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Rugs 101



MARCH 2013

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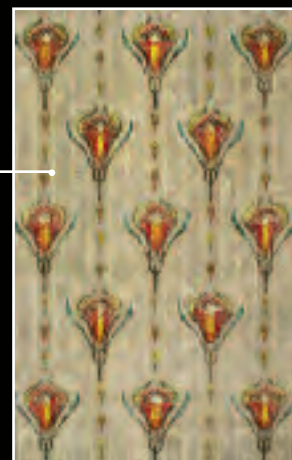
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Based on the hot trend of African Arts, Madagascar is on point with its vibrant color palette, indigenous style and edgy patterns.



Observations

By Leslie Stroh

We think that the one million dollar a year retail sales rug specialty store WITH inventory is a thing of the past. We also think that the million dollar a year plus design firm WITHOUT inventory is the future. There has to be a channel of distribution where people work with people.

Shopping is a social activity as well as a programmatic activity. Not everything we buy is a commodity. Some things represent aspirational values, some things represent social values.

Rug News and Design is currently focusing on the baby market precisely because it is a "small" niche market. It is however a constantly renewing market with potential customers coming on board every nine months, self renewing with similar problems baby after baby.

You will see a new ad and a new advertiser in this issue: Revita Rugs. They are promoting their ecologically friendly,

chemical free rug cleaning for babies. They are also promoting a video of their process so that potential customers can see what they do and how they do it. We think consumers care about what you do, how you do it, and why you do it.

You will also see an article about Social Responsibility and an auditable process for evaluating and certifying Social Responsibility. Kaleen is a recent recipient of such a certification. We have provided a background on what that certification means.

The rug industry is changing. *Rug News and Design* is changing with it. *Rug News and Design* has two parts, print and online. Online we can post videos. Online we can link readers to advertisers (What's New).

Online we can compile a database (Walking the Market) that helps us evaluate trends. We post pictures of new introductions from the bulk of the exhibitors at major markets live from their showrooms at markets. Logistically this is challenging, but our goal is to get 80% of new introductions online by the second day of the market, so even attendees can see the new introductions at showrooms they don't regularly visit. For readers not attending, you can see a good sampling of new introductions from your desk.

At press time, the *NY Times* ran an article titled *Eco-Friendly Dry Cleaners as a Barometer of Gentrification*, reporting on a coming trend in NYC. 🌱

Social Responsibility

Defined: Kaleen

By Leslie Stroh

Joe Barkley from Kaleen sent us and a lot of other media outlets a press release announcing their certification to SA8000®.

"I believe this to be the single most important honor a manufacturer should strive to receive and we are extremely proud of the recognition of over forty years of achievement for our manufacture team and the dedication and commitment of the Rathhi Family", said Joe Barkley, Executive Vice President of Kaleen, "Kaleen's social commitment has been a primary focus since Mr. Rathhi started the company in 1964."

The Rug News and Design definition of Social Responsibility applicable to the hand made rug industry is: "Empower women, educate children and provide healthcare in a safe working environment at a fair wage."

We have become aware of a certification process for Corporate Social Responsibility, called SA8000® provided by an organization in New York City working through country specific affiliates called "Social Accountability International (SAI). We felt it worthwhile to share the underlying structure

of the SA8000® standard.

We have reviewed their IRS form 990 and affiliations cited. The founder is an Ashoka Global Academy Member, which is the highest level of affiliation with Ashoka, one of the earliest of all social responsibility and social entrepreneurship organizations.

