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**“STREAMLINED CUSTOMIZATION EXPERIENCE FOR RETAILERS AND SHOPPERS”**

**John Thomas Furniture Simplifies Signature SELECT Program**

Whitewood Industries’ SELECT by John Thomas, John Thomas Furniture’s signature custom finish program, is going back to its roots with a one-size-fits-all pricing structure.

Launched in 2007, SELECT by John Thomas began by offering a simple assortment of thirty-six paint and stain combinations. The intention, from the onset, was to make customization accessible and uncomplicated for both sales associates and shoppers — understanding too many options can be overwhelming.

The program, known for being a value in the customization realm, has evolved greatly. From adding standard to designer fabrics for soft seating, to hand distressed “HD” finishes, the program, as well as its pricing structure, has evolved to include multiple tiers.

Now, according to Bryan Sprinkles, Vice President Sales and Development John Thomas Furniture, the program will get back to its roots.

“When we started SELECT, research showed too many options and variables sometimes overwhelmed shoppers versus empowering them in their decision making,” states Sprinkles. “As the program continues to grow, we’re taking very intentional steps to enable shoppers to focus their energy solely on creating their perfect piece rather than calculating costs. For both our retail partners and shoppers, we’re simplifying the buying process.”

This fall, John Thomas Furniture will transition their custom SELECT program from multi-tier pricing to a one-price-fits-all for any custom combination to include all finish options (paints, stains, hand distressed) in either single or two tone combinations — as well as performance grade fabrics for optional upholstered seating.

“We’re excited for what this means for our retail partners,” states Sprinkles. “We’re confident this simplified pricing strategy will drive their business even further by empowering store associates as well as actually decrease pricing on many orders.”

### **About Whitewood Industries**

Founded in 1982 as a distributor of ready-to-finish furniture to retail stores throughout the eastern United States, Whitewood Inds. has evolved into a leading supplier of finished and unfinished furniture sold through leading retailers nationwide as well as designing and manufacturing for the hospitality and contract furniture industry.

Today, its four divisions include Whitewood Ready-To-Finish (unfinished furniture), John Thomas Furniture (casual dining and custom finish programs), International Concepts (a supplier to specialty retailers), and Custom Contract Furnishings (designer/manufacturer contract upholstery). Whitewood is headquartered in Thomasville, N.C., where it employs 300 workers and has manufacturing, warehousing, corporate office, and showroom facilities totaling 578,000 square feet.

The company, now employee-owned, was sold to its employees through an ESOP (Employee Stock Ownership Plan) in December 2017.

For more information, visit [www.whitewoodfurniture.com](http://www.whitewoodfurniture.com) or [www.johnthomasfurniture.com](http://www.johnthomasfurniture.com).