

Sustainability fuels Furniture Pipeline

By Alex Milstein
Special to Furniture Today

PATTERSON, N.J. — It's been a busy seven months for Furniture Pipeline, a furniture start-up with a heavy focus on sustainability.

The company started in January 2016, launched its first products in February 2017, made its way to High Point Market in April and now has more than 30 retailers selling its products online, including Amazon and Wayfair.

It's currently finalizing deals with Overstock and The Mine, and recently struck a deal with HomeSense, a Canadian home store chain operated by TJX companies.

Furniture Pipeline products are in 20 of the 80 HomeSense retail stores, and the company hopes to venture to the remaining 60, as well as HomeGoods stores in America, in the near future.

"HomeSense is amazing because they're all about what we're about," said co-founder Ave Hayat. "They were extremely ecstatic to hear that when we sent out their furniture we also planted trees."

Furniture Pipeline focuses

on sustainability in three ways: through the materials it sources, the packaging materials it uses and by planting trees.

As part of its business model, it works with Eden Projects, an organization that plants trees and provides work for locals in places such as Nepal and Haiti. For every one product purchased, seven trees are planted. Carrying this model over to its wholesale customers, the company plants tree when the retailer buys the furniture, distributing the product first and planting the trees later.

The goal Furniture Pipeline set for the number of trees planted in its first year of business is 30,000, and it has already planted more than 8,000 trees.

Furniture Pipeline also puts an emphasis on making its packaging materials recyclable and environmentally efficient, cutting its packaging materials in half since January.

As the company moves forward, Hayat said it will have to open up negotiations with the companies it works with to suit those companies' styles in relation to boxing and how they want their assembly

instructions made.

As a wholesaler, Hayat said, the company conforms to the retailers and how they want the product. When it comes to large purchase orders for large retailers, he said Furniture Pipeline is happy to work hand-in-hand with retailers to make sure its products are friendlier to the retailer while maintaining the company's business ethics.

Both Hayat and co-founder Moshe Rindenow believe the company's success can be contributed to its strong business ethics as well as attention to detail.

"At the end of the day the consumer wants to see their money go to good things and see the value in what they spend," said Hayat. "So the attention to detail is very important to our customers — everything from the package, the box, the fact that we use recycled cardboard and have 100% recyclable packaging material. And then when they see that our business has an ethic in everything we touch, they feel even better because they are able to do some good in the world. It's really a double-edged sword." ■