Their website is www.sa-intl.org. The following material is reprinted from their website:

The SA8000® standard is the central document of our work at SAI. It is one of the world's first auditable social certification standards for decent workplaces, across all industri-

continued on page 12

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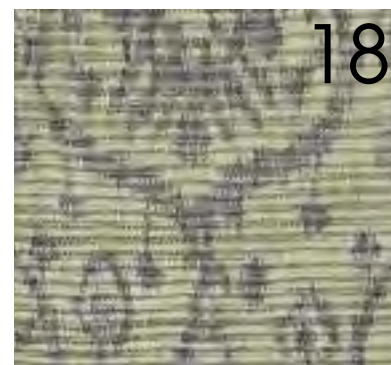
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LACY-BOONE INTERIORS, HOUSTON, TX

ON THE COVER: MARCH 2013— DESIGNS FROM THE WESLEY MANCINI RUG COLLECTION PRESENTED BY DUE PROCESS STABLE TRADING COMPANY. THIS COLLECTION CONTAINS ELEGANT, HAND-KNOTTED AND HAND-TUFTED RUGS FROM INDIA, NEPAL, CHINA, AND PAKISTAN, FEATURING DESIGNS CREATED IN COLLABORATION WITH RENOWNED FABRIC DESIGNER WESLEY MANCINI, CRAFTED FROM THE FINEST QUALITY WOOL, SILK, AND VISCOSE.

PICTURED ARE THE TOMASSO ENDIVE (TOP LEFT), MATTEO CASHEW (TOP CENTER), GRATIA BURLAP (TOP RIGHT), MICHELANGELO PARCHMENT (CENTER LEFT AND RIGHT), SARTEANO SEAL (CENTER), NURU GREY (BOTTOM LEFT AND RIGHT), AND CIRCLE & SQUARE PATINA (BOTTOM CENTER).



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Topics
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 2012 Atlanta Market January 2013
 Atlanta Market July 2011 Atlanta
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 tufted handwoven High Point
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Trends: Silk and Art. Silk

By Leslie Stroh

One of the hottest trends in the rug market is silk used in rugs, either as a combination of wool and silk, or some form of "Art. Silk". The problem is that there are two kinds of silk: real silk from silkworms, and Art. Silk, often viscose made from cellulose.

The look is the same, but the fibers are different.

In January 2013 Feizy introduced Ouray, a 100% real silk knotted rug. On our most reviewed titles on the website, Ouray ranks 15th. Also, Feizy's Saphir collection of 100% machine woven viscose appears to have one of the broadest design lines in the industry.

In July 2012 Dynamic Rugs introduced the Heritage collection of 100% viscose in a machine woven rug. On our most viewed titles on the website, Heritage ranks 20th.

Previously the high density Treasure collection from Dynamic Rugs in July 2011 was one of the top viewed rugs.

Boring though it may be, fiber matters. The look is great.

Real silk is a protein-based fiber like wool. Viscose and Cotton are cellulose-based fibers like paper.

Real Silk is extruded by a silk worm as a continuous filament with more tensile strength than steel.

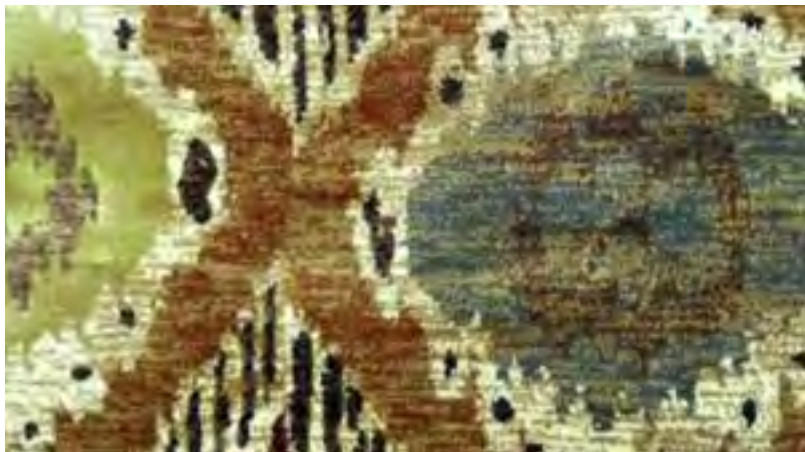
Viscose is a spun yarn with no fiber memory, meaning it doesn't spring back when you step on it.

Real silk has been cleaned by the Chinese for thousands of years before dry cleaning was invented. However in the, Feb. 18, 2013, NY Times the following headline appeared: *Eco-Friendly Dry Cleaners as a Barometer of Gentrification*.

