



CBI Product Factsheet

Eco Lampshades in Europe

'Practical market insights into your product'

European consumers are increasingly demanding that home decoration products be environmentally sustainable. 'Eco-status', 'green innovation from raw materials', 'eco-design' and 'sustainability' are important drivers. Eco-friendly lampshades respond to these trends and offer opportunities for producers in developing countries (DCs). Moreover, the marketing story and high design quality of these eco lampshades are also significant.

Product definition

Lampshades cover the light bulbs of pendant (hanging), floor and table lamps and are made of various materials and shapes. Eco lampshades (eco-friendly lampshades) are lampshades that have an eco-friendly aspect. This aspect can be related to the raw materials used, production or transportation, the impact it has on the environment during use or the way in which it can be disposed of. This factsheet focuses on the raw materials used, based on the principles of recycling, sustainable materials use and the use of waste materials.

A wide range of materials is used to make eco lampshades including (recycled) paper, textiles, (sustainable) wood (including bamboo), synthetics (e.g. recyclable propylene), and willow (wickerwork). Please note that this factsheet solely examines lampshades and excludes light bulbs, electrical cords or other light fixture components.

Classification of eco lampshades:

- **Harmonised System (HS):** the following HS code is used for trade in lampshades within the EU / EFTA:
 - 9405.9119: diffusers, ceiling lights, bowls, cups, lampshades, globes, tulip-shaped pieces and similar glass articles for electrical lighting fittings (excl. Chandeliers, searchlights and spotlights)
- **Prodcom:** the following Prodcom code is used to indicate European production of lampshades:
 - 3150.4255: Lampshades in paper/cardboard

Product specification

Quality

- **Functionality:** for eco lampshades, functionality is viewed as a basic quality requirement. The lampshades need to be safe to use, as they are close to a heat source and should not ignite, for example by coating them with a flame retardant. Moreover, the lampshades need to diffuse light coming from the light bulb they cover, without blocking all the light.

Examples of eco lampshades



Source: Shades of Light



Source: Not on the Highstreet

- **Eco-friendly:** as the lampshades covered in this factsheet are eco-friendly, this is the main quality requirement for these lampshades, aside from functionality. There are no set conditions for what constitutes eco-friendliness. However, this often entails eco-friendly materials (e.g. sustainably certified or recycled) and, to a lesser extent, low emissions during transport (e.g. over short distances or with flat-packing).
- **Design:** the aesthetic value of eco lampshades needs to be high, especially as they usually serve as eye-catchers in the room. Examples of different designs and what is popular in different market segments can be found in the Market Trends and Market Segments sections in this factsheet.

Labelling

- Information on the outer packaging of lampshades should correspond to the packing list sent to the importer. External packaging labels for lampshades should include the following information:
 - Producer
 - Consignee
 - Materials used
 - Quantity
 - Size
 - Volume
 - Caution signs
- EAN or Barcodes are widely used on the product label in Europe.
- Please note, your buyer will specify what information they need in terms of product labels or on the item itself (logos, 'made in...'). This forms part of the order specifications.
- Use the English language for labelling unless your buyer has indicated otherwise.

Packing and packaging

- Eco lampshades should be packed according to the importer's instructions. Every importer will have its own specific requirements related to the use of packing materials, filling boxes, palletisation, and the stowing of containers. Always ask for the importer's order specifications, which are part of the purchase order.
- Properly packaging eco lampshades can minimise the risk of damage caused by shocks. The product's fragility determines the product packaging for export. Packaging should prevent individual items inside a cardboard box from damaging each other and the cardboard boxes when stacked inside the container.
- Packaging must consist of easy-to-handle dimensions and weight. Such standards are often related to labour regulations at the point of destination and must be specified by the buyer. Cardboard boxes are usually palletised for air or sea transport and exporters are requested to maximise pallet space.
- For eco lampshades, reducing transport and transportation emissions by flat-packing or efficiently stocking the items in the container is key. Such considerations need to be part of this product group's design phase.
- With regard to packaging materials there must be a balance between providing maximum protection and avoiding excess materials (waste removal is a cost to buyers) or shipping 'air'. Exporters can reduce the amount and diversity of packaging materials by:
 - Already considering packaging and logistical requirements at their products' design stage
 - Asking their buyer for alternatives.
- Using biodegradable or recycled materials in packaging may represent a market opportunity or could be demanded by buyers, especially for eco-friendly lampshades.

