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GREEN TREE EVENTS PURCHASES PHILADELPHIA INVITATIONAL FURNITURE SHOW

Philadelphia, PA – Green Tree Events announced today the asset purchase of the annual Philadelphia Invitational Furniture Show (PIFS), a showcase of exceptional quality artisanal furniture and home furnishings held at the 23rd Street Armory. Green Tree Events is a quality event producer and with its sister company, Giraffe Events, produces the New England Made Giftware & Specialty Food shows.

“As seasoned show producers with a specialty focus in quality, American made products, we’ve admired the extraordinary artistry at PIFS,” said Vitas Normantas, Green Tree managing partner. “Josh Markel and his team have worked for years to handpick the finest handmade furniture and furnishings in the country.”

Josh Markel, founder and director of PIFS said, “Having shown the work of some of the finest furniture and furnishings artisans for 20 years, I was eager to find the right organization to manage the PIFS into the future, maintaining the same high level of work and service to both the exhibitor and consumer coming to the show. I am convinced that Green Tree Events can not only do this but bring a greater depth of organizational capacity in marketing and service than has been possible with our small team.”

“We grew up around wood manufacturing and now, as event managers, could not be more eager to expand the audience for PIFS and continue to build on its strong tradition,” said Stefa Normantas, Green Tree managing partner. “Our company is known for its commitment to products made in the USA and strong collaborative work with our exhibitors and clients. PIFS is a perfect complement to our New England Made shows.”

ABOUT PIFS

The Philadelphia Invitational Furniture Show showcases exceptional artisan quality furniture and is the longest running exhibition of its kind. Now in its 21st year, the show continues to set the bar for the finest heirloom handmade furniture and furnishings in the United States. Learn more at:
<http://www.philaifs.com/>

ABOUT GREEN TREE & NEW ENGLAND MADE

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Green Tree Events, a family business based in New England, provides high quality event expertise and services and is the owner/producer of the New England Made Shows. For more information, please contact Green Tree/Giraffe Events at 207.781.2982 or info@nemadeshows.com.

ABOUT NEW ENGLAND MADE SHOWS



The New England Made Giftware & Specialty Food Shows feature unique, quality New England made products. These juried wholesale shows include giftware, home décor, apparel and specialty food items. Each year the shows attract thousands of national and international buyers who expect the highest quality New England made products. Current shows: Sturbridge, Mass. (Sept. 14-15, 2014) and Portland, Maine (March 14-16, 2015). For more information, please visit www.nemadeshows.com.

SOCIAL MEDIA

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