From reading comments by many rug cleaners, they are reluctant to try to clean viscose rugs for a host of reasons, (our new advertiser Revita Rugs being an exception that sees viscose as just another fiber with specific characteristics.)



Ouray from Feizy, made in India of 100% silk



Heritage Collection from Dynamic Rugs, 100% viscose.

The important thing to notice about the headline is the period after Art.

Art. Silk means Artificial Silk. Art. Silk from Kashmir refers to mercerized cotton. Every place else, it refers to some form of viscose. Bamboo Silk and Banana Silk mean viscose made from bamboo and from banana trees. Bamboo and Banana are sustainable agricultural crops.

The number of silk rugs photographed for Walking the Market continues to increase market by market. Whether you look up silk or viscose, on "*WalkingtheMarket.com*" you will see an increase in the use of silk as either a blend or highlight for various rugs.

The look is great. The prices are different. And Silk and Art Silk are two fundamentally different fibers. ☼

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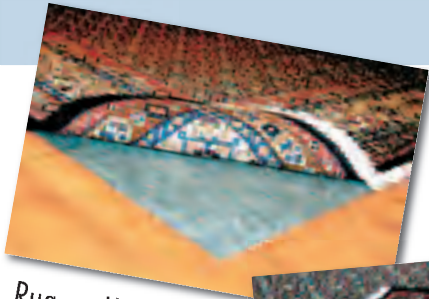
Magdalena York Collection
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Social Responsibility

continued from page 4

al sectors. It is based on conventions of the ILO, UN and national laws. The SA8000® standard spans industry and corporate codes to create a common language for measuring social compliance. Those seeking to comply with SA8000® have adopted policies and procedures that protect the basic human rights of workers. The management system supports sustainable implementation of the principles of SA8000®: child labor, forced and compulsory labor, health and safety, freedom of association and right to collective bargaining, discrimination, disciplinary practices, working hours, remuneration.

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2. Forced and Compulsory Labor: No use or support for forced or compulsory labor; no required 'deposits' - financial or otherwise; no withholding salary, benefits, property or documents to force personnel to continue work; personnel right to leave premises after workday; personnel free to terminate their employment; and no use nor support for human trafficking.

3. Health and Safety: Provide a safe and healthy workplace; prevent potential occupational accidents; appoint senior manager to ensure OSH; instruction on OSH for all personnel; system to detect, avoid, respond to risks; record all accidents; provide personal protection equipment and

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collections: indoor/outdoor rugs



Shaw Living - *Garden Craft, Starry Night Black*



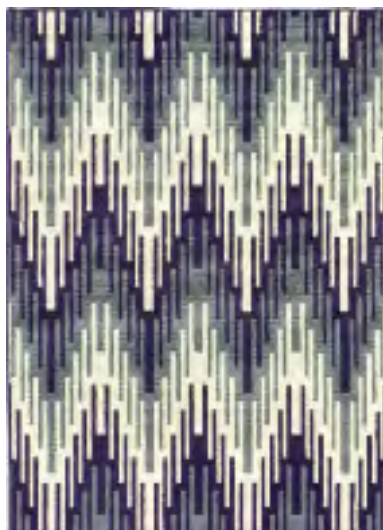
Kaleen - *Home Porch Collection, Frederica Robins Egg*



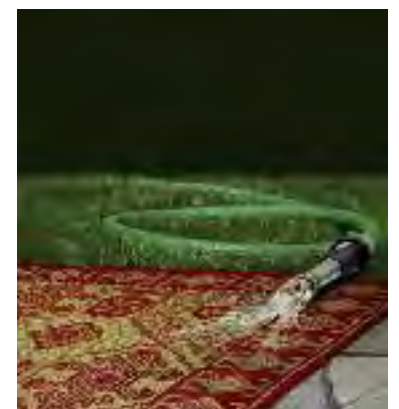
OW Sphinx - *Lagos 564 JP*



Liora Manné for Trans-Ocean - *Newport, Vertical Stripe Carnival*



Momeni - *Baja Collection, 6 Blue*



Park B. Smith - *Indoor/Outdoor Tapestry Rug Collection - Bukhara*

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Homefires - *Jellybean by Jennifer Brinley, PP-JB001*



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cmi - *Crescent, Orange*



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Social Responsibility

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5. Discrimination: No discrimination based on race, national or social origin, caste, birth, religion, disability, gender, sexual orientation, union membership, political opinions and age. No discrimination in hiring, remuneration, access to training, promotion, termination, and retirement. No interference with exercise of personnel tenets or practices; prohibition of threatening, abusive, exploitative, coercive behaviour at workplace or company facilities; no pregnancy or virginity tests under any circumstances.