- In the case of wooden eco lampshades, special care should be taken to properly dry the wood after production since wooden items can mould or crack. Mould can appear during transport due to condensation inside the container, caused by air at high levels of humidity that is getting colder and warmer due to day-to-night fluctuations in temperature. Proper air ventilation inside the container is vital to prevent this and containers must be inspected for air holes before shipment. Products to reduce humidity are available for placing amongst the cargo. Make sure the importer's corresponding instructions are followed.

Requirements you must meet

General product safety: the General Product Safety Directive applies to all consumer products. It states that all products marketed in the EU should be safe to use and forms a framework for all specific legislation on specific products and issues.

CFA¹: Study the specific legal requirements listed but also use your common sense to ensure the product does not cause any danger in its normal use. Most buyers will require the DC exporter to provide proof of compliance with legal requirements. You can read more about the [General Product Safety Directive in the EU Export Helpdesk](#).

CFA: For a full overview of legislative requirements for lampshades, please consult the [EU Export Helpdesk](#).

CFA: Check the rapid alert system for non-food dangerous products ([RAPEX](#)), a database that supplies information on safety risks related to consumer products notified by European countries and the measures taken to alleviate these risks.

REACH: the Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH) lists restricted chemicals in products that are marketed in the EU. In order to market your lampshades on the EU market, you need to make sure that your products do not contain hazardous substances as defined by REACH. The chemicals that apply to you depend on the materials used in your product, for example the dyes used in your production process (e.g. azo dyes) or the use of flame retardants.

CFA: For more information on the use and restrictions of chemicals on the EU market, please refer to Annex XVII of the REACH legislation [EC Regulation 1907/2006](#).

CFA: With regard to dyeing textile lampshades: Make sure your products do not contain any of the *azo dyes* that release the banned aromatic amines. This includes checking your suppliers. Use the official tests to test your products. You can find the tests on the [CEN website](#): CEN Textiles – Methods for the determination of certain aromatic amines derived from azo colourants – Part 1: Detection of the use of certain azo colourants accessible without extraction. Reference: EN 14362:2003 / EN 14362-1:2012.

CFA: Follow new developments in the field of flame retardants, as new alternatives are being developed. You can do so for instance through the [European Flame Retardants Association \(EFRA\)](#).

CITES: the Convention on International Trade in Endangered Species ([CITES](#)) lays down provisions for the international trade of endangered species. The EU has established additional import restrictions.

¹ Consideration for action

CFA: Before exporting your products to the EU, you should check with the CITES management authority of destination or with your importer, whether there are any restrictions that may impact the import into the EU.

Paper and wooden lampshades: Under the [EU Timber Regulation](#) (EUTR), placing illegally harvested timber and timber products on the EU market is prohibited. You are only allowed to import your timber into the EU if it is proven to be legal. Paper is also included in the timber regulation, with the exception of bamboo-based, recovered and printed paper.

CFA: As responsibility for compliance with legal sourcing lies with your importing company, you can expect an increase in requests for information on product details, origin and legality etc.

Textile lampshades – Labelling-specific rules: Textiles should be labelled or marked indicating fibre composition whenever they are made available on the market and should be durable, easily legible, visible and accessible. The main purpose of the EU Regulation is to ensure that when purchasing textile products, consumers are given an accurate indication of their fibre composition.

CFA: Know your own product and study the EU labelling rules to find out how it should be labelled in the EU. For example, if you use a cotton name, trademark, or other term that implies the presence of a type of cotton, the generic fibre name 'cotton' must be used with it. Find out more about textile labelling rules in the [EU Export Helpdesk](#).

Synthetic lampshades: For more information on requirements for PVC, please refer to the information on [PVC from the EU Export Helpdesk](#).

CFA: For more information on buyer requirements for eco lampshades, please refer to the [CBI EU Buyer requirements for Home Decoration and Home Textiles](#).

