

FOR IMMEDIATE RELEASE

**Bold new line, hi-rock home, launches at high point market**

New container-only company delivers over 30 new collections

April 2021 – Bringing together years of experience in the furniture industry from manufacturing to retail, Ernie Rockhill, Mark Hedden, and David Wallace combined forces to create a new model for delivering beautifully-built, but great value leather seating with their new company, hi-rock home.

Founded in January 2020, these industry veterans had their work cut out for them as the pandemic struck both their manufacturing facilities in Asia and promptly the United States. This, however, did not deter their vision for the line, whose nimble structure and established relationships allowed them to transition quickly into the new world. “Throughout the course of 5 months, the team designed, developed and produced over 100 samples with partners in China, Vietnam, Italy, and Mexico for show at the October High Point Market,” Founder and president, Ernie Rockhill recounts, “but we quickly realized that this year would be vastly different. Fortunately, we had formed one of the best sales teams in the business and were able to get the message out - hi-rock home delivers beautifully-crafted benchmade leather seating options at disruptive pricing.”

Now, hi-rock home is excited to launch their full collection in their new permanent showroom located in IHFC Main, #231. Buyers will be able to explore a range of styles reflective of today’s tastes - from beautifully traditional leather recliners to your more avant-garde contemporary seat with a large focus on new motion pieces. Plus, hi-rock home’s Voyages special order program offers 10 power motion styles featuring a plush two-tone, semi-aniline leather available in 12 colors. All orders are container-direct only out of Vietnam, Italy, and Mexico.

hi-rock home will be open for High Point Market April 23 - 27 and June 3-9. Schedule your appointment today or visit [hirocks.com](http://hirocks.com) to explore the line and connect with the brand.

**About hi-rock home:**

Launched in July 2020, hi-rock home imports upholstered seating from around the world including Vietnam, Mexico, Italy and Brazil. Born out of a love for furniture, a deep knowledge of leather, strong strategic partnerships and an outstanding sales organization, hi-rock home offers superior product at disruptive pricing.

Press Contact:  
Ernie Rockhill  
President, hi-rock home  
801-300-1633  
[ernier@hirocks.com](mailto:ernier@hirocks.com)