6. Disciplinary Practices: Treat all personnel with dignity and respect; zero tolerance of corporal punishment, mental or physical abuse of personnel; no harsh or inhumane treatment.

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collections: indoor/outdoor rugs



Rug Market America - Resort - Seahorse



J. D. Staron - South Hampton, Orange 7868



Feizy - Lucka Collection Tan Brown 591-3448



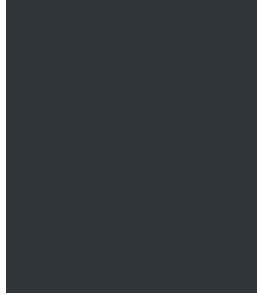
Garland Carpet & Rug - Lifestyle Collection Bay Breeze



Mad Mats - Bellingrath Salmon & Ivory

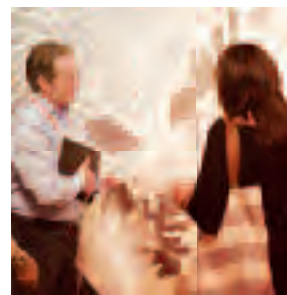
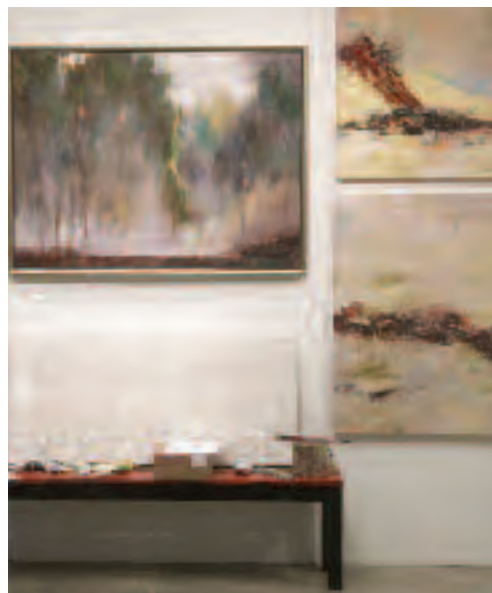


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Social Responsibility

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7. Working Hours: Compliance with laws & industry standards; normal workweek, not including overtime, shall not exceed 48 hours; 1 day off following every 6 consecutive work days, with some exceptions; overtime is voluntary, not regular, not more than 12 hours per week; required overtime only if negotiated in CBA.

8. Remuneration: Respect right of personnel to living wage; all workers paid at least legal minimum wage; wages sufficient to meet basic needs & provide discretionary income; deductions not for disciplinary purposes, with some exceptions; wages and benefits clearly communicated to workers; paid in convenient manner – cash or check form; overtime paid at premium rate; prohibited use of labor-only contracting, short-term contracts, false apprenticeship schemes to avoid legal obligations to personnel.

9. Management Systems: Facilities seeking to gain and maintain certification must go beyond simple compliance to integrate the standard into their management systems and practices. 🌀



collections: indoor/outdoor rugs



Capel Rugs - *Thailand, Sunburst Chambray*



Orian Rugs - *Four Seasons Collection - Benton Bisque*



AMS Imports - *Rustic Cottage Collection, Blue & White Atlantis*



Koko Company - *Vines K352*



Company C - *Margie*



Homespice Decor - *Ultra Durable Rugs, Espresso*

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Rugs 101

by Cyrus Loloï

AN INTRODUCTION

Rugs may have a history rooted in ancient times, but modern advancements in technology have introduced an array of new construction methods and fiber types that are important to know as a salesman and buyer. Due to these recent advancements, rugs have become more affordable, fashionable, and complex in texture, design, and color. Although the intricacy and breadth of rug types can seem overwhelming at first, the following content in this series of articles adapted from the seminar Rugs 101 serves as the fundamental base for rug knowledge.