Common requirements

Sustainability: social and environmental sustainability offer ways for companies to differentiate their products on the European market. Opportunities range from sustainable raw materials, production, certification and the use of labels (see Niche requirements). Buyers are increasingly demanding the following certification schemes:

- The [Business Social Compliance Initiative \(BSCI\)](#) has been developed by European retailers to improve social conditions in sourcing countries. Suppliers of BSCI participants are expected to comply with the BSCI Code of conduct, which can be proved with an audit at the importer's request.
- The [Ethical Trading Initiative \(ETI\)](#) is a code of conduct developed to improve the working lives of people across the globe that make or grow consumer goods. ETI is particularly common in the UK.
- Standards such as [ISO 14001](#) and [SA 8000](#) can be used to meet buyer demands for sustainability. However, compliance with these specific standards will only be demanded in niche markets.

CFA: You can expect compliance with the BSCI Code of Conduct to be considered as a basic requirement as an increasing number of European importers participate in BSCI. You are advised to think ahead by performing a self-assessment, which is available at the [BSCI](#) website because if you are far from complying with this initiative it can harm your position on the market.

CFA: Look into possibilities for improving your sustainability performance. Even if immediate compliance with certification is beyond your scope, familiarising yourself with issues included in these certification schemes will give you an idea of what to focus on in terms of sustainability.

CFA: For more information about sustainable design, please refer to [CBI's Tailored intelligence: the Sustainable Design market for Home Decoration and Home Textiles](#).

CFA: For more information on sustainability, please refer to the CBI Trends Special Sustainability for Home Decoration and Textiles.

Niche requirements

Fairtrade: Besides the social and environmental aspects of production, [Fairtrade](#) certification also guarantees a fair wage for labourers involved in the production of lampshades.

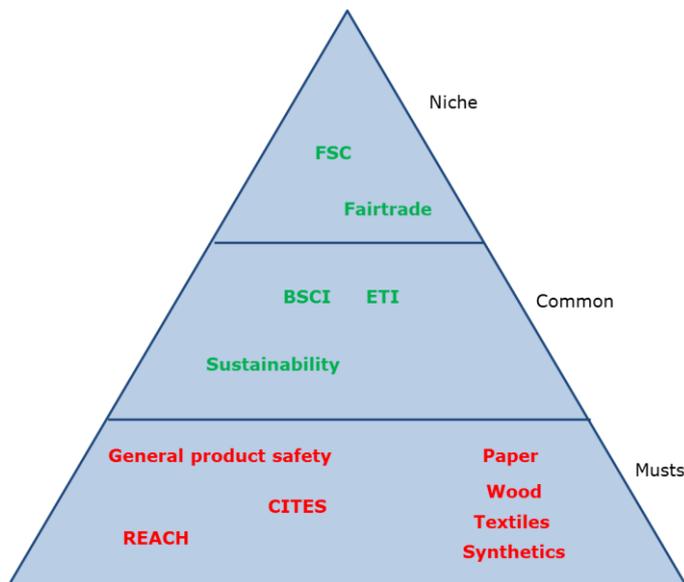
CFA: Obtain Fairtrade certification to enter the fair trade segment. Compliance with Fairtrade norms will also make it easier to obtain other social and environmental norms, as it is the most integrated system for sustainability.

Forest Stewardship Council (FSC): for sustainable wooden products and paper, FSC certification of timber is the most common label. This standard is used to certify forests that are sustainably managed. Wood from certified forests is labelled throughout the value chain and as final products. FSC certified products are especially popular in Western European markets, such as the Netherlands, Germany and the UK.

CFA: [FSC](#) or similar norms for the sustainable management of wood or other raw materials used to produce lampshades will increasingly adopt a legal character or become a way of influencing consumer choice. Exporters should integrate such values into their products, even at the stage when they are optional in trade, to anticipate future demand.

CFA: Please refer to the [ITC Standards map database](#) for more information on different voluntary standards and their requirements, including fair production.

