

PRESS RELEASE

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FLEXSTEEL®
Industries

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Flexsteel to Unveil an Exciting Lineup of Product Introductions at Las Vegas Summer Market 2024

[DUBUQUE, IOWA | July 24th, 2024] — Flexsteel, a prominent leader in the furniture manufacturing industry, is gearing up to make a significant impact at the Summer Las Vegas Market. At the World Market Center in Space A554, Flexsteel will showcase a record number of product launches, highlighting the company's dedication to innovation and quality.

Showcasing at the Summer Market 2024

Flexsteel will present a wide range of new products, including Blue Ribbon launches and expansions of its best-selling motion groups. These offerings incorporate advanced technology and improved functionality to cater to customers' changing needs. In addition, Flexsteel will expand its selection of case goods, solidifying its position as a comprehensive provider for the entire home.

Spotlight on Blue Ribbon Products

Flexsteel's Blue Ribbon Product Launches feature several vital enhancements. These include professional showroom photography and B-roll videos to showcase products, promotional campaigns via Promoboxx supported by Flexsteel's advertising investments, pre-designed direct mailers through LS Direct, and incremental promotional periods throughout the following calendar year.

- **Dawson Sofa Group:** This contemporary, modular design includes flange-trimmed back pillows and low-maintenance seating solutions. It is customizable for any space and incorporates Flexsteel's patented Blue Steel Spring for durability and comfort.
- **Milo Sofa Group:** Combining timeless sophistication with modern versatility, the Milo collection fits any style and space. It features softly sloped arms with French seams and thoughtful welt details. Customize with hundreds of fabric choices and optional nailhead trim for a distinctive, lasting style.
- **Alister Motion Sofa Group:** Redefining comfort, the Alister introduces advanced gliding seats and customizable tech features such as integrated power controls for reclining, headrest adjustments, lumbar support, and USB ports. Its top-grain leather upholstery ensures enduring style.



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Expanding on Best Sellers

- **Carter Rocker:** This recliner adds luxury and comfort with power headrests, lumbar support, heat, and massage functions. It is available in smoke and cappuccino leather covers.
- **Henry Stationery, Lift & Glider:** The Henry collection now includes a Power Swivel Glider with advanced comfort features, available in three Henry leathers. A lift recliner and expanded stationary options are also introduced.
- **Zofa:** Building on the success of the Zecliner, Zofa features two Model 2+ Zecliners at each end, connected with a drop-down center console. It offers Zero Gravity recline, CloudLux™ seat cushions, heat, and air massage features, Nanobionic fabric upholstery, motion-sensitive LED base lighting, USB ports, and a wireless charging pad.



Expanding Case Goods

Flexsteel is expanding its line of case goods with new collections for bedrooms, dining, and occasional products. These collections seamlessly integrate with soft seating and offer eco-friendly options, innovative storage solutions, and various design materials.



Flexsteel is dedicated to innovation, sustainability, and understanding consumer needs, which ensures its continued leadership in the furniture industry. The company remains committed to enriching homes and lives with thoughtfully designed solutions, paving the way for a future where every home demonstrates comfort, style, and innovation.

Visit the Flexsteel showroom at World Market Center, Space A554, from July 28th to August 1st. Buyers interested in viewing Flexsteel Industries' brands and products can contact marketing@flexsteel.com.