MANUFACTURING COUNTRIES

The four most prominent manufacturing countries are India, China, Egypt, and Turkey. Like in any other industry, each country has its comparative advantages. China for instance, is the world's leader in hand-tufted rugs made of synthetic materials because of their access to those types of fibers. Egypt on the other hand, has the proper infrastructure and knowledge to create a large volume of machine made rugs.



CHINA

China is one of the largest manufacturers of hand-tufted and hand-hooked rugs, including shags. The most commonly used fibers in China are synthetics, like polyester and polypropylene. China is also a manufacturer of indoor/outdoor rugs, which are made of 100% man-made fibers (like polypropylene) that are tested to resist damage from water, UV rays, and mildew.



INDIA

India is well-known for manufacturing hand-knotted and hand-tufted rugs. The most common fiber used in India is wool, although it's not unusual to find rugs made of synthetic fibers like polyester or viscose.



TURKEY

Like Egypt, Turkey manufacturers a significant volume of the world's machine-made rugs. The rugs are power-loomed using essentially the same machines that are used in Egypt.



EGYPT

Egypt is the world's largest manufacturer of machine-made rugs. Rugs from Egypt are power-loomed on a Wilton loom, which essentially uses a mechanism to regulate the feeding of pile yarns into the loom to form a pattern. Machine-made rugs can be made using nearly any fiber, although synthetic fibers are most commonly used. Egypt also manufactures shags and indoor/outdoor products, although unlike China they're all machine-made.



MADE IN THE USA

There are five manufacturers of machine made rugs in the USA, four of whom use machines similar to those in Turkey and Egypt. Additionally there are custom rug fabricators in the US, as well as custom rug tufters. Machine made rugs from the US typically use synthetic fibers. The major advantage to US made rugs is shorter delivery times.



MACHINE MADE

Process

Large machines have hundreds of spindles of fiber that are mechanically woven into a thin mesh backing. The machine is computer-driven and runs continuously to maximize efficiency.

Characteristics

Usually the most affordable rug construction

Common fibers in machine made rugs include synthetic yarns like polyester, polypropylene, and nylon.

A computer dictates texture, design, and color so there is little chance of error in production.

Unlike all other constructions, machine-made rugs have distinctive production restrictions:

In a machine-made collection, rugs are restricted to a particular set of colors once in production.

Sizes and patterns are not customizable because they are made by a computer-driven machine that must run continuously to maximize efficiency

MANUFACTURING TIME 2 - 3 months

PRICE \$\$



INSIDER TIP

The backside of a rug is the easiest way to distinguish its construction

Like hand-knotted rugs, you can see the design/colors on the back of a machine made rug, but has a coarse latex backing that secures it in place

***RUGS 101** has been adapted by **Rug News and Design** from the seminar created by Cyrus Loloi, principal Loloi Rugs. This will be a continuing series in print, and will be available online at www.rugnewsanddesign.com. If you want to read ahead, you can find the seminar version at www.loloirugs.com.*



Women



By Sarah Stroh

Thirty years ago when Patricia started a business in Santa Fe, NM it was not just about rugs. It was about imported goods of Bolivian Armoires, Brazilian leather furniture, Austrian clocks and Egyptian rugs. They gravitated toward rugs because they are a great retailer's product. As Patricia stated, "rugs don't break, don't chip, don't spoil, and don't

need an installer, no spare parts, no shelf life." Wow! What great reasons for consumers to have rugs in their home. They are the perfect accessory that shows off your style and taste through art, while not being breakable. Patricia was truly onto something thirty years ago as a retailer.

Patricia's business grew into Foreign Accents Rugs. I asked Patricia what it was like, as a woman running a rug company, to start out in a business so driven by men.