Figure 1: Buyer requirements for eco lampshades



Trade and Macroeconomic Statistics

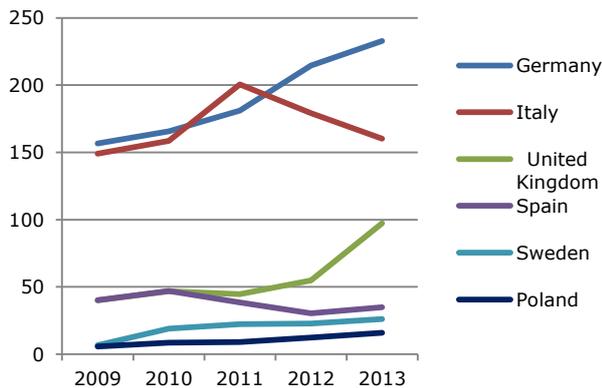
(!) No specific trade data is available for eco lampshades. Therefore, an overview is provided of the production, consumption and trade of 'parts of lamps and light fittings, of materials other than plastics and glass'. Available data indicate that these products are deemed to resemble eco lampshades the closest. For this purpose, the following codes are used:

- HS code: 9405.9900 – Lamps and light fittings, parts of n.e.s. (not elsewhere specified), excluding glass and plastics
- Prodcod code: 2740.4250 – Parts (excluding glass and plastics) of lamps and lighting fittings

(!!) Production data on parts of lamps is not available or is incomplete from several European countries. For that reason, production and apparent consumption are based on the following countries: Germany, Italy, the UK, Denmark, Portugal, Spain, Sweden, Estonia, Lithuania, Slovakia, Hungary and Bulgaria. Therefore, care should be taken when drawing conclusions based on the following figures.

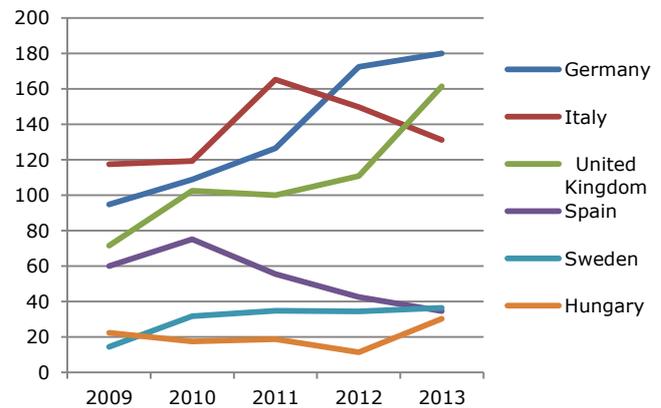
Moreover, specific information is provided about producers and consumers of eco lampshades, as well as an indication of future European demand.

Figure 2: Leading European producers of parts of lamps, in € million



Source: Eurostat Prodcod (2014)

Figure 3: Apparent consumption* of parts of lamps, in € million



* Calculated as (Production + Imports) – Exports
Source: Eurostat Prodcod (2014)

European production of parts of lamps in 2013 was highest in Germany (€ 233 million), followed by Italy (€160 million) and the UK (€ 97 million). Production in most countries increased from 2009 to 2013. High annual growth in production of parts of lamps stemmed from Eastern Europe, such as Lithuania (+86%) and Poland (+29%), as well as Sweden (+41%) and the UK (+25%).

Eco lampshades are also specifically produced in Europe (such as in Germany, France and the UK). European producers have an advantage in eco-friendly products, as 'Made in Europe' is gaining in popularity. This increased popularity is due to European countries' closer geographical proximity, which leads to lower transportation emissions and a lower ecological footprint.

CFA: Because of the 'Made in Europe' trend, you need to stand out from the competition. Display your product's origin in addition to applying unique techniques and materials. You need to make buyers realise that your product can only be made by you, in your country.

The largest consuming countries of parts of lamps in 2013 were Germany, Italy and the UK. As apparent consumption is also based on production data, these follow a similar pattern as production in various countries (Figures 2 and 3). The main growth in apparent consumption came from Eastern European countries, specifically Estonia, Poland and Lithuania, followed by Hungary.

The consumption of eco lampshades in Europe is more concentrated in Western European countries such as the UK, Germany, Switzerland and Scandinavia. According to industry sources (buyers), the UK is an important European consuming country of eco-lampshades.

