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**LOFA's LOFAssured initiative ensures all cushions sold by members comply with current government fire safety regulations.**



*Photograph courtesy of Leisure Grow*

[LOFA](#) (Leisure and Outdoor Furniture Association) is focusing on raising awareness of fire safety standards/regulations for garden furniture cushions in a new campaign – [LOFAssured](#).

One of the conditions of LOFA membership is that members must adhere to a code of conduct, part of which is compliance with all current legislation; it is this culture of propriety that the retailer and customer buy into when they source product from LOFA members.

LOFA appointed FIRA (Furniture Industry Research Association) and entered into a Primary Authority Partnership with Hertfordshire Trading Standards to aid the members in their quest for full compliance. Members are now compliant or have compliance pending.

It is a condition of membership that all LOFA members are fully compliant; they will display the new LOFAssured logo on product and marketing material. The message to retailers and commercial and domestic customers is '*look for LOFAssured products and buy from a LOFA member. Take comfort in being fully covered by the Furniture and Furnishings (Fire) (Safety) Regulations 1988 and 1993*' this will be promoted to retailers and consumers throughout the 2018 season and beyond.

LOFAssured (<https://www.lofassured.co.uk/>) will prove a distinguishing factor setting LOFA products apart from other non-compliant suppliers and members and buyers can check out the full compliance regulations so that throughout the supply chain, all are fully informed about the issue and the benefits of purchasing products from LOFA members.

For further information on the Leisure and Outdoor Furniture Association, call 02392 258844 or visit [www.lofa.co.uk](http://www.lofa.co.uk). (<https://www.firesafe.org.uk/furniture-and-furnishings-fire-safety-regulations-19881989-and-1993>.)

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