

Maxwood Furniture launches low-cost youth line

Products ship direct from Vietnam factory with low MOQs



A twin-over-full bunk in Driftwood finish from Maxwood's new line.

MT. PLEASANT, S.C. – Youth furniture resource Maxwood Furniture is introducing a new low-cost solid wood line that offers even sharper price points than its current opening priced M3 line.

The new KD line includes twin-over-full bunk beds that retail at \$399, or roughly 28% lower than a similar footprint in M3. There are also twin and full-sized beds and twin-over-twin bunk beds, plus underbed storage/sleep solutions.

The addition now presents a good, better, best story at Maxwood with M3 and Jackpot hitting the mid and upper price points, respectively.

Like those brands, the new entry price line is made with solid New Zealand pine, which avoids knots found in some other pine species.

The company hit the lower price points in a few key ways. For one, as the line requires some additional construction steps by the end user, the product ships in a single, smaller box than the M3 line, meaning that more cubes can fit onto a container.

The line also comes in a matte vs. gloss finish that involves a less complex finishing process. And while the beds offer the same construction and safety features, they are slightly lower and with slightly different dimensions on the rails.

“We tweaked the construction a little, which means the beds are 3.5 inches lower, and we redesigned some of the components, which meant we can be more efficient with less waste,” said Peter Schlunssen, global sales manager.

“We brought the price point down as low as we possibly can without compromising the quality of the product,” added Carina Buckman, who handles commercial sales at Maxwood. “We know that price point is really important right now, so we believe this is a solution.”

In addition to different sizes, the beds are available in five main wood finishes including Driftwood, Blue, Washed White, Espresso and Red Cherry. Other custom finishes also are available.

They are made in the company’s 600,000-square-foot factory in Vietnam and are shipped container direct with low minimum order quantities of 50 per SKU and per color.

As the line received positive reaction from dealers at Premarket in late April, the first twin-over-twin and twin-over-full bunks have already been ordered and are expected to hit retail floors by August.

Dealers also can see them at the June 5-9 High Point Market in the company’s showroom in Centers of High Point | Hamilton, spaces 226 and 222.

To view a video presentation of the line, click [here](#).