

# JENSEN LEISURE

## WOOD CASUAL

### JANET WANSOR

VP OF SALES AND MARKETING

**Q What does this industry-wide recognition mean for your company?**

It is exciting to receive this recognition. It enables us to reach more with the Jensen Leisure Furniture Forest Stewardship Council certification story. Our company is privileged to have access to a variety of beautiful 100% FSC-certified hardwood timbers for sustainable furniture production.

**Q How would you describe your employees' response to the news?**

Jensen Leisure has two full-time employees in the Riverside, Calif., administration office. We are dedicated to our sales teams across North America, take ownership and are passionate about our products,

our customers and our service. We are encouraged and pleased to receive this award as a "thank you."

**Q What are some of the best practices your company has adapted that helped it rise to the top of your category despite the tough economic climate?**

Presentation of well-designed, well-crafted, 100% FSC-certified ipe furniture has been well-received by the specialty retailer and the consumer. Well-designed, quality sales materials also are important. Communication flow is key, be it confirming sales acknowledgements, product availability and shipment tracking or taking the time on the telephone to answer questions of a retailer or consumer. Quick resolve of customer service issues.

**Q How important is inventory tracking, on-time shipping and quick turnaround to your customers today?**

**How does that differ from earlier years?**

Inventory planning for quick shipping has always been important to Jensen Leisure Furniture to support the retailer. This is why we warehouse on both the East and West Coasts. When a retailer is confident that their customer will receive their furniture in a timely manner, they enjoy selling it over and over again.

**Q What other challenges has your company addressed and resolved in creative ways?**

In respect of the ipe resource, our designers created the Topaz seating collections to minimize the use of ipe, therefore extending use of this valuable resource while complementing with an eco-designed textile, 100% recyclable Serge Ferrari Batyline sling. **■**



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