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Association of Woodworking & Furnishings Suppliers Launches Online Source Guide

Anaheim, CA, February 26, 2014 – The [Association of Woodworking & Furnishings Suppliers®](#) (AWFS®) has launched a Membership Product Promotion Platform (M3P) that will be used to showcase and promote the products and services of its members in an [online source guide directory](#).

M3P is a specialized service offered by [Cloud Search Portal](#), a leading provider of cloud-based search technology services. The "Source Guide" provides associations one additional means for delivering value added service by promoting the brands, products and services of their membership.

M3P also offers a unique advertising platform for those who are particularly interested in enhancing their brand presence within their industry directory and reaching decision-makers and active participants in the woodworking industry served by AWFS.

"AWFS has a long history of serving the needs of the woodworking industry, including the popular [AWFS®Fair](#), held every two years, which draws over 9,000 buyers," said Angelo Gangone, executive vice president of AWFS and the AWFS®Fair. "This online source guide connects AWFS members with prospective buyers in the woodworking industry and serves as a valuable directory for AWFS members."

M3P is unique within the directory industry as it offers the combined functions of a membership directory, a product source guide, and an industry search portal. It works by using Cloud Search Portal technology to automatically crawl and index the websites of all AWFS member companies. As the website content is updated with new information, the AWFS directory will automatically refresh its search index to always present fresh and up-to-date information that is available in member websites.

"Trade associations today are faced with the daunting challenges of having to deliver more value to their membership with less revenue while at the same time figuring out a way to remain relevant in today's rapidly changing online and mobile consumer environment," said Efrem Habteselassie, founding partner at Cloud Search Portal. "Association executives are looking for innovative and affordable solutions to deliver concrete benefits to members and M3P."

About AWFS

The Association of Woodworking & Furnishings Suppliers® (AWFS), founded in 1911, is a non-profit organization that wholly owns and produces the biennial AWFS®Fair. The largest trade association serving the entire home and commercial furnishings industry, AWFS has more than 400 members, including manufacturers and distributors of machinery, hardware, software, tooling, lumber, components, wood products and supplies for the woodworking industry including cabinet, furniture, millwork and custom woodworking products.