CFA: Be aware that the markets for eco lampshades may differ from the markets for other lampshades. In general, you should focus your exports on Western European countries, where demand for eco-friendly produced lampshades is considered to be higher.

Sustainability has different meanings in various European countries, with some focusing more on environmental values and others on social and fair trade aspects (CBI, 2012). Countries where environmental values are important include Germany, Scandinavia, Switzerland, the UK and France. The UK and France focus more on social and fair trade values.

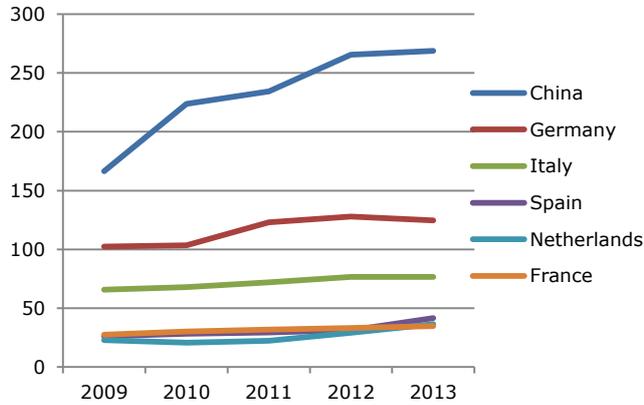
CFA: If you target countries where social, environmental and fair trade values are important, include these aspects when producing and promoting your eco lampshades. Demonstrate your social sustainability in your communication.

GDP & consumer confidence are expected to increase in 2014, as mentioned in the CBI Trade Statistics for Home Decoration. This will positively affect the consumption of eco-friendly lampshades. Growing GDP and consumer confidence increases consumer spending on non-essential home decoration products, such as eco lampshades. Considering GDP and consumer confidence, it is expected that in Western Europe consumption of eco lampshades will be higher than in Eastern Europe.

Future consumption of eco lampshades is expected to rise, according to industry sources. This is the result of an increased demand for sustainable home products. As consumer awareness of sustainability is increasing, the consumption of products that incorporate these values is expected to rise as well.

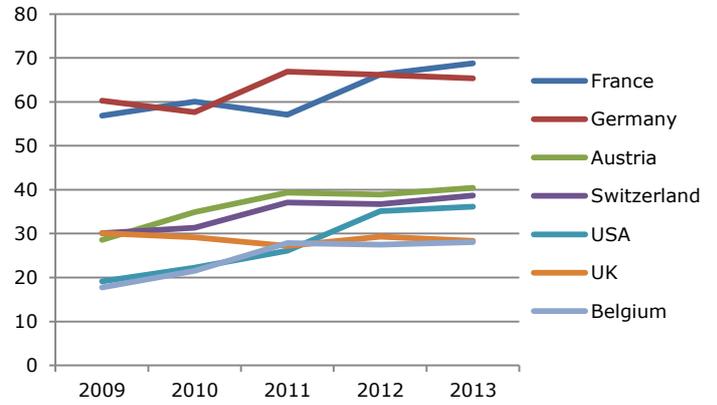
CFA: For more information on the sustainability trend, please refer to the [CBI Trend Special – Sustainability in the Home Sector](#).

Figure 4: Suppliers of parts of lamps to Europe, € million



Source: Eurostat (2014)

Figure 5: Destinations of European exports of parts of lamps, € million



Source: Eurostat (2014)

European imports of parts of lamps increased by 9% annually in value from 2009 to 2013. In 2013, imports reached € 901 million, 35% of which originated from DCs. Germany, the UK, Italy, the Netherlands, France and Spain were the main importers from DCs. Eastern European and Scandinavian countries experienced high annual growth in imports from DCs, such as Hungary (+66%), Poland (+16%), Denmark (+41%), Finland (+24%), Norway (+29%) and Sweden (+17%).

CFA: Consider focusing your exports on Northern and Eastern European countries, as mentioned above. These countries substantially increased imports of parts of lamps from DCs.

The main suppliers outside Europe were China (30%), the USA (2.4%), India (1.7%) and Turkey (1.3%) in 2013. Non-European suppliers of eco lampshades are located in Asia, such as Vietnam and India.

