

Maxwood's new Vietnam facility boosts capacity



Thomas Russell // Senior Editor, Furniture Today • February 8, 2019



HO CHI MINH CITY, Vietnam — Solid wood youth furniture specialist Maxwood Furniture said that a new dedicated factory here will provide it expanded product capabilities, not only in its youth line, but also a

new adult bedroom program offering king-sized beds.

The plant, which is located just outside Ho Chi Minh City, opened last summer and has been producing finished goods exclusively for Maxwood for the past several months. While specifics were not immediately available regarding the plant size, shipping capacity or number of workers, the plant has about three times the capacity of its previous dedicated plant, also just outside Ho Chi Minh City, said Anne Jensen, marketing director and an owner of Maxwood.

“It is great because we are able not only to meet the demands of our current customers and fulfill demand we have worked hard to build, but also it gives us the opportunity to expand into new fields, styles and finishes,” she said, noting that Maxwood finances the operation and controls all of its production there. “This is the tool we needed to do this properly.”

The company has been in Vietnam for at least eight years and previously operated out of a dedicated factory in the same region. While this also gave the company control over its manufacturing, Maxwood eventually outgrew the plant, particularly due to rising demand over the past couple of years.

“It was not able to churn out enough,” Jensen said of the facility. “That is why we moved to one that tripled our capacity. It is very exciting for us because, from a capacity standpoint, it allows us to significantly expand our volume.”

She also noted that the new facility has more automation and also has expanded finishing capabilities.

“From a quality perspective, it is a step forward,” she said, adding that staying in Vietnam also allows the company to continue to avoid tariffs on Chinese-made furniture. “It is a nice situation to be in. It has now been churning out significant volume for us for a couple of months, and we are very pleased with what is being made.”

The facility also has a showroom that customers can visit to see new product. Jensen said this is a plus, given that Maxwood is doing a lot of private-label manufacturing.

“If you can’t show it properly, you can’t have success in that area,” Jensen said, noting that the company ships the product on containers direct from the factory.

<https://www.furnituretoday.com/industry-issue/maxwoods-new-vietnam-facility-boosts-capacity/>