Patricia Rempen, Foreign Accents Rugs, Santa Fe, NM



1) She mentioned how at trade shows, there were only about three women in the business, so the bathrooms were spotless. More women have joined the industry, but the number of bathrooms has not gone up.

2) She spoke about how the female buyers back then would come into her showroom because it was run by a woman. These buyers even commented on how it was nice to deal and work alongside other females in the industry. (It is my belief this still holds true today.)

3) Patricia spoke about how the men's attitudes in the rug industry back then did not affect her because she had spent two years working in Tehran and a couple of years working in Africa in the late '70s.

When we spoke about the differences in the sexes and their buying habits, Patricia's response was:

1) Women are easier to work alongside. They are more focused and more organized.

2) It does not matter if they are male or female, a good buyer knows what their store needs in regard to color and style.

Patricia shared with me a story about one of the reasons she felt so welcomed in the rug industry when she started. Foreign Accents was working with an Egyptian company to produce their rugs. Remember this was close to thirty years ago. Her contact in Egypt was a woman who worked in full veil. Together these women hit it off and communicated very well in the making of rugs. On Patricia's first trip to Egypt, she had her three young blond boys with her. (In the rug industry, family is always with you.) They arrived shortly after a bus bombing, which had everyone in Egypt on edge. Patricia spoke about how the Egyptian woman and everyone at the rug factory became protective and welcoming to her boys. They offered them chocolates, swept them up and kept them busy. Patricia said the entire time she was in Egypt she felt safe and welcomed. It was a great start to her rug experience.

Currently, Foreign Accents Rugs has seven women and one man designing their rugs. Boardwalk (see page 22) features "loop-tufting, hand-tufting, and felted yarns to create a montage of visual and textural luxury". It is flame retardant, resists soil and stains and is environmentally friendly. The jean label rug is very unique. Patricia says buyers pick them up as display pieces to draw one's eye in.



Jean Label Rug, handmade, Foreign Accents Rug

Patricia Rempen is a rug woman. She sees color and design as art that can transform the floors of your home. She started in the import business with a variety of products, then the passion for rugs took over. For the last thirty years, Patricia and her team have continued to bring that passion to the people.

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By The Numbers: Sales 2012

Jack Maier

The Census Bureau is reporting that sales in “floor covering stores,” which in Census terminology includes rug stores, jumped 22% in 2012 to \$18 billion. As shown in the table below, this is the first increase in sales in these stores since 2006, when they totaled \$23.2 billion.

During the 2006-2012 period, sales declined a total of 36%, to 2011's \$14.7 billion. With 2012's strong growth, sales at these stores are now “only” 22% below what they were in 2006.

What are “floor coverings”? The Census uses the term to refer to “rugs and carpets, vinyl floor coverings, and floor tile.” As

	Sales in \$Millions	Change from Prior Year	Cum Change from 2007
2006	23,154	5%	0%
2007	22,071	-5%	-5%
2008	19,000	-14%	-18%
2009	15,669	-18%	-32%
2010	15,059	-4%	-35%
2011	14,744	-2%	-36%
2012	18,004	22%	-22%

Source: Census Bureau

the data for 2012; it expects to publish preliminary data at the end of this year and final data in 2014.)

In 2007, as shown in Table 2, “soft-surface (textile) floor coverings & accessories” (which we think of as “rugs and carpet”) accounted for \$10.4 billion in sales at the 14,285 stores selling soft/textile floor covering, and for 49% of the sales of all floor coverings among all floor covering stores.

What about floor covering sales in other kinds of stores? As shown in Table 3, sales of soft/textile floor coverings totaled \$17.9 billion in 2007. “Floor covering stores” accounted for only about 60% of them. Building centers accounted for 17%, and “nonstore” retailers (Internet etc.) for 9%. General merchandise stores (which includes warehouse clubs and supercenters), and discount department stores, together had about 8% of the market. Furniture stores and regular department stores had only 4%.