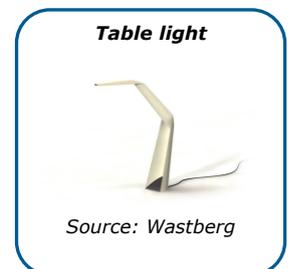
European exports of parts of lamps increased by 5% annually from 2009 to 2013, amounting to € 725 million in 2013. The main European exporters in 2013 were Germany, Italy, Austria and Spain. The main destinations were other EU and EFTA countries (72% of total exports) as well as countries outside the EU, e.g. Russia, USA, Australia and China.

Market trends

Eco status: Consumers experience being *green* as something inspiring and pleasing. Consumer status is increasingly linked to what they contribute to society and the environment, resulting in eco credentials amongst friends and relatives. To establish these eco credentials, consumers need a clear story that outlines the green aspects of their purchase. For instance, the table light by Wastberg (see example) is made of completely biodegradable paper pulp and has an LED light source.

CFA: Clearly communicate how consumers contribute to a better world when buying your eco lampshades. Point out your green features to your importer in a brief and clear description. Add visual materials and stories to inspire the reseller and the consumer.

CFA: As *green* is a 'hot' item, exciting new ideas are easily picked up by mainstream media. This will help pave the way for the general acceptance of



eco-friendly lampshades and home decoration products as a whole. During the 2013 Salone del Mobile in Milan, opinion leader Rossana Orlandi showed PET lamps in her Spazio outlet (see example), breaking ground globally for this recycled concept in lampshades created by Chilean small-scale producers.

Green innovation from raw materials: The lighting industry focuses predominantly on the mass market and industries. This industrialised segment tackles eco-friendliness through changes in technology, for example by aiming for energy reduction and heat containment. However, experimentation with eco materials occurs in the 'handmade' niche segment (e.g. handcarved wood or mouth blown glass). This is largely thanks to young designers, who are trying out new, eco-friendly materials for lampshades, as a way of contributing to the sustainable design debate in the category and in home decoration in general. These young designers will push the breakthrough in green design towards the mainstream market for lighting. It is evident that this mainstream market is increasingly offering green design. Examples include the 'Sonne' lamp, which uses mercerised cotton and surplus silk from the fashion industry, and 'Under the Bell', which uses felt and PET bottle material (see examples).

CFA: Be one of the frontrunners of the green movement in lampshades and lighting in general by experimenting with eco-materials, clean techniques and production and sustainable design. If more commercially and aesthetically viable options become available, importers will follow suit.

Eco Design: To a demanding consumer in a mature European market for home decoration products, the concept of having an environmentally sound product is no longer enough to warrant a premium price. Instead, producers need to add convincing levels of design to create differentiation on the market. After an initial stage of weak design, green products, including lampshades, are attracting the attention of the designer community.

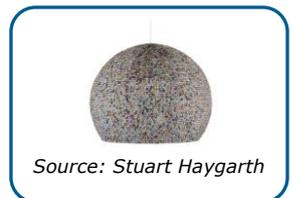
On the one hand, designers are making major statements in one-off lamps, at a high conceptual level that borders on art (see example). To illustrate, Stuart Haygarth found a new purpose for objects washed up on Kent beaches. On the other hand, the efforts of the young designers mentioned earlier are witnessed. Both these influences are increasingly trickling down into the commercial mainstream segments in the lighting and lampshades category.

Green design is added both implicitly and explicitly. Both forms of green design, explicit and implicit are found at both ends of the market. Often, cleaner processes or more sustainable construction materials are used, which are not visible in the lampshades' design. The consumer then needs to be enlightened as to the environmental benefits of the purchase. For example, the lampshades of Rapture and Wright have an orange inner coating that enhances the effect of the low-energy bulbs (see example).

Explicit design includes green design that makes use of recycling or re-use. In such cases, the green design element clearly appeals to the consumer. For example, the lamps by Studio Schneemann are made of disused flip-flops (see example). The lamps in the Halleluja series by the Dutch brand Wonderable are made of recycled magazine paper by Fairtrade producers (see example).

