



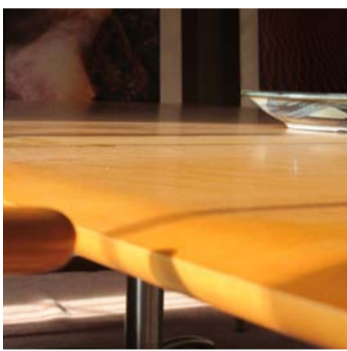
## Australian way of life...easy living!



### Yachting in the blue ocean

Australia offers some of the world's finest coastlines, which has inspired a love of boats of all kinds. Many Aussies' favorite past time is yachting. The word "yacht" is associated with King Charles II of England, which gives it an aristocratic feel, but yachting is not just a sport for the wealthy. In smaller, simple sailboats, many ordinary folks enjoy yachting as a hobby. In Australian's coastal cities, such as Sydney, Melbourne, and Brisbane, a happy weekend often begins with a group of friends launching their beloved yachts, from small skiffs to well-appointed cabin cruisers, to let it take them where the wind will carry them. However, the greatest pleasure a yacht can offer is to cruise into the blue ocean. As each day dawns, there'll be a new adventure to enjoy and a new experience to savor.

### Designers' World



#### Arne Christiansen's Partner Chairman Table

Woodmark CEO Arne Christiansen is a moderate soul and never calls himself a designer. However, growing up in Denmark where so many things impart a sense of design, Christiansen developed an innate sense of design. Though not initially trained in design, his home offers a perfect reflection of his design perspective. From Arne Jacobsen's Egg Chair to Finn Juhl's Tray Table, everything blends perfectly, yet each tells a unique story. Among his most treasured items, Christiansen is particularly proud of his self-designed Partner Chairman Table. The design mirrors minimalism but perfecting every detail requires masterful technique and craftsmanship. Even 15 years later, the table retains its glamour and the memory it has encapsulated will always carry on.

### Product Story Center



#### Amelia & Family, when art meets engineering

Keith Melbourne had a successful engineering and business management career before he went "back to school" to study furniture design. Combining multiple talents and his strong belief in creating something that are both "pleasing and manufacturable", Melbourne approached Woodmark in early 2006. Recognizing his talents, cooperation began with a commission to design a new occasional chair - Amelia. Melbourne started out by "playing" with a CNC foam cutter and let the machine decide the shape. Once the concept was envisioned, he then moved back and forth between CAD and prototype models to get accurate yet geometrically balanced forms. Amelia was quickly extended into a range of furniture which became known as her family, which turned out to be as commercially well-received as it is innovative and creative.

### There is something about Harry

Frag Woodall's Hello Harry sofa range is both friendly and contemporary. It's name evokes warmth and embodies its desire to comfort you like an old pal. Woodall's designs are the reflection of what he sees or dreams and he is inspired by objects that invite attention to details. Hello Harry is no exception. The sofa exhibits design details that evoke curiosity, causing you to notice how the lines flow one into the other and how the legs sneak out from between the cushions. An opening in the back allows light to sweep through like streaks of sunlight slipping through the clouds after a storm. The Hello Harry Armchair was chosen by Cisco Pavilion welcoming the 70 million visitors during the 'Shanghai Expo 2010'.



### Brand News



#### Woodmark @ Interior Architecture of China

Woodmark has gained numerous accolades and its high reputation by collaborating closely with our partners so we are often recognized in the media. Highly-renowned **Interior Architecture of China Magazine** (IAOC) featured Charles Wilson's Boulder Sofa & Ottoman range in May 2010. Readers can look forward to more of our products being revealed in the following issues.

Established in 2002, IAOC has grown into a national professional magazine focusing on architecture and interior design with a monthly circulation of over 50,000. It is organized by the Ministry of Housing and Urban-Rural Construction of China and sponsored by the China Building Decoration Association. Over the past eight years, IAOC has become an effective bridge between architects and interior designers and the dealers that supply the raw materials of their creativity.

### Gabriel's Fame, new fabric selection

To provide more options to the customers, Woodmark China has decided to extend our fabric selection with the launch of Fame fabric from Gabriel Denmark. Currently available in 60 colors, Fame is a unique woolen upholstery fabric designed by Danish textile designer Mette Mikkelsen. With its introduction, Fame soon evoked global interest and was chosen by furniture firms such as Teknion (Canada), COR (Germany) and the world-renowned Fritz Hansen (Denmark).

**Gabriel**, headquartered in Aalborg Denmark, is a leading supplier of furniture textiles with 159 years of history. Besides a comprehensive range of fabric, Gabriel provides other professional services as product innovation and logistics. It is also an environmental protector which became the world's first furniture fabric manufacturer to be certified EU Flower in 2002.

Gabriel's Atlantic, Globe, Flex, Sisu and Fame are Woodmark China's standard fabric offering for all sofa ranges. Meanwhile, the Event line will be discontinued as of May 10, 2010.



#### 4 unique features in 1 product

Strong - soft - stretchable - eco-friendly

- Soft worsted wool
- Unique abrasion - 200,000 Martindale
- Extra stretchable - 9.5%
- Eco-friendly - labelled with the EcoLabel Flower
- Available in 60 colours