	Number of floor covering stores selling the indicated product line	Sales of the indicated product line (\$millions)	Sales as percent of total sales of floor covering stores
Flooring & floor coverings	14,534	17,606	83.1%
Soft-surface (textile) floor coverings & accessories	14,285	10,440	49.3%
Hardwood flooring	11,490	3,085	14.6%
Other hard-surface floor coverings & accessories	11,846	4,081	19.3%

Source: Census Bureau

noted above, rug stores are included among “floor covering stores.”

What were these stores selling? That's something the Census looks at every five years, in its Economic Census. The Bureau does this Census in years ending in “2” and “7,” so the latest data is for 2007. (The Bureau is now collecting

	Number of stores	Sales (\$1,000)	% of all sales of soft/ textile flooring
Home furnishings stores (note 1) :			62.2%
Floor covering stores	14,285	10,439,658	58.3%
Other home furnishings stores	6,719	692,900	3.9%
Building material and supplies dealers	8,197	2,976,953	16.6%
Nonstore retailers: internet/catalogs	1,163	1,653,974	9.2%
General merchandise stores (note 2)	11,952	849,207	4.7%
Department stores:			3.7%
Discount department stores	4,702	571,543	3.2%
Department stores (except discount)	1,384	88,199	0.5%
Furniture stores	3,221	635,447	3.5%
		17,907,881	100.0%

Notes: (1) “Home furnishing stores” are stores that sell furnishing other than furniture. “Floor covering stores” include rug stores. (2) “General merchandise stores” include warehouse clubs and supercenters.

Source: Census Bureau

What about rugs? The Census Bureau doesn't break out its data any finer by product line. Leslie Stroh, the Founder and Sr. Editor of Rug News and Design, suggests estimating rug sales by assuming that sales of floor coverings through most of the outlets above were rugs, with the major exceptions of floor covering stores and building material/supplies dealers, where he estimated only 20% of the sales were of rugs, while the rest were of broadloom.

As is shown in Table 4, using these assumptions, estimated rug sales in 2007 totaled \$7.2 billion. Floor covering stores had a 29% share and nonstore (Internet, etc.) retailers 23%; general merchandise stores and discount department stores together had 20%, and furniture stores and regular department stores 10%.

Please email your comment or criticism to jack.maier@rugnewsanddesign.com

	Number of stores	Sales (\$1,000)	% of all sales of soft/ textile flooring
Home furnishings stores (note 1):			
Floor covering stores	14,285	2,087,932	29.1%
Other home furnishings stores	6,719	692,900	9.7%
Building material and supplies dealers	8,197	595,390	8.3%
Nonstore retailers: internet/catalogs	1,163	1,653,974	23.1%
General merchandise stores (note 2)	11,952	849,207	11.8%
Department stores:			
Discount department stores	4,702	571,543	8.0%
Department stores (except discount)	1,384	88,199	1.2%
Furniture stores	3,221	635,447	8.9%
		7,174,592	100.0%

Notes: (1) “Home furnishing stores” are stores that sell furnishing other than furniture. “Floor covering stores” include rug stores. (2) “General merchandise stores” include warehouse clubs and supercenters.

Source: Rug News and Design estimate



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Brenda K. Denny, ASID

By Design Interiors, Houston, TX

What markets or design centers do you attend regularly?

My favorite market is the High Point market, because it is where I can make the most of my time since there is more product there than any other market. I attend the Dallas market, because of the close proximity to Houston, and I love to spend time in New York City looking for things that are unique and different. Atlanta is the best if you have a lot of rugs to buy.

Do you have a favorite source for buying your rugs?

My favorites are the companies that are willing to work with me and allow me to be competitive. Over the last few years, the rug dealers have become much more helpful to the design industry by providing small samples for us to sell from. It is imperative to see the color and texture of the rug in the space. Kalaty, Feizy, Global Craft and Authentic Looms are some of the companies that do provide samples at a minimal or no cost.

What feature in the rug is most important to you?

A lot depends on the client and their project. My personal choice is a low pile, tighter woven handmade rug like a Sumak or a needlepoint. However when I want to go more casual, I might choose a more natural and organic rug with a hide thrown in there for texture and pattern. Every space needs a little animal in it, even if it is just a bench or pillow.



How often do you purchase a custom rug and why?