CFA: Apart from the lampshades' eco aspects, a number of product trends are influencing consumer behaviour for this category, which can be translated into the following considerations for action:

- **'Bunch lighting'** is popular, where consumers are clustering a number of (different) lampshades in order to make a personal statement. Offer a sufficient choice in lampshades to allow consumers to create an eclectic arrangement, or offer a clustered design consisting of a number of coordinated lampshades.



- [Handmade with natural materials](#) is a healthy niche in lampshades. Show your skills in woodturning, felting, glass blowing, etc., as this is very much appreciated in lampshades and adds design value to your green concept. The example (see below) from Lamp Loft is made of handcrafted wood from harvested forests.
- [Personalisation](#) is increasingly popular whereby consumers want to 'design' lamps themselves by making different combinations of cords and shades in pendant lamps or stands and shades in standing lamps. They appreciate the ability to change fabrics occasionally or play with the shape of a lampshade. Determine your options for creating designs that offer such flexibility, as these are becoming increasingly popular. Examples include: Lamp Bonnet Bright by Casalis, with flexible whalebones and replaceable knitted sleeves in merino wool, which allow the consumer to change the shape and decoration/colour at will, as well as the Clover Lamp by Mut Design, which allows the consumer total design freedom.
- [Complete collections](#): although consumers want to be eclectic and combine everything, always offer a pendant, floor and table version of your shaded lamps.

Table 1: Product trends that influence consumer behaviour in lampshades

'Bunch lighting'	Handmade (Lamp Loft)	Personalisation	
			
<p>Source: <i>Uniche Interior Furnishings</i></p>	<p>Source: <i>Y Lighting</i></p>	<p>Source: <i>Casalis.be</i></p>	<p>Source: <i>Mut Design</i></p>

CFA: When you start with a new idea based on recycling or upcycling, make sure it can be scaled up to satisfy the needs of European exporters. For example, if the original idea is to recycle found objects, and these objects run out as soon as export quantities are required, there are several options available. You can sell the idea as a limited edition concept, offer assorted ranges if the exact same colours or components are not available in consistent quantities, or you could refrain from making the eco claim. To illustrate: the original, famous Decanter Light was made from rare, vintage crystal decanters. Nest UK has now issued a commercial version, which still has the supreme premium craftsmanship in crystal but is not recycled (see example).

CFA: If you have access to waste from manufacturing industries (e.g. cotton or paper waste), determine your options for using these materials as a source for eco lampshades. Make sure you adhere to market access requirements related to health and safety.

CFA: Be honest in your marketing communication and demonstrate how your lampshade is eco-friendly, e.g. in terms of the materials used, production or transportation. Avoid claims that cannot be supported. Avoid linking the use of natural materials directly to environmental friendliness if you are not sure how environmentally friendly your raw materials were harvested, processed or replanted etc. Use certification where it is possible and realistic and where it supports your marketing efforts and those of your chain partners.

CFA: For more information on sustainable design in the European market please refer to CBI's [Tailored intelligence: the Sustainable Design market for Home Decoration and Home Textiles](#).



Eco and More – Towards Sustainability: Consumers are becoming increasingly aware of the need to consider sustainability as an integrated process. Environmental impact is combined with the social impact of production and consumption throughout the supply chain instead of only downstream. Therefore, eco concepts are a good match for social concepts, also taking into account the impact on producers, workers and suppliers and their communities. Fairtrade initiatives are an example of this. For example, Ay Illuminate's lamp ONA combines cultural techniques, green materials and production, with fair practices (see example).

CFA: Consider the environmental and social impact of your concept where possible, to contribute to the Planet and People aspects of sustainability. Adopt certification if and where relevant (see Niche Requirements).

Market Channels and Segments

Market channels

As market channels and segments for eco lampshades do not differ significantly from the home decoration sector, please refer to [CBI Market Channels and Segments for Home Decoration](#) for a general overview.

Eco lampshades are commonly imported by specialised importers and sold through small retailers that focus on the concept of environmental and social sustainability. They are also sold through online business-to-consumer platforms.

