

# Fear Not, Lid Lovers

## Chef Boyardee bringing back Easy Open lid design to cans

**Easy Oops.** Chef Boyardee fans have spoken. Earlier this year, parent company ConAgra eliminated the Easy Open lid on Chef Boyardee cans. Now, executives admit this was a mistake. So the food brand is adding it back and cans are just now returning to the shelves.

**Loyal Users.** Shaw Communication's Wi-Fi network has over 40,000 access points, and approximately 25 percent of its Internet base uses its Wi-Fi service. This is a good thing because consumers are less likely to switch to competitors if they utilize Wi-Fi networks, says Shaw Communications. On a year to date basis, Shaw Communication's broadband churn is approximately 35 percent lower than those internet customers not using Wi-Fi.

**Leave Me Alone.** Quiet is the new trend in office furni-



**Larissa Faw**  
The Business Roundup

ture. Furniture maker Steelcase's most recent research identifies privacy but more specifically the ability for an employee to avoid interruptions as a key factor in improving workplace performance. Now, Steelcase is working with author/researcher Susan Cain to show how architecture, furniture, and technology could be combined to create new choices

for introverts and anybody else who needs to get away to concentrate or rejuvenate.

**Costly Trash.** It is going to cost more to throw items away. Over the last 18 months, six disposal waste facilities in Massachusetts, New Hampshire, Vermont and Maine, permanently closed, and another six facilities will close in the next several years. What does it mean? In total, an estimated roughly 2.7 million tons of capacity will be permanently closed, so Casella Waste Systems has begun raising prices to respond to these changing market dynamics since it operates its own in-market facilities.

**Foot Trends.** Expect to see a more casual running silhouette for this back-to-school shopping season, says Finish Line. Nike's Air Force One in retro styles is another hot trend. Still, the athletic chain needs to do a

better job of getting people in their shops. The traffic going into the web is now 50 percent higher than the traffic coming into the stores.

**Seeing Stars.** La-Z-Boy extends its contract with Brooke Shields through November of 2016. "She has been a great brand ambassador and we believe she is bringing a new and different consumer to our stores and to the other La-Z-Boy dealers," says La-Z-Boy's Kurt Darrow. This spring, the furniture seller produced and began airing new commercials featuring Brooke to support the Urban Attitudes launch as the collection launched at retail.

**Fashion Forward.** Fashion retailer H&M is partnering with U.S. designer Alexander Wang for a new collection of men's and women's apparel and accessories. It will be available from November 6 in H&M stores

around the world and online at hm.com.

**Book Binders.** Furniture retailer Restoration Hardware has expanded from an 84 page catalog in 2001 to 1,600 pages across six catalogs mailed in 2003, and now to over 3,300 pages across 13 catalogs mailed once annually. The chain ships all of these Source Book titles bundled together versus separately, which it says is also more efficient and uses less energy. And it is collaborating with UPS to ship UPS Carbon Neutral. UPS purchases certified carbon offset on RH's behalf to support reforestation, land field gas destruction and waste water treatment which neutralizes the impact of our delivery.

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