More and more, I find I am buying custom. It is a great way to go if the client's budget will allow it. I love having total control over a project. Custom rugs are a way to give my client exactly what they want. I would love to see someone bring in a less expensive custom line.

Do you have any favorite style or fiber?

I love the durability of wool, making it an easy fiber to sell. Adding a touch of silk will bring a rug to life and add the depth and color you need. Natural fibers, like sisal or hemp, bring texture and warmth to a space.

Are there any design rules you like to follow or to break?

I love giving a client something they do not know they want. If you can get a client a little out of their comfort zone, they will end up with a product they love for a long time. Creativity cannot be put in a box, but the basic scale, proportion and balance can never be ignored.

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Donna M. Jarnigan, ASID, RID, RB Lacy-Boone Interiors, Houston, TX

What markets or design centers do you attend regularly?

I have gone to the Houston Design Center and the Decorative Center Houston for many, many years. We have some wonderful dealers there, who are always very helpful. I also go to the Dallas Market Trade Center.

Do you have a favorite source for buying your rugs?

There are some dealers that I really like to work with: Emmet Perry & Co., (*See photo below from Villa Deluxe Preservation Showroom rug which was loaned by Emmet Perry*) Goravanchi Co Persian Rugs, Lucky Gem Import (LGI), Shezan, Stark Carpets and Abraham's Oriental Rugs, (*See photo to the right from Abraham's of Woodland Bedroom*). I highly value the customer service they give me.

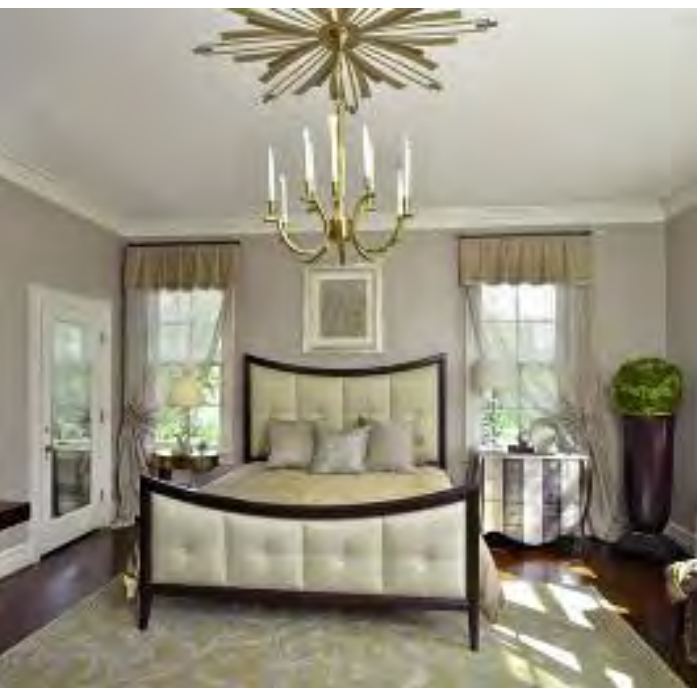


What feature in the rug is most important to you?

The product obviously is important, but more than anything else, design and colorway come first, and then the quality of the rug. Quality is third. The rug must fit into the plan. Is it something that will work in the space? I always want fine quality, but only after the design and colorway criteria is met.

Do you have a favorite style or fiber of rug?

I love a fine knotted, handmade rug. I will only use a machine made rug if the budget is tight. I have been buying Karastan rugs for 25 years and enjoy the quality of their rugs. With my clientele, I seldom use real antiques, only occasionally.



What about a custom rug?

I may go for two years and have no custom rugs. This is driven by the job and the client. Then suddenly I have a number of custom rugs to order. Of course I am talking about a fully made hand knotted custom rug, not just a rug bound in a special color for a specific size of rug.

Do you have any design rules you specifically like to follow or perhaps to break?

No, I seek to make the room warm and inviting. The design decisions are necessarily driven by the job at hand. As I have been designing for 42 years now, I just follow by honed eye. I can narrow down the choice of a rug to just one or two rugs very quickly and usually that is "spot on." One of those will work in the space.

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