CFA: Consider targeting online retailers in order to reach a broader range of customers (B2C). However, this means supplying small batches/individually packaged items, as well as being prepared to pre-stock and offer more just-in-time supply concepts. Since e-commerce is expected to grow considerably over the next few years, this is a strategy for exporters that offers the possibility of scaling up in a short space of time. Small gift items such as eco lampshades are particularly suited to online marketing.

CFA: For more information on e-commerce, please refer to the Trend Special - E-Commerce.

Market segments

The eco segment for lampshades is still a negligible section of the 'handmade' niche in lighting. Well-defined low, middle or high-end segments cannot yet be distinguished, as part of the current market product range has included limited editions and part of it has been experimental (see Market Trends). Where the mainstream market has offered eco lampshades and lighting in general, these were predominantly placed in the high-mid market segment, based on adding design value to the green concept.

The general market for lampshades is well structured, with healthy lower and middle-market segments, as well as a premium end. In due course, eco lampshades are expected to filter through to these segments, starting in mid-high and high segments and reaching the middle segment last. In some respects the mid-market is already embracing recycling and upcycling. Therefore, eco lampshades based on recycling are most likely to be the first to enter that segment as well.

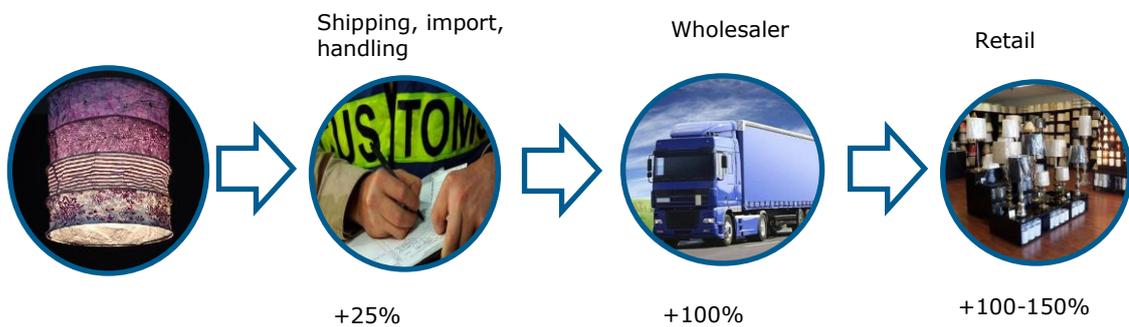
Prices

Prices of eco lampshades can start from € 20 and rise to several hundreds or even thousands of euros for unique limited edition items. As these limited editions of eco lampshades border on art, they are valued as such.

CFA: Pricing is determined by the value perception of your product in the chosen segment (see Market Segments). Currently, eco lampshades represent a scarce product range in home decoration. Price references are therefore hard to find. The price of your product depends on its uniqueness, design concept and the background stories that you provide.

The following figure provides an indication of a price breakdown for eco lampshades in the supply chain, which will not differ essentially from lampshades in general.

Figure 6: Indicative price breakdown for eco lampshades, markups in %



Source: ProFound, 2014

Agents, if they are involved typically receive a commission amounting to a few (2-5) percent. However, their actual profit margin largely depends on the volumes sold and gross margins. They will normally lower their gross margin for high volumes.

CFA: Agents are particularly interesting if you do not have a strong sales network. You can look for commercial agents on the [Internationally United Commercial Agents and Brokers \(IUCAB\)](#) website.

Field of Competition

Please refer to [CBI Home Decoration Field of Competition](#), as the competitive field for eco lampshades does not differ significantly from this general overview.

Useful sources

- [Aid to Artisans](#), International Non-profit Organisation for the craft sector
- [EFTA](#), European Fair Trade Organisation
- [WFTO](#), World Fair Trade Organisation
- [ICC](#), chamber of commerce for international trade and business

Trade fairs

Visiting and especially participating in trade fairs is highly recommended as one of the most efficient methods for testing market receptivity, obtaining market information and finding prospective business partners. The most relevant trade fairs in Europe for exporters of lampshades are:

- [Maison et Objet](#), every January and September in Paris, France
- [Ambiente](#), February in Frankfurt, Germany

This survey was compiled for CBI by ProFound – Advisers In Development, in collaboration with

CBI sector expert Kees Bronk, GO! GoodOpportunity.

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