



OFM, Inc.

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PRESS RELEASE

Contact: Alison Beckwith, 301-699-0148, abeckwith@ofminc.com

OFM's Overseas Success Featured in New Business Book

North Carolina furniture manufacturer's work in Taiwan one of several case studies

Holly Springs, N.C. — OFM, one of the nation's leading office and school furniture manufacturers, distributors, and wholesalers, is featured among several case studies about its ongoing work in Taiwan in a new book by Jan Yager, "Grow Global: Using International Protocol to Expand Your Business Worldwide."

"Businesses can no longer afford to ignore the changes that globalization has brought to every industry," said Abel Zalberg, co-founder and chief executive officer of OFM. "Through this book we hope other entrepreneurs can learn from our success at navigating the new global marketplace and effectively building strong ties with business professionals in foreign countries like Taiwan."

Aimed at entrepreneurs or those working for a company with a global reach, the new book explores how businesses can expand globally in the 21st century marketplace by guiding readers on how to build strong business relationships through effective communication and etiquette. In the section on OFM entitled "Taiwan," it details how the North Carolina-based company does business in the Asian nation to manufacture its high-quality line of office and school furniture and the cultural rules and etiquette it follows.

Although OFM's primary market is businesses, government offices and schools in North America, it has been able to reduce its manufacturing costs while maintaining its high quality by partnering with factories in Taiwan. Those savings are then passed along to consumers.

"When I was growing up, I never could have imagined that I would be working with Taiwanese manufacturers," Zalberg said. "Even when we started the company, there were no textbooks on how to do this. Hopefully, this book can help other entrepreneurs develop the confidence and know how to make that leap."

"Grow Global" is available through Hannacroix Creek Books on Amazon.com and at Barnes & Noble. It is the 30th book by Yager, a Connecticut-based author and speaker focusing on relationships and business concerns.

About OFM, Inc.

Founded in 1995, OFM is one of the nation's leading office and school furniture manufacturers, distributors, and wholesalers with headquarters in Holly Springs, N.C. and operations in Phoenix, Ariz., and Taiwan. OFM contracts with manufacturers in Mexico, Taiwan and China to design furniture and products that meet the highest industry standards. It specializes in providing affordable, quality furniture through a dealer network to businesses, government offices, health care and educational facilities. OFM products are sold through a variety of retailers, mail-order catalogs and online dealers including Officefurniture.com, Corporate Express, and National Business Furniture.

To learn more about OFM, visit: <http://www.ofminc.com>