companies are pleased to build stronger connections with customers and U.S. manufacturing in a 'green' project that also supports the Atlanta community, the host city of IWF for 24 years, Atlanta Habitat for Humanity and Atlanta Habitat ReStore."

The Atlanta Habitat ReStore is a home improvement store where all proceeds support Atlanta Habitat's mission of building affordable, green, quality houses for working families. The Atlanta Habitat ReStore resells donated building materials, hardware, sinks, appliances, furniture and various other home improvement items to the public at a discounted price. All merchandise at the store is donated from manufacturers, retail stores, builders, renovation specialists and individuals.

Larrie Del Martin, Atlanta Habitat President and Executive Director, proudly revealed that "the Atlanta Habitat ReStore is critical to the organization's environmental initiative. It is responsible for diverting over 1,300 tons of perfectly usable materials from the landfill during its last six years of operation."

The U.S. Technology & Demonstration Center aims to reduce and dispose of routinely-generated wood waste products and use more environmentally friendly practices and products. This is being accomplished through the many individual products and services of WMMA member companies as well as the efforts of the IWF 2008 trade show services.

Nineteen WMMA member companies to date are participating in the project, but all members will be featured. The exhibit in Booth #5752, Hall B of the Georgia World Congress Center, is 3,600 square feet and will showcase a total wood machinery system manufactured in the United States. The resulting "total solution" will produce complete sets of kitchen cabinets for the fall construction of the 1,000<sup>th</sup> and 1,001<sup>st</sup> houses of Atlanta Habitat for Humanity, as well as donation to the ReStore.

Hutton added, "In addition, WMMA is proud to support the economic competitiveness of American wood equipment industry through a demonstration of manufacturing methods to improve profitability. We are enhancing our knowledge about processing and the business skills for members involved in the development and manufacturing of wood products."

Woodworking and non-woodworking professionals alike are encouraged to visit the U.S. Technology & Demonstration Center and witness the different WMMA member products in operation through a number of manufacturing cells, each showcasing a different manufacturing process but brought together under systems integration.

**Wood Machinery Manufacturers of America® (WMMA®)**

*Founded in 1899, the Wood Machinery Manufacturers of America is a professional trade association composed of nearly 200 U.S. manufacturers of woodworking equipment, cutting tools, and supplies and whose purpose is to promote the interests of its members serving the woodworking industry. Distributors, suppliers and consultants to the industry also belong to the association as Associate Members. Manufacturer members design, build and sell equipment, tooling, supplies, and components used in the manufacture of all types of wood products. Members' products are used in furniture, door and window, flooring, and kitchen cabinet manufacturing plants; plywood and particleboard mills; lumber mills; shipyards; mobile home and pallet manufacturing plants; home workshops; plus a wide variety of associated wood processing operations. Many members also serve the plastics, ceramics, stone, solid surfaces, and non-ferrous metals market machining aluminum, brass, copper, and other non-ferrous metals. WMMA® members' equipment is sold worldwide. To learn more about WMMA, visit [www.WMMA.org](http://www.WMMA.org).*

**Fernley & Fernley, Inc.**

*Wood Machinery Manufacturers of America is professionally managed by Fernley & Fernley, Inc., a fourth generation family firm in the association management business representing over 30 trade associations and professional societies. Fernley & Fernley holds the distinction of being among the first to receive national accreditation from the AMC Institute, and the American Society of Association Executives (ASAE) and is the longest established association management company in the country. Throughout the years, Fernley & Fernley has maintained a solid reputation as a leader within the association management field and in the wide spectrum of industries it serves. To learn more about Fernley & Fernley visit [www.fernley.com](http://www.fernley.com).*



**Atlanta Habitat for Humanity ReStore**

*The Atlanta Habitat for Humanity ReStore is a discount home improvement store operated by Atlanta Habitat for Humanity. The ReStore sells new and some gently used building materials and household items at up to 75% off retail prices. All proceeds benefit Atlanta Habitat for Humanity's mission – building affordable, green, quality homes for working families. The ReStore is a crucial part of Atlanta Habitat's overall green initiatives; it has diverted over 1,300 tons of materials from going in the landfill since 2001. The Atlanta Habitat ReStore is located at 519 Memorial Drive in the Grant Park neighborhood. The ReStore is open to the public Wednesday through Saturday from 9am to 4pm. Visit [www.atlantarestore.org](http://www.atlantarestore.org) to see an online inventory sampling or for directions, store hours, donation policies, sales specials and more or call 404-525-2114.*

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