

Launch of New International Avenue for C. Jeré Signature Metal Art Wall Sculptures by Artisan House

Successful European debut of firm's custom-designed, handcrafted metal artwork

Burbank, CA – After boosting its presence in the European market beginning in January 2009, Artisan House® product is now being offered in more than 50 stores across the continent. "Thanks to our global reputation, we have realized immediate success in Europe," says John Shilling, president of Artisan House, designers and crafters of unique, fine-quality metal sculptures for wall, floor and tabletop. "We are pioneering an artistic medium in the European market that adds stylish dimension to homes and offices."

With a broad client base in the United States, Canada, Mexico, Australia and New Zealand, Artisan House products have found a niche market around the world, Shilling says. "However, the European continent had been an untapped market," he adds. "Based on our winning track record, the exciting range of products that Artisan House offers and a top-notch team of European distributors and sales agents, we are now experiencing strong demand for our products on the European mainland."

Developing a Chain of European Distributors and Sales Agents

Although Artisan House is in the enviable position of being the sole vendor offering quality metal art sculptures to the European Market, that position also creates a "two-edged sword," says John Breckman, General Manager - Europe. "There is no sales history to say 'Everybody's buying it.' Because there is no other product like ours, we have to be sure that our distributors and sales agents can explain our concept and unique product offerings."

To that end, Artisan House has worked to develop a reliable base of European distributors. "We've sought out distributors with sterling reputations, strong client bases and the right mix of products." Currently, Artisan House is partnering with seven European distributors - in Spain, the Netherlands, Portugal and Greece, as well as German-based retail and commercial distributors. Each distributor has its own staff of sales agents that promote sales of Artisan House products. A fully operational, well-stocked warehouse in the United Kingdom ensures that orders are promptly fulfilled, Breckman says.



Pictured above: *Winter Trees*, the Artisan House design selected for inclusion in the prestigious imm Hit Guide.

Growth Curve Ahead for Artisan House's European Market

Currently, the United States is the largest market for Artisan House products, Shilling says. However, the European Union has the capacity to grow to the size of the U.S. market, he adds. "The income level and discerning tastes of European consumers tell us that our metal art sculptures will prove popular with customers there," Shilling says. "Europe represents our biggest opportunity in the world right now. In five years, we project that one-half of Artisan House sales will be outside the United States and Canada." The firm's goal is to have Artisan House products in 100 European stores by the end of 2009, Breckman says.

Artisan House has received a highly positive reaction to the debut of its custom-designed, handcrafted metal art sculptures during exhibitions at numerous European trade shows. To date, Artisan House has shown its product at the Birmingham (U.K.) Furniture Market, imm Cologne International Furnishing Show and Ambiente in Frankfurt. Plans are underway to exhibit Artisan House products at the Maison & Objet show in Paris this September.

Prior to the Cologne show, Artisan House was one of only 50 exhibitors selected to be featured in the "Hits Guide 2009" pre-show publication. As a result of the Frankfurt show, ars mundi, the prestigious mail order company specializing in art and artforms, featured three Artisan House wall sculptures - Winter Trees, Propensity and Continuity - in its May 2009 catalog. A fourth sculpture, Vivacious Standard, will be showcased in an upcoming ars mundi catalog.

From London to All of Europe - Selling to the European Market

Artisan House made its initial foray into the European market five years ago, when the firm's metal art sculptures were offered at numerous locations of London-based John Lewis Department Store. "Our UK sales tripled when other retailers learned our product was being featured at these renowned stores." Artisan House's European customers are attracted to cleaner, streamlined designs with a minimalist appeal, Breckman reports.

Artisan House pieces are sold in home furnishing stores, art stores, outdoor furniture stores, and at

billiards, pool and spa retailers. Commercial customers include major department stores like Nordstrom, restaurants, bars, hotels and casinos.

The firm's permanent showrooms are located in High Point (IHFC Design Center, Space D208) and Las Vegas (World Market Center, Space A-300). Artisan House has also exhibited at the Tokyo Furniture Market; Interiors Birmingham; Atlanta Gift Market; New York Art Expo Show; Maison & Objet; ASEAN Furniture Show (Singapore); Ambiente Frankfurt; Furnitex, Melbourne; and Interiors UAE (Dubai).

For additional information about Artisan House, contact the company at 1-203-563-0017 or customerservice@artisanhouse.com.

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About Artisan House®: Founded in 1964 by partners Jerry Fels and Curtis Freiler and headquartered in Burbank, California, Artisan House designs and crafts unique, fine-quality metal sculptures for wall, floor and tabletop. Sculptures are handcrafted of rich metals like copper, bronze, brass, steel, aluminum and chrome and each one is dated and signed C. Jeré – a nom d’artiste created by the founders. Every piece is hand finished with intriguing surface treatments, paints and patinas. The company's vibrant, versatile designs have been recognized as multi-dimensional "metalworks of art." Artisan House has successfully closed the gap between pricey offerings from exclusive art galleries and mass-produced decorative pieces by creating original sculptures with unparalleled designs at affordable prices. The result infuses today's indoor and outdoor environments with dazzle and dimension. The Artisan House and C. Jeré names are both registered trademarks.