

## **Press Release**

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### **Youth Manufacturer Maxwood debuts XL/Queen line and Export Direct Program at Highpoint Spring Market**

The Kids and Youth segment continues to grow – and that growth can come from unexpected places! Small Living is becoming a huge trend so even adults are looking to furnish small spaces with Bunk and Loft beds. This is just one example of the key trends that the team at Maxwood has used to develop a large assortment of new products and brands to help customers take advantage of this dynamic category.

Premiering at this Spring Market in Highpoint (Space 226, Center Point on Hamilton) the huge news is the **Maxtrix “XL” range** for youth and young adults. Available in Twin XL through Queen sizes, each bed of this solid hardwood collection is equipped with a metal beam and tested to withstand over 2000 pounds (that’s 1 TON)! So while it’s perfect for is perfect for tall boys and girls, these beds are also opening up opportunities for targeting Vacation Home Owners, Urban Millennials and even Commercial Customers.

With these new Maxtrix® XL combinations, you can simply choose to make best-selling Maxtrix bed designs longer, or longer & wider with our new Queen sized beds. The modular concept lends to endless possibilities, so you can create custom configurations without the custom price tag. Built to the usual high Maxwood quality, with solid hardwood & our patented hardware, these beds are rock solid and beautiful.

Also new this spring is the “**Container Direct program**” – Maxwood’s new “Container Corner” will showcase examples of custom designs at excellent price points. Container Direct purchasing offers retailers the opportunity to develop products that will work with their customer base and address key regional style preferences, all at very attractive price points. Once in stock at the retailer, fast local delivery is another key advantage over traditional ordering from the manufacturer’s warehouse. To assist retailers, Maxwood offers free access to their expert design services, prototype development, low minimum order quantities and of course the excellent quality Maxwood is known for.

**About Maxwood Furniture:** Since launching almost 15 years ago with our Maxtrix® Brand, we have grown to manufacture 4 distinct brands (Maxtrix, Jackpot, M3 & Craft) and many custom offerings which we have in stock, ready to ship from our warehouse in Lexington NC. We are based in Charleston, SC where our team of knowledgeable service representatives is standing by to assist. Kids and Youth Furniture is our specialty and we have a lot of expertise and insight about how to make this category work for retailers. We supply hundreds of customers both nationally and internationally, ranging from small independents to very large regional chains like Rooms to Go and Jordan’s furniture.

Interested? Then please come see us a High Point (Space 226, Center Point on Hamilton) or visit our website at [www.maxwoodfurniture.com](http://www.maxwoodfurniture.com)

To make your appointment, please contact Peter at 203 916 2075, or contact us at <http://www.maxwoodfurniture.